



About Us

The Public Lands Alliance (PLA) is the national voice for nonprofit public lands partners. PLA members partner with and serve the National Park Service, Bureau of Land Management, U.S. Fish & Wildlife Service, U.S. Forest Service and U.S. Army Corps of Engineers along with state and local land agencies.

About the Event

The Annual PLA Convention and Trade Show brings together nonprofits, land management agencies and businesses to network, learn and share expertise for the benefit of public lands. Attendees come to build capacity, gain tools to fulfill their agency missions and shop the trade show for products that educate and appeal to public land visitors and services that make their jobs easier.

Sponsorship

We offer a variety of sponsorship opportunities to elevate your brand at our event while supporting and being recognized by the public lands community. Benefits include:

- Visibility and Recognition before, during and after the event through marketing materials and promotional communications
- Exclusive Networking Opportunities with leaders in the public lands community
- Booth Credits, Registration(s) and Tickets(s) to special events

Specific sponsorship levels and benefits are listed on the following page. For more information, contact Jocelyn Boss, PLA's Development Manager, at jocelyn@publiclandsalliance.org.

Standard Sponsorship Opportunities

BENEFITS	PREMIER \$10,000	PLATINUM \$7,500	GOLD \$5,000	SILVER \$2,500	BRONZE \$1,000
Recognition as exclusive sponsor for an event	Opening Reception OR Closing Banquet	Public Lands Partnership Mixer	Keynote Speaker OR Member Luncheon	1 Networking Beverage Break OR 3 Education Sessions	_
Speaking opportunity	General Session	General Session	Intro Keynote Speaker	-	-
Promotional materials	Targeted email to registrants	-	-	_	_
On-site recognition:	Company logo	Company logo	Company logo	Company name	Company name
Media recognition	Social media	Social media	Social media	_	-
Event webpage	Logo on landing and sponsor pages	Logo on sponsor page	Logo on sponsor page	Company name on sponsor page	Company name on sponsor page
Invitation to exclusive Thank You Reception	Yes, plus 6 guest tickets	Yes, plus 4 guest tickets	Yes, plus 3 guest tickets	1 ticket	_
Trade Show booth credit OR basic registrations	\$1,500 value	\$1,000 value	\$500 value	-	-
Tote bag item	✓	✓	✓	✓	✓
Annual Report recognition	✓	✓	✓	✓	✓
Corporate Partner Status	Trailblazer	Explorer	Steward	_	_

Sponsorship is tax deductible less the value of goods and services provided.

Sponsorships must be received by January 17, 2020 for onsite recognition.

Please note that this table shows standard sponsorship offerings—customization is a welcome option, <u>contact us</u> to discuss or <u>click here</u> to pledge your standard sponsorship.

PLA in Numbers

Convention and Trade Show

(numbers reflect average of last 3 years)

680+

40

200+

Participants

States

Organizations, companies and agencies

Membership

160+

\$250M

600+

Nonprofit Organizations

Funds raised annually to support public lands

Public lands served





Customize Your Sponsorship

The Public Lands Alliance is happy to work with you and your marketing team to create a customized sponsorship opportunity that will demonstrate your brand and your commitment to America's public lands.

Contact Jocelyn Boss at jocelyn@publiclandsalliance.org to discuss your marketing goals for the 2020 Public Lands Alliance Convention & Trade Show.



PUBLIC LANDS ALLIANCE 2020 CONVENTION AND TRADE SHOW

ARLINGTON, VA | **MAR 1 - 5, 2020**