



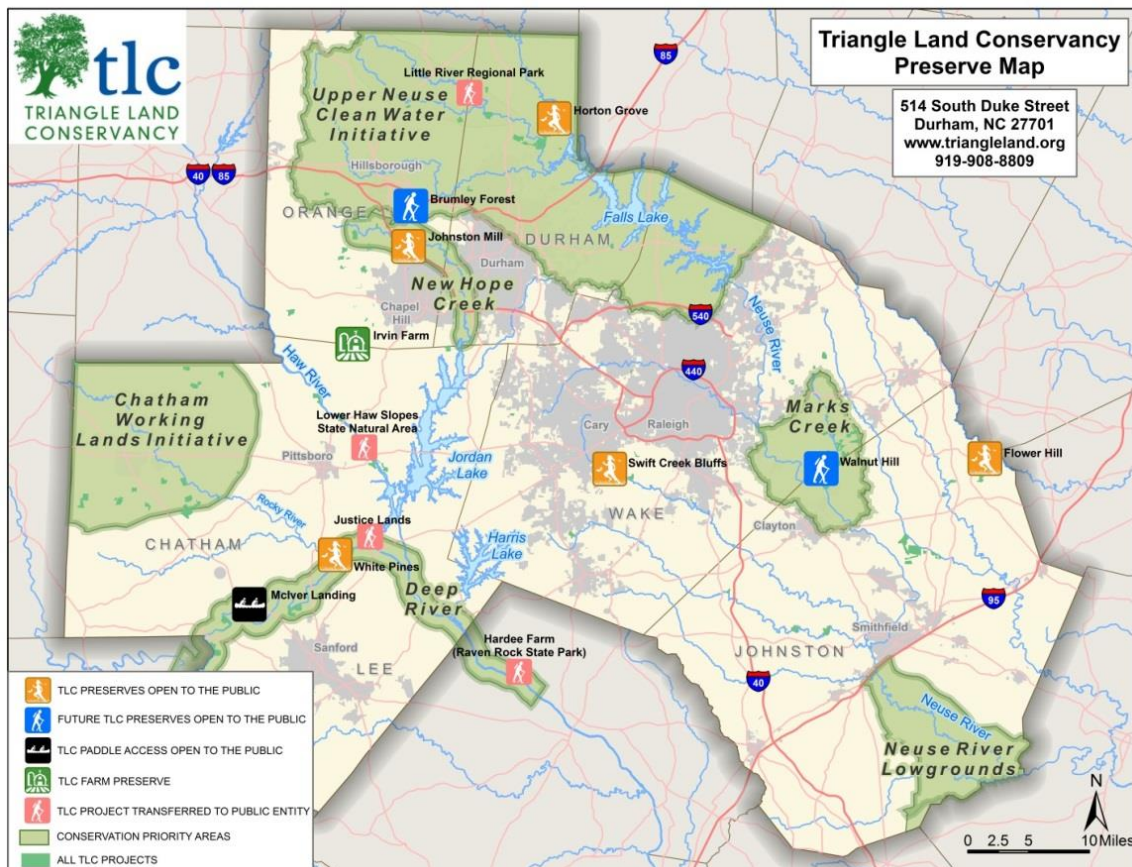
*Improving Our Lives Through Conservation*

[www.triangleland.org](http://www.triangleland.org)

## Wild Ideas Sponsorship Invitation

Triangle Land Conservancy is a membership-supported nonprofit that strives to create a healthier and more vibrant Triangle region by safeguarding clean water, protecting natural habitats, supporting local farms and food, and connecting people with nature through land protection and stewardship, catalyzing community action, and collaboration.

TLC works across a six-county region with a population of 1.75 million people. Since 1983, TLC has conserved over 17,500 acres including 6 public nature preserves with 2 new preserves in Orange and Wake Counties opening soon.



## Building Partnerships

Triangle Land Conservancy (TLC) is committed to the power of partnerships with other nonprofits and businesses for fostering appreciation for local lands. TLC's *Wild Ideas* series provides a dynamic, interactive venue for experts and community members to educate the public and share innovative ideas for addressing TLC's four public benefits of conservation: connecting people with nature, safeguarding clean water, protecting natural habitats, and supporting local farms and food.

Few Triangle residents are blind to the rapid development in our area. Whether we are a part of the growth or have witnessed changes in the region, most people want to ensure that the Triangle remains a healthy place to live, work and play. Many Triangle residents recognize green space, local food, and wildlife habitat as important threads in keeping this area healthy, but are unsure of their own role in protection of those elements.

*Wild Ideas* offers a collaborative environment for organizations, businesses, and individuals to come together to discuss ways to take action on issues of interest and of utmost importance to our region. The topics discussed at *Wild Ideas* are not new to the Triangle, each one is part of a larger conversation that TLC has been intimately involved with addressing with our partners and wants the public to be involved with as well.

**Outlined on the following pages is a summary of sponsor benefits and further description of this dynamic educational series. We invite your organization to partner with us as a series sponsor of Wild Ideas (3 programs) or customize your sponsorship to sponsor one or two programs.**



Wild Ideas for Birds and Bees	June 22, 2016 5:30 to 8:00 p.m.	The Frontier @ RTP
Wild Ideas for Farms and Food	October 2016 5:30 to 8:00 p.m.	The Frontier @ RTP
Wild Ideas for Getting Outside	March 2017 5:30 to 8:00 p.m.	The Frontier @ RTP

<b>WILD IDEAS SPONSOR BENEFIT SUMMARY</b>	<b>\$10,000 3 PROGRAMS</b>	<b>\$5,000 2 PROGRAMS</b>	<b>\$2,500 1 PROGRAM</b>	<b>\$1,000 1 PROGRAM</b>
<b>PRE-EVENT RECOGNITION</b>				
Event promotion begins 2 months prior or when sponsorship commitment is received				
TLC Website Home Page Presence	Logo	Logo	Logo	
TLC Website Event Page Presence	Logo	Logo	Logo	Name
Social Media Promotion (Facebook, Twitter, Instagram)	FB Banner & Individual Sponsor Posts	Individual Sponsor Posts	Shared Sponsor Posts	Sponsor listing
Event Poster and Flyer	1 <sup>st</sup> Tier Logo Placement	2 <sup>nd</sup> Tier Logo Placement	2 <sup>nd</sup> Tier Logo Placement	Name
Email Event Blasts: including hyperlink	Logo	Logo	Logo	Name
TLC E-news: including hyperlink	Logo	Logo	Logo	Name
TLC Blog: featured post in <i>The Dirt</i> blog	Dedicated Sponsor Post with Logo	Event Post with Logo Inclusion	Event Post with Logo Inclusion	Event Post with Name Inclusion
Press Release	Featured	Mentioned	Mentioned	
Durham Herald Sun: Featured in TLC's "We Are Durham" column	Featured			
<b>ON-SITE RECOGNITION</b>				
Event Sponsor Banner	1 <sup>st</sup> Tier Logo Placement	2 <sup>nd</sup> Tier Logo Placement	2 <sup>nd</sup> Tier Logo Placement	Name
Presentation Display: projected on screen	1 <sup>st</sup> Tier Logo Placement	2 <sup>nd</sup> Tier Logo Placement	2 <sup>nd</sup> Tier Logo Placement	Name
Expo Presence	Large Table	Large Table	Table	Table
Speaking Opportunity: customized based on event dynamics	Customized	Customized		
<b>POST-EVENT RECOGNITION</b>				
TLC Newsletter: event article and ad	Logo	Logo	Logo	Name
TLC Annual Report: name listing	Oak Circle	Heron Circle	Kingfisher Circle	River Society
Thank You Email Blast: hyperlink to organization's website	Logo	Logo	Logo	Name
River Society Recognition: major donor reception invitation and complimentary special event opportunities	Oak Circle	Heron Circle	Kingfisher Circle	River Society





## 6 dynamic speakers. 20 powerful slides. 5-minute talks to inspire.

TLC's [\*Wild Ideas\*](#) series provides a dynamic, interactive venue for experts and community members to share innovative ideas for connecting people with nature, safeguarding clean water, protecting natural habitats, and supporting local farms and food.

Each *Wild Ideas* speaker has exactly 5 minutes and just 20 slides to share an idea, passion or experience that inspires the audience. The fast but digestible format is designed to hold attention and quickly disseminate important information. Each presenter is asked to end with a challenge, "if you could get Triangle residents to do one thing for this issue, what would it be?" Whether they challenge attendees to plant native species at home, explore a new nature preserve, or call their representative about an upcoming initiative, 250 Triangle residents leave the presentations with actionable items and a strong sense of their significance.

Following the presentations and Q&A, the conversations continue over complimentary food and drinks during an expo featuring relevant displays from TLC and our partner organizations working on the particular topic. Here participants meet and mingle with people working in the trenches of the topic at hand, a growth opportunity for both parties. Attendees learn more ways to be involved and take action, exhibitors are asked to offer a follow up event or action that they can direct people to in order to continue the momentum and further develop the relationships and conversations initiated at Wild Ideas.

The *Wild Ideas* programs are themed around public benefits to land conservation and draw hundreds of attendees from across the Triangle. Upcoming programs for 2016 are *Wild Ideas for Birds and Bees* on June 22<sup>nd</sup> and *Wild Ideas for Local Farms and Food* in October and the most popular in the series, *Wild Ideas for Getting Outside*, scheduled for March 2017. All events will be hosted at [The Frontier](#) in RTP.



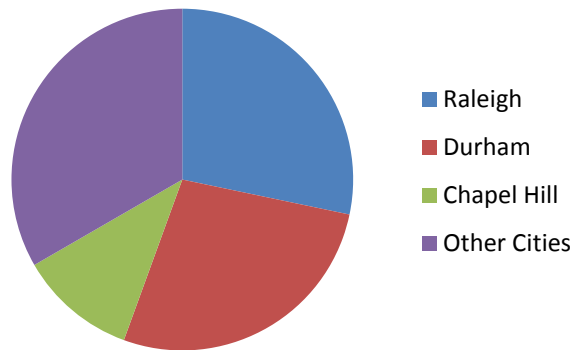
## Target Audience

**Wild Ideas** events are free and open to the public with extensive marketing focused on attracting young professionals working in Research Triangle Park and throughout the Triangle. Use of The Frontier facilities opens up internal marketing channels and provides a geographic advantage in its central location.

Participants range in age from 19 to 85, hail from across the region, and represent diverse races and ethnicities.

**Wild Ideas** launched in October 2014 with over 100 participants at **Wild Ideas for Local Farms and Food**. That number more than doubled by our most recent event **Wild Ideas for Getting Outside** in March 2016 where we also included nearly 30 partner organizations in the Outdoor Expo.

### Wild Ideas Geographic Reach (March 9, 2016 Event)



In 2016, we estimate at least 800 people will participate in three programs. To date upwards of 90% of registered attendees were not members of TLC, meaning we are reaching new audiences that are motivated to learn about conservation and want to participate in events focused on ways to create a healthier and more vibrant Triangle region.





## Event Promotion

TLC promotes the series heavily in Durham, Orange, and Wake Counties with some advertising in Chatham, Johnston and Lee Counties. TLC also promotes **Wild Ideas** to its 5,000+ email subscribers; 5,000 Facebook followers; Twitter and Instagram channels; and traditional media outlets including WUNC radio, Durham Herald-Sun, 919 Magazine, and The Indy.

### [March 9 Wild Ideas Event Photos](#)



## Questions and Comments

TLC is committed to building a strong partnership with your organization and is willing to customize this relationship based on feedback received from this proposal. We welcome questions and are willing to meet to discuss options. We look forward to developing next steps. Thank you for the opportunity to present this sponsorship request.



**Christine Wilson**, *Director of Development*  
514 South Duke Street, Durham, NC 27701  
919-908-0059  
[cwilson@triangleland.org](mailto:cwilson@triangleland.org)