



PLA 2027 Convention & Trade Show Sponsorship Brochure



Public Lands Alliance

★ Celebrating 50 Years ★ 1977–2027 ★

Half a century of public lands partnerships

For 50 years, the Public Lands Alliance (PLA) has been the national voice for the nonprofit partners of America's public lands. As a growing community of over 2,000 public lands leaders, nonprofit staff and board members, and federal agency employees, PLA offers unmatched opportunities for collaboration, networking, and engagement.

Our members directly support more than 700 public lands across the country and contribute over \$250 million each year to their preservation and enrichment. This helps ensure these treasured places continue to thrive for future generations.

Be part of the community shaping the future of our public lands.



ANNUAL CONVENTION & TRADESHOW

Our annual Convention and Trade Show (PLA 2027) is the premier gathering for connecting with 700+ public lands professionals, including nonprofit and land management leaders from across the U.S.

There are multiple ways to get involved with the PLA 2027 Convention and Tradeshow, including exhibiting and sponsoring. Join us to showcase your brand and connect with key professionals in the public lands community!

JOIN:

- Executive Directors & CEOs of public lands nonprofits
- Store Buyers & Retail Managers purchasing for park stores
- Federal Agency Partners (NPS, USFS, FWS, BLM)
- Program Directors & Development staff
- Board Members & Emerging Leaders

These leaders attend to network, gain insights, and discover products that support conservation, preservation, and education. They're the buyers, donors, and partners your brand needs to know.

Contact Keynola Russell for more information.
Keynola@publiclandsalliance.org | 301-946-9475 x8



Why Sponsor PLA 2027?

Visibility

Gain visibility and recognition before, during, and after the event through a variety of marketing materials and promotional outreach efforts.

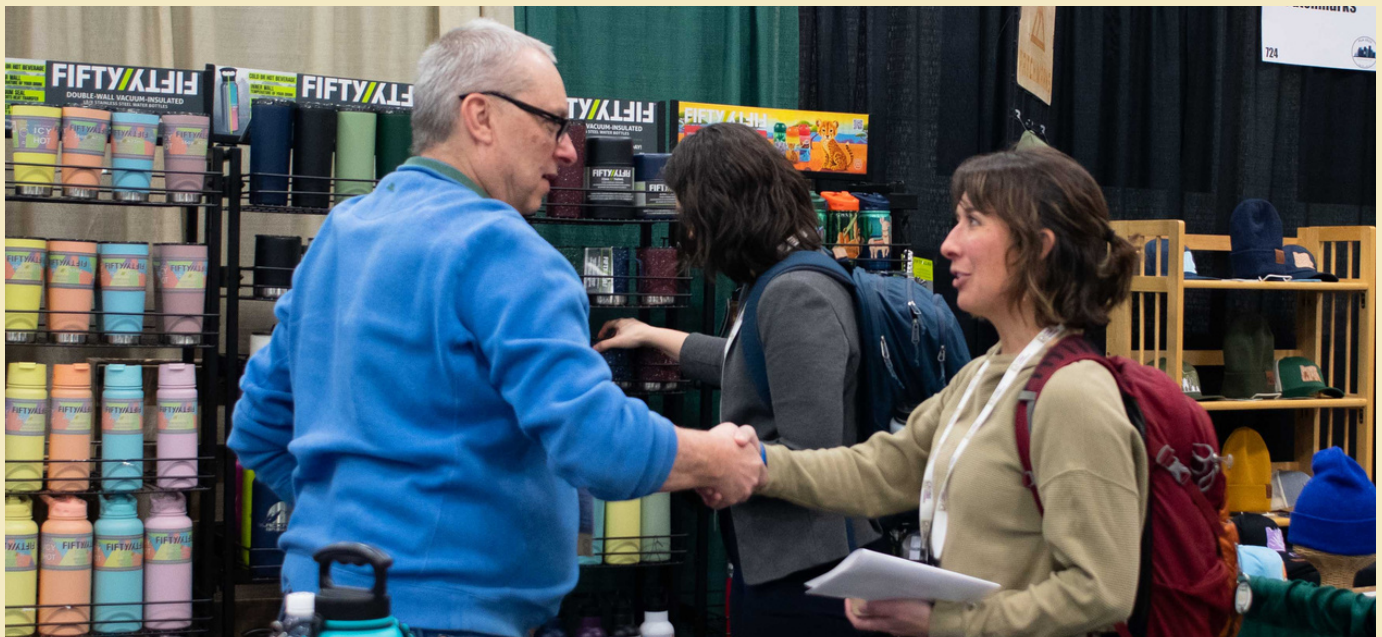
Networking

Enjoy networking opportunities with leading professionals in the public lands sector.

Exclusive Events and Opportunities

Receive Registration(s) and Ticket(s) to special events.

We provide a range of sponsorship opportunities designed to boost brand visibility and engagement at our event. These partnerships not only enrich the attendee experience but also contribute to PLA's ongoing efforts to support the public lands community throughout the year.



Public Lands Alliance is proud to celebrate our 50th anniversary. Sponsors who join us this year aren't just investing in a convention; they're becoming part of a milestone celebration.

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PLA 2027 Sponsorship Opportunities

Premier Sponsorship

OPENING RECEPTION

\$10,000

Help kick off PLA 2027 in Bellevue! Enjoy hors d'oeuvres and a cash bar while reconnecting and networking with friends and colleagues from across the country.

TOTE BAG

\$10,000

Your brand will go everywhere with this essential convention item. As the tote bag sponsor, your design and logo will be distributed to all attendees, used to carry materials, swag, and resources from start to finish.

TECHNOLOGY SPONSOR

\$10,000

Stand out as the exclusive sponsor of the official PLA2027 app. Your brand will be visible throughout the entire event and on the official app that will be used by all attendees, ensuring maximum visibility and engagement.

LUNCH VOUCHERS

\$10,000

Enhance the PLA 2027 experience by sponsoring lunch vouchers for a day! Treat everyone to a meal and make a lasting impression.

Platinum Sponsorship

LANYARD SPONSOR

\$7,500

Your brand will be visible on every attendee for the entire convention. This is a can't-miss opportunity to stay top-of-mind, and follow attendees home as many keep their badges and lanyards as souvenirs.

WATER BOTTLE

\$7,500

As the water bottle sponsor, your design will be distributed to all attendees, kept close and used throughout every session, break, and beyond.

PLA BIRTHDAY

\$7,500

ONLY IN 2027: Help us celebrate 50 years! This exclusive event honors PLA's history and the public lands community.

TRADESHOW MIXER

\$7,500

Cheers to unforgettable moments at PLA 2027 in Bellevue, WA! Partner with us to create a vibrant atmosphere at the Trade Show, complete with a cash bar and delicious bites.

Gold Sponsorship

SPONSORED DEMO

\$5,000

Elevate your brand with a 20-minute presentation sponsorship. This is your chance to position your brand as an industry leader, highlight your unique offerings and maximize your exposure within the PLA community.

GENERAL SESSION

\$5,000

Join in helping inspire, educate, and engage attendees by sponsoring one of the PLA 2027 General Sessions or Featured Speakers.

MORNING COFFEE BREAK

\$5,000

Help energize attendees on the trade show floor by sponsoring the morning coffee and bagel kick-off on Tuesday and Wednesday. Partner with us to fuel connections and jumpstart the day!

PARTNERSHIP AWARDS!

\$5,000

Expand your brand recognition as we honor public lands partnerships, programs, interpretation, publications and achievements that enhance preservation and visitor experience.

Silver Sponsorship

NETWORKING BREAK

\$3,000

Maximize your networking impact with a beverage break sponsorship at PLA 2027!

LUGGAGE TAG

\$3,000

Help attendees personalize their tote bags with branded luggage tags! These tags will showcase your brand in a memorable and functional way. A great keepsake that lasts long after the event.

FIELD TRIP SPONSOR

\$3,000

Make a lasting impression by providing the PLA 2027 field trip attendees with a snack, water, or any other helpful item!

EDUCATION SESSIONS (3Pack)

\$2,500

Contribute to the learning experience at PLA 2027 by sponsoring three Education Sessions.

Bronze Sponsorship

EDUCATION SESSION (1 Pack)

\$1,000

Contribute to the learning experience at PLA 2027 by sponsoring one Education Session.

SWAG BAG CONTRIBUTOR

\$1,000

Receive the opportunity to include an item in the swag bags at the PLA 2027 Convention and Tradeshow.



PLA 2027 Sponsorship Benefits

Sponsorship Benefits	Premier \$10,000+	Platinum \$7,500 - \$9,999	Gold \$5,000 - \$7,499	Silver \$2,500 - \$4,999	Bronze \$1,000 - \$2,999
PLA 2027 Sponsorship Recognition	Large Company Name/Organization Logo on the PLA 2027 website and on-site.	Large Company Name/Organization Logo on the PLA 2027 website and on-site.	Medium Company Name/Organization Logo on the PLA 2027 website and on-site.	Small Company Name/Organization Logo on the PLA 2027 website and on-site.	Company name on the PLA 2027 website and on-site
Media Recognition	Email and Social Media Recognition + Targeted Email to Registrants	Email and Social Media Recognition	Email Recognition	Email Recognition	Email Recognition
Thank You Reception (invitation-only)	Invites for 4	Invites for 3	Invites for 3	Invites for 2	-
Opening Reception Tickets	2 Tickets	2 Tickets	-	-	-
Access to Meeting Room Space	Access to a shared meeting room before the Trade Show hall opens.	-	-	-	-
Complimentary Swag Bag Contributions	✓	-	-	-	-

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For The Lands We Love

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