



PALMER LAND CONSERVANCY

BUSINESS MEMBERSHIP

2021



More than 40 years of impact



136,000 ACRES
PRESERVED



18TH LARGEST LAND TRUST
IN THE UNITED STATES

Based on acreage under conservation easement



100+ LANDOWNER
PARTNERS



20 PROTECTED PUBLIC PARKS
& OPEN SPACES



19 COLORADO
COUNTIES SERVED

Strategize Your Business Giving

INCREASE YOUR IMPACT

We know that your company cares—that is why you are considering becoming a business member of Palmer Land Conservancy. We also know businesses in our region are inundated with requests from excellent organizations, and that it is important to be strategic to ensure maximum return on your investment.

SIX REASONS TO JOIN PALMER LAND CONSERVANCY

1 CONSERVATION IS A WIN-WIN

Economic analysis has shown that every \$1 invested into conservation yields up to \$12 of economic benefits to Coloradans—including you and other local businesses.

2 INCREASE YOUR REACH

Palmer Land Conservancy directly connects with nearly 6,000 individuals between our events, social media channels, print and digital newsletters, and membership. Depending upon your membership level, you will receive varying levels of publicity, promotion, and opportunities to connect with these individuals.

3 OUR GEOGRAPHIC REACH

Palmer's work spans 19 counties and impacts over one million people throughout southern Colorado. We have protected over 136,000 acres of land forever, making us the 18th most impactful land trust in the United States in terms of acres of land conserved.

4 COLORADANS LOVE THE LAND

Nearly 70 percent of Coloradans consider themselves a conservationist. Support what your customers love!

5 ENJOY MEMBERSHIP PERKS

Donations of \$500 or more to Palmer Land Conservancy from businesses automatically enroll them as Palmer Business Members. Perks are dependent on giving level and range from promoting your business to Palmer's audiences, to enjoying event admissions during non-COVID times, to receiving Palmer gear.

6 YOUR IMPACT

The work of Palmer Land Conservancy has an enormous impact on our way of life. You can be proud knowing that you are supporting an organization that is working tirelessly to protect what we love about Colorado—its natural beauty, locally grown food, and outdoor recreation.

READY TO JOIN US?

YOUR SUPPORT FURTHERS CONSERVATION

| Sponsor Benefits | Visionary \$10,000+ | Pioneer \$5,000 | Trailblazer \$2,500 | Guardian \$1,000 | Friend \$500 |
|--|------------------------|--------------------|------------------------|---------------------|-----------------|
| Speaking opportunity at event | ✓ | | | | |
| Prominent sponsor placement on all business sponsor listings | ✓ | | | | |
| Sponsor logo placement on Field Guide, sent to all new donors | ✓ | | | | |
| Logo placement on the Palmer homepage | ✓ | | | | |
| One exclusive property visit for staff members, or individuals of your choice (number of attendees shown at right) | 10 | 5 | | | |
| Thanked on stage at large Palmer events | ✓ | ✓ | | | |
| Special listing in print newsletter | ✓ | ✓ | ✓ | | |
| Logo displayed on website | ✓ | ✓ | ✓ | | |
| Complimentary tickets to a Palmer event (number of tickets shown at right) | 8 | 4 | 2 | | |
| Social media post(s) featuring your business (number of posts shown at right) | 2 | 2 | 1 | 1 | |
| Listing in select eNewsletters | ✓ | ✓ | ✓ | ✓ | |
| Field Guide + Palmer mug | ✓ | ✓ | ✓ | ✓ | ✓ |
| Listing in annual donor impact report | ✓ | ✓ | ✓ | ✓ | ✓ |
| Listing on our website | ✓ | ✓ | ✓ | ✓ | ✓ |

OUR CONSERVATION PRIORITIES



Since 1977, Palmer Land Conservancy has worked with individuals, private and public partners, and various communities to protect land forever including 20 of your favorite public parks and open spaces, important working farms and ranches, and iconic scenic views.

We passionately promote the conservation and enjoyment of our region's most important natural assets that define why we love Colorado: its natural beauty, locally grown food, and outdoor recreation.

→ Outdoor Recreation



→ Local Food & Water



→ Iconic Views



BUSINESS PARTNERSHIP 2021 FORM

BUSINESS INFORMATION

Company Name: _____

Website: _____ Facebook page: _____

Address: _____ City: _____ State: _____ Zip: _____

Contact Name: _____

Phone #: (____) _____ Email address: _____

Please send a high-resolution or vector logo to Emma Vawter: emma@palmerland.org.

PAYMENT INFORMATION

Amount of payment: _____

Check enclosed

Please invoice

Credit Card

Credit Card #: _____ Expiration date: _____ CVV: _____

Billing address: _____ City: _____ State: _____ Zip: _____

Payment schedule:

Annual

Quarterly

Monthly

Signature: _____ Date: _____

We are thankful for your support. Please return this form to emma@palmerland.org.

Palmer Land Conservancy
Attn: Emma Vawter
P.O. Box 1281
Colorado Springs, CO 80901

