

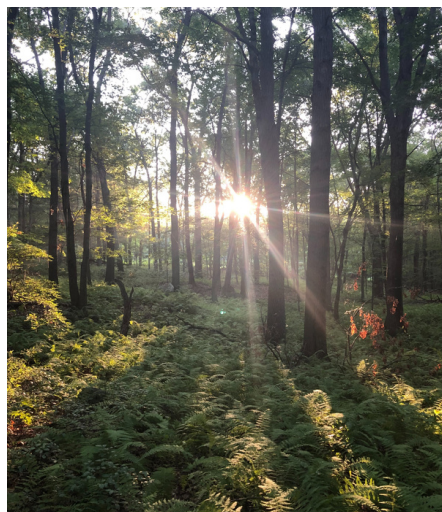
CONNECTICUT  
Land Conservation Council



# 2024 CONNECTICUT LAND CONSERVATION CONFERENCE SPONSORSHIP PROPOSAL

MARCH 23, 2024

WESLEYAN UNIVERSITY, MIDDLETOWN



# CONFERENCE OVERVIEW

The Connecticut Land Conservation Conference, hosted by the CLCC, stands as Connecticut's premier land conservation event. Drawing attendees from all over, this annual event offers robust training, networking, and collaboration for the state's conservation community. The 2024 Conference promises expert speakers, enriching workshops, and a celebration of land conservation values.



By sponsoring, you bolster Connecticut's land conservation efforts and elevate your business or organization's presence within this vibrant community. Sponsorship not only positions you before a dedicated audience but also helps to keep the Conference accessible and affordable to all who wish to attend.

CLCC offers a range of sponsorship tiers with perks like ad space in our program booklet. Let's discuss how you can support the 2024 Conference.

**WE INVITE YOU TO JOIN US AS SPONSOR OF  
THE LARGEST GATHERING OF CONNECTICUT'S  
LAND CONSERVATION COMMUNITY.**



# PROGRAM ELEMENTS & AUDIENCE

The Connecticut Land Conservation Conference is Connecticut's "go-to" conservation event – from grass-tops to grass-roots!

The full-day Conference program includes:

- Opening plenary session featuring an inspiring and acclaimed keynote speaker
- Comments from State and National representatives
- 50+ workshops, selected and curated for depth, breadth, and relevance
- Exhibits and displays from land trusts, conservation partners, and sponsors
- Closing reception featuring Connecticut grown treats and locally brewed refreshments

Attendees come from across Connecticut (and beyond) and from many different backgrounds. In 2023, we were joined by 550 conservationists, representing:

- 75 land trusts
- 30 conservation and wetland commissions
- 50 state and national conservation organizations



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# PROMOTIONAL ELEMENTS

This sponsorship provides promotional opportunities for the conference via radio and their eNews outlets in the months leading up to the conference.

In addition to this partnership, additional promotional opportunities are described below:

## Digital Communications:

- Dedicated web pages for all conference materials: [ctconservation.org/conference](http://ctconservation.org/conference). Over 1,200 pageviews during 2023 Conference season
- Links to Conference webpage in weekly CLCC eNews, delivered to 3,000+ subscribers
- Dedicated Conference e-blasts leading up to and immediately following Conference

## Social Media:

- CLCC Instagram: @ctconservation with 2,200+ followers
- CLCC Facebook: 2,300 page followers and 1,900 page likes
- CLCC LinkedIn: Recently rekindled with growing number of followers

## Printed Materials:

- Printed registration brochure mailed to 2,500+ invitees
- Printed Conference program

## Signage:

- On-site signage throughout the Conference venue
- Jumbo screen projection at plenary session



# SPONSORSHIP OPPORTUNITIES

	Naming Opportunity	Logo Branding	Social Promotion	Print Promotion	Tabling	Hospitality
Platinum Sponsor \$10,000+	Plenary session named in recognition of Platinum Sponsor	<ul style="list-style-type: none"> <li>Premier logo placement on website</li> <li>Logo in brochure</li> <li>Logo displayed at conference</li> </ul>	2 social media acknowledgment posts on CLCC channels	Full-Page Ad	6 ft. table	10 comp tickets
Gold Sponsor \$5,000+		<ul style="list-style-type: none"> <li>Premier logo placement on website</li> <li>Logo on brochure</li> <li>Logo displayed at conference</li> </ul>	1 social media acknowledgment post on CLCC channels	Half-Page Ad	6 ft. table	5 comp tickets
Silver Sponsor \$2,500+		<ul style="list-style-type: none"> <li>Premier logo placement on website</li> <li>Logo on brochure</li> <li>Logo displayed at conference</li> </ul>	1 social media acknowledgment post on CLCC channels	Half-Page Ad	6 ft. table	3 comp tickets
Bronze Sponsor \$1,000+		<ul style="list-style-type: none"> <li>Logo placement on website</li> <li>Logo displayed at conference</li> </ul>	1 social media acknowledgment post on CLCC channels	Quarter-Page Ad	6 ft. table	2 comp tickets
Copper Sponsor \$500+		<ul style="list-style-type: none"> <li>Logo placement on website</li> <li>Logo displayed at conference</li> </ul>		Quarter-Page Ad	½ of 6 ft. table shared with another organization	1 comp ticket
Iron Sponsor \$250+		<ul style="list-style-type: none"> <li>Logo placement on website</li> <li>Logo displayed at conference</li> </ul>				1 comp ticket

# CONFERENCE AD SPACE

Are you interested in only purchasing ad space for the Conference program? Showcase your business or organization in a program ad to be distributed to the hundred of people who attend the Conference.

Available ad prices are as follows:

- Full-Page Ad: \$150
- Half-Page Ad: \$100
- Quarter-Page Ad: \$50

If you would like to purchase ad space for the conference, contact Cristina at [chayden@ctconservation.org](mailto:chayden@ctconservation.org)

Note: This does not include any tabling/tabling alternatives or logo promotion on the website/social media and at the conference.

## DEADLINES & DIMENSIONS

Sponsors are responsible for submitting their own logos and artwork for ads. Submit high-resolution (300 dpi), full-colored ads as a .jpg, .png, or PDF file.

Deadline for logo in conference brochure: **December 31, 2023**

Deadline for ad and/or logo in conference program: **February 16, 2024**

Sponsors not interested in tabling should contact CLCC for comparable promotional alternatives such as take-homes for attendees.

### AD SIZES

(Horizontal x Vertical)

#### Full Page Ad

- 8.5" x 11" (without bleed)
- 8.75" x 11.25" (full bleed)

#### Half Page Ad

- 7.5" x 4.875"

#### Quarter Page Ad

- 3.6" x 4.875"

# BE A PART OF SOMETHING SPECIAL



Please don't hesitate to reach out if you have any questions.

For more information about the conference or the sponsorship program, contact Cristina Hayden at [chayden@ctconservation.org](mailto:chayden@ctconservation.org).

YOUR  
SPONSORSHIP  
MAKES THIS  
POSSIBLE