

THE LANDS COUNCIL

SPONSORSHIP OPPORTUNITIES • 2022

ABOUT US

We preserve and revitalize Inland Northwest forests, water, and wildlife through advocacy, education, effective action, and community engagement.

We collaborate with a broad range of interested parties to seek smart and mutually respectful solutions to environment and health issues.

We're enriched by the beauty of nature. We're energized by the recreational opportunities it affords. And we're inspired to preserve its legacy for future generations.

SUPPORT US

You can support this important work by becoming a steward and either sponsoring an event or program.

We are expanding our business partnerships and sponsorship opportunities to give our supporters year-round acknowledgement for their dedicated contributions to our events, programs, and campaigns.

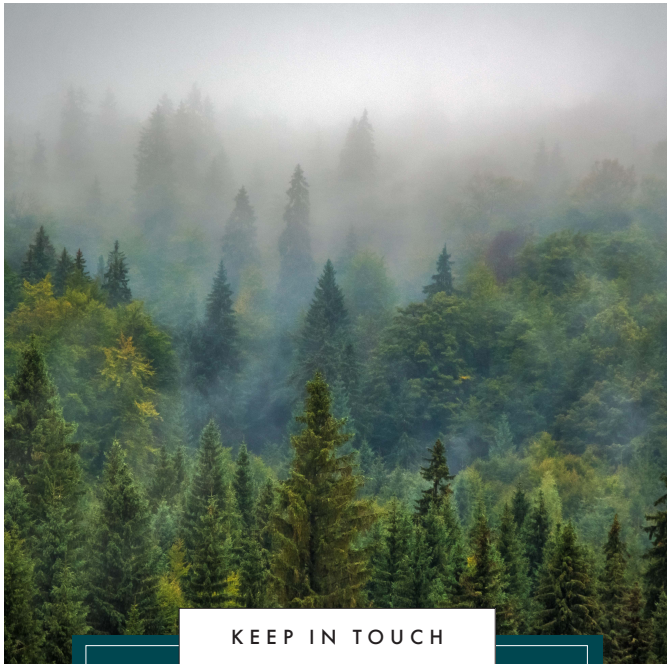
PROGRAMS & EVENTS

- Beaver Solution
- Project SUSTAIN
- Forest Collaboration
- Mushroom Project
- Wolf & Wildlife Program
- Biochar
- Reforest Spokane Day
- Spokane River Clean-Up
- April Showers Auction
- Sponsor Tree Plantings

Have something else in mind? Contact me!

PRESENT + PAST PARTNERS

- Avista Utilities
- Guardian Life Insurance
- Itron
- Vaagen Brothers
- SCAFCO
- Smith Barbieri
- Roast House Coffee
- AHBL, Inc.
- Strong Solutions
- Pacific Garden Design



KEEP IN TOUCH

JASMINE VILAR

JVILAR@LANDSCOUNCIL.ORG

(509) 209 - 2407

WWW.LANDSCOUNCIL.ORG

STATS

Facebook/@thelandsCouncil 3,701 followers
Instagram/@thelandsCouncil 3,185 followers
Twitter/@thelandsCouncil 423 followers
MailChimp 2,639 subscribers

AUDIENCE

Monthly Reach: 40,939
Monthly Unique Visitors: 15,000

Female (66%) Male (33%)
Age 25-34 (25%) 35-44 (26%)

PROGRAM SUPPORT

You or your business can sponsor of any of the following programs:

THE BEAVER SOLUTION

We live-trap nuisance beavers and relocates them to allow the beavers to do what they do naturally - build dams and store water. This develops wetland area, makes streams cleaner, increases groundwater levels, and creates habitat. To date, we have relocated 100 beavers! We have also launched a new beaver solution - beaver dam analogs (BDAs). BDAs are light engineering projects designed to mimic beneficial riparian ecosystem processes provided by beavers.

FOREST COLLABORATION

We protect roadless areas, defend wildlife, safeguard communities from wildfires, and preserve old-growth stands. We work to create new recreational opportunities in our region, including a plan in the Colville National Forest that will benefit hikers, bikers, horseback riders, and skiers.

WILDLIFE PROGRAM

The Inland Northwest has a number of threatened and endangered species – and some at risk of disappearing from our region. The excess of roads, encroachment of their territory, habitat loss from logging, and impaired water quality have negatively affected the Canada Lynx, Gray Wolf, Grizzly Bear, Northern Goshawk, Bull Trout and the iconic Mountain Caribou populations.

CLIMATE JUSTICE

The Lands Council is an advocate for a clean energy transition and climate adaptation policies. We evaluate policies related to regional climate change effects and mitigation such as public utility clean energy plans, city and county sustainability ordinances, statewide house bills with climate effect considerations, fossil fuel infrastructure proposals.

PROJECT SUSTAIN

Our outdoor, place-based, environmental education program that restores the connection between youth and nature by enabling students to get outside, practice field science, be physically active, and become responsible environmental stewards.

SPOCANOPY

SpoCanopy's goal is to increase Spokane's urban canopy by planting free street trees in low-income neighborhoods with low canopy coverage and disproportionate environmental disparities, so that all communities have access to the benefits of street trees and green spaces. With a focus on environmental justice, it is our goal to plant 200 street trees in 2021 and another 200 in 2022.

BIOCHAR PROGRAM

Biochar is a high carbon, charcoal material produced by pyrolysis - the process of heating any biomass at extreme temperatures without oxygen, resulting in high carbon char. Biochar has an enormous amount of surface area. Due to its microscopic porous surfaces, biochar can hold and absorb large amounts of water and nutrients.

BEAVER SOLUTION

Allowing beavers to do what they do naturally: build dams, create wetlands, and purify water.

We live-trap and relocate beaver families that pose problems to landowners throughout Eastern Washington. Simultaneously, we plant thousands of trees to expand beaver habitat potential, and resolve conflicts so that beaver families can maintain existing wetlands without posing problems to landowners.



Reintroducing beavers and their dams along stream systems will create wetland areas that retain rain and snowmelt for use later in the summer. Beaver dams trap sediment which makes streams cleaner, restore eroded stream banks, cause ground water levels rise, and create habitat for fish and wildlife.

We also build beaver dam analogs (BDAs). BDAs are beaver dams built by humans. When strategically-placed, BDAs diminish and deflect erosive forces away from vulnerable streambanks, accumulating sediment behind them and reducing turbidity. BDAs have the effect of raising the water table, expanding natural riparian forest buffer area, and reconnecting an incised channel to its floodplain. In effect, they reduce the overall “flashiness” of degraded streams.



	Presenting Sponsor \$5,000	Gold Sponsor \$2,500	Silver Sponsor \$1,000	Bronze Sponsor \$500
Listed as “Presenting Sponsor” on all marketing materials	X			
Press releases written and sent to local media	X	X		
Logo or name in The Lands Council newsletter all year	X	X		
Feature article in The Lands Council newsletter	X	X	X	
Logo and name on all collateral materials	X	X	X	X
Logo and name on social media and website	X	X	X	X

FOREST COLLABORATION

Working with communities and a wide-variety of interest groups to support forest restoration and conservation interests.

More than a century of forest and fire management in Northeast Washington, North Idaho, and Northwest Montana has transformed the characteristics and function of forests. The most dramatic impacts affect riparian areas, water quality, fish, and wildlife.

To restore key, resilient characteristics to Inland Northwest forests, The Lands Council works to properly manage and plan regional, watershed, and individual resources. Restoring once-dominant and hardy species - such as white pine, whitebark pine, western larch, and ponderosa pine - will increase resiliency to drought, insects, disease, and wildfire.



The Lands Council works with three National Forests and ten counties in Eastern Washington, Northern Idaho, and Northwest Montana to restore our public forests, protect roadless forests as wilderness, and protect old growth forests as well as rare and endangered wildlife. We are also working with the U.S. Senate Natural Resources Committee to legislate protection for our wild forests and provide help for rural communities.

	Presenting Sponsor \$5,000	Gold Sponsor \$2,500	Silver Sponsor \$1,000	Bronze Sponsor \$500
Listed as "Presenting Sponsor" on all marketing materials	X			
Press releases written and sent to local media	X	X		
Logo or name in The Lands Council newsletter all year	X	X		
Feature article in The Lands Council newsletter	X	X	X	
Logo and name on all collateral materials	X	X	X	X
Logo and name on social media and website	X	X	X	X

SPOCANOPY

We are working with the City of Spokane to achieve a 40% urban canopy by 2030.

SpoCanopy's goal is to increase Spokane's urban canopy by planting free street trees in low-income neighborhoods with low canopy coverage and disproportionate environmental disparities, so that all communities have access to the benefits of street trees and green spaces.

Street trees provide a wide variety of benefits such as storm water mitigation, keeping our Spokane River clean, providing habitat for urban wildlife, increasing property values, providing shade, decreasing energy usage, and lowering temperature on the streets, sidewalks, and overall neighborhood. Trees also help to boost immune systems by reducing area pollution and air-borne particles. Studies have shown that time spent in nature and around trees can even reduce stress.

Our SpoCanopy program has a large focus on environmental justice. We are concentrating efforts in Northeast Spokane, in areas that have below average canopy cover.



	Presenting Sponsor \$5,000	Gold Sponsor \$2,500	Silver Sponsor \$1,000	Bronze Sponsor \$500
Listed as "Presenting Sponsor" on all marketing materials	X			
Press releases written and sent to local media	X	X		
Logo or name in The Lands Council newsletter all year	X	X		
Feature article in The Lands Council newsletter	X	X	X	
Logo and name on all collateral materials	X	X	X	X
Logo and name on social media and website	X	X	X	X

PROJECT SUSTAIN

Connecting kids to nature and giving them a true understanding and appreciation for the bountiful, great outdoors of the Inland Northwest.

Project SUSTAIN is an outdoor, place-based, STEM-focused (science, technology, engineering, and mathematics) environmental education program designed to restore the connection between youth and nature by enabling students to get outside, practice field science, be physically-active, and become responsible environmental stewards.

Project SUSTAIN provides field trips and supporting in-class lessons to high school and middle school students in the Spokane and Coeur d'Alene region. Our field trips encourage active outdoor recreation activities including hiking, kayaking, and snowshoeing; and community-building service learning projects such as tree plantings and stream/lake clean-ups.

We are also an official SnowSchool site - SnowSchool is a bridge connecting kids to the world of snow science and winter recreation. The curriculum is designed for K-12 students and combines a field trip to the snow with classroom presentations.



	Presenting Sponsor \$5,000	Gold Sponsor \$2,500	Silver Sponsor \$1,000	Silver Sponsor \$500
Listed as "Presenting Sponsor" on all marketing materials	X			
Press releases written and sent to local media	X	X		
Logo or name in The Lands Council newsletter all year	X	X		
Feature article in The Lands Council newsletter	X	X	X	
Logo and name on all collateral materials	X	X	X	X
Logo and name on social media and website	X	X	X	X

CLIMATE JUSTICE

Doing our part to address the ethical dimensions of climate change.

Environmental and climate justice is a civil rights issue. We all depend on the physical environment and its bounty.

Toxic facilities, like coal-fired power plants and incinerators, emit mercury, arsenic, lead, and other contaminants into the water, food, and lungs of communities. Many of these same facilities also emit carbon dioxide and methane — the No. 1 and No. 2 drivers of climate change. But not all people are equally impacted. Race — even more than class — is the number one indicator for the placement of toxic facilities in this country hit by climate change.



We are working to address the many practices that are harming communities in the Inland Northwest. We fight for the policies needed to rectify these impacts and advance a society that fosters sustainable, cooperative, regenerative communities that uphold all rights for all people in harmony with the earth.

	Presenting Sponsor \$5,000	Gold Sponsor \$2,500	Silver Sponsor \$1,000	Bronze Sponsor \$500
Listed as "Presenting Sponsor" on all marketing materials	X			
Press releases written and sent to local media	X	X		
Logo or name in The Lands Council newsletter all year	X	X		
Feature article in The Lands Council newsletter	X	X	X	
Logo and name on all collateral materials	X	X	X	X
Logo and name on social media and website	X	X	X	X

BIOCHAR

This 2,000 year-old practice converts waste into a soil enhancer that can hold carbon, boost food security, and increase soil biodiversity, and discourage deforestation.

Biochar is a high carbon, charcoal material produced by pyrolysis - the process of heating any biomass at extreme temperatures without oxygen, resulting in high carbon char.

Biochar has an enormous amount of surface area. Due to its microscopic porous surfaces, biochar can hold and absorb large amounts of water and nutrients.

The Lands Council's Biochar is created from leftover waste from forest and fire mitigation processes. The process of producing biochar is fascinating - you take forest, agricultural, or commercial waste that fuels wildfires and turn it into a product that sequesters carbon, improves plant health, and retains water. It is predicted that at least 50% of the carbon in any piece of waste turned into biochar becomes stable, locking away that carbon into the soil for a period of several to hundreds of years, offsetting its contribution as a greenhouse gas in the form of carbon dioxide.



	Presenting Sponsor \$5,000	Gold Sponsor \$2,500	Silver Sponsor \$1,000	Bronze Sponsor \$500
Listed as "Presenting Sponsor" on all marketing materials	X			
Press releases written and sent to local media	X	X		
Logo or name in The Lands Council newsletter all year	X	X		
Feature article in The Lands Council newsletter	X	X	X	
Logo and name on all collateral materials	X	X	X	X
Logo and name on social media and website	X	X	X	X

EVENT SUPPORT

Sponsoring an event is a great way to get your business or organization's name in the community in association with a great community cause.

APRIL SHOWERS AUCTION & DINNER

Our annual auction, April Showers, is our largest annual fundraiser with a seated dinner, silent and live auction, and celebration of our programs. For the last two years, we have hosted a 100% virtual auction with big success - but we are looking forward to being in person again!

EARTH DAY TREE PLANTING

One of the ways that The Lands Council celebrates Earth Day is by planting trees in our community. In the last 10 years, we have planted over 70,000 native trees and shrubs.

SPOKANE RIVER CLEAN-UP

The Spokane River Clean-Up is a positive, high-energy gathering of over 500 volunteers that affirms a sense of stewardship and community pride for the Spokane River, the trails, and natural areas along its banks.

REFOREST SPOKANE DAY

Our annual community tree planting day! In 2021, community members gathered near Palisades Park to plant trees to boost our urban canopy, improve water quality, and more. We planted over 1,700 native trees & plants in one day!

ANNUAL HOLIDAY PARTY

Each December, The Lands Council throws its annual holiday bash for its members with delicious food, warm drinks, and live music.

SPONSOR TREE PLANTINGS

This is a great team building experience that also gives back to the community. Your business, organization, or club can sponsor a tree planting through The Lands Council. We will choose a site, bring the trees, and provide instruction for you and your team to dig in and give back to our environment and community.

APRIL SHOWERS AUCTION & DINNER

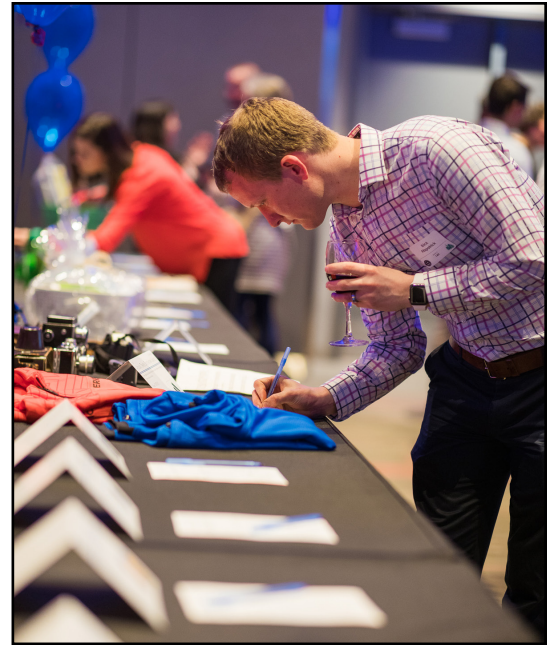
April 2022

Join The Lands Council for dinner, drinks, and the opportunity to bid on hundreds of amazing silent and live auction items - all while supporting The Lands Council's efforts to preserve and protect the Inland Northwest forests, water, and wildlife. At last year's event:

- 350 guests attended
- Over \$85,000 raised
- Hundreds of items donated from local artists, restaurants, resorts, and more!

Your sponsorship does more than simply put your organizations name in front of Spokane's environmental community and business leaders; it makes a real difference to the future of our community's environment.

For detailed sponsorship levels, please look at our Auction Sponsorship Package.



EARTH DAY TREE PLANTING

Saturday, April 23rd

One of the ways that The Lands Council celebrates Earth Day is by planting trees in our community. In the last 10 years, we have planted over 70,000 native trees and shrubs.

The benefits of trees are extraordinary. Trees provide food, energy, and income to help communities achieve long-term economic and environmental sustainability. Trees also filter the air and help reverse the impacts of climate change. In just one year, a mature leafy tree produces as much oxygen as 10 people inhale!

You can help join us in celebrating Earth Day by sponsoring our tree planting. Planting trees strengthens local economies. Every dollar spent on reforestation generates \$2.50 in local downstream income and benefit - a huge impact for every dollar you contribute.



	Ponderosa Pine \$5,000	Grand Fir \$2,000	Tamarack \$1,000	Spruce \$750	Willow \$500
Banner Displayed On Site	X	X			
Verbal recognition at all planting sites	X	X			
Name and logo on collateral materials	X	X	X	X	X
Featured in The Lands Council Newsletter	X	X	X	X	X
Recognition on our website and social media	X	X	X	X	X
Association with supporting our water, forests, and wildlife	X	X	X	X	X

SPOKANE RIVER CLEAN-UP

Saturday, September 17th

The Spokane River Clean-Up is a positive, high-energy gathering that affirms a sense of stewardship and community pride for the Spokane River, trails, and natural areas along its banks. For the past 18 years, hundreds of volunteers have spent their Saturday morning picking up garbage and recyclable materials from our public lands along the Spokane River.

In 2021, over 500 volunteers cleaned up over 1.5 tons of debris from from Spokane Valley, to the University District, through High Bridge park, and past the TJ Menaach Bridge. Along with a coalition of local organizations, we removed trash and waste from the riverbanks, water, and the trails. This year, our event is on Saturday, September 19th and we are expecting even more volunteers as we clean up an even larger area than last year.



This event builds community by empowering citizens to take an active role in protecting the Spokane River. It is an opportunity to talk about the importance of the river, to explain the larger clean-up efforts that are under way, to highlight river access points, and to provide a way for citizens to get involved and gain ownership in protecting the river.

	Presenting Sponsor \$5,000	Watershed \$3,000	Stream \$1,000	Riverbank \$500
Logo on clean-up backpacks for all volunteers	X			
Banner Displayed On Site	X (At All Sites)	X		
On stage time to present to guests	X	X		
Opportunity to provide guests with giveaways	X	X	X	
Name and logo on all collateral materials	X	X	X	X
Recognition on our website and social media	X	X	X	X

SPOKANE RIVER CLEAN-UP

Saturday, September 17th

ANNUAL EXPENSES INCLUDE:

- Trash Bags
- Backpacks and Bandanas for Volunteers
- Port-a-Potty Rental
- Gloves and Other Equipment
- Food at Team Leader Training Event
- Food and Coffee for Volunteers at Clean-Up
- Marketing Materials
- Printing
- Insurance

SPOKANE RIVER CLEAN-UP

18th Annual | 18 September 2021 | Spokane River



REFOREST SPOKANE DAY

Saturday, October 15th

For 10 years, The Lands Council and hundreds of volunteers gather together for this very special day. In just three hours, thousands of trees are planted in Spokane - establishing a sense of community pride and stewardship. This is the underlying mission of Reforest Spokane Day: to continue to plant trees as a community each year to surround future generations in the Inland Northwest by one million trees that symbolize community, stewardship, and dedication.

On a Saturday in October, Lands Council volunteers will set out to Reforest Spokane by planting at various locations throughout Spokane - including local parks, areas along the Spokane River, urban areas, and more. Volunteers will plant to achieve a list of community benefits such as:

- Much-needed shade, especially in urban areas;
- Reduced traffic noise;
- Stormwater absorption, resulting in cleaner watersheds;
- Habitat creation for wildlife species; and
- Increased visual presence of our wonderful city

We are dedicated to making this event a success – and are turning to you, our local business partner, for support. Beyond the environmental and community benefits associated with Reforest Spokane Day, there are an abundance of marketing and PR opportunities for sponsors. This event is a well loved, high-profile event.

THE LANDS COUNCIL & INLAND NORTHWEST
LAND CONSERVANCY PRESENT:

REFOREST SPOKANE DAY

IN PARTNERSHIP WITH AVISTA

SATURDAY, OCTOBER 23RD


RIMROCK TO RIVERSIDE

MAKE A DIFFERENCE: PLANT A TREE!

@INLANDNWLAND | @THELANDSCOUNCIL
WWW.INLANDNWLAND.ORG/REFOREST-SPOKANE

REFOREST SPOKANE DAY

Saturday, October 15th

	Ponderosa Pine \$5,000	Grand Fir \$2,000	Tamarack \$1,000	Spruce \$750	Willow \$500
Ceremonial Sponsor Tree Planting					
Option for exclusive planting site					
Banner Displayed On Site					
Verbal recognition at all planting sites					
Name and logo on collateral materials					
Featured in The Lands Council Newsletter					
Recognition on our website and social media					
Association with supporting our water, forests, and wildlife					



ANNUAL HOLIDAY PARTY

December 2022

'Tis the season for warm company & hot drinks!

Each December, The Lands Council throws its annual holiday bash for its members with delicious food, warm drinks, and live music. Together, we wrap up a successful year and toast to another amazing one.

Our Annual Holiday Party sponsorship levels offer a variety of ways to promote your business to our members and supporters. We are also always interested in listening to any new sponsorship ideas you may have and welcome a discussion to explore new options.

	Presenting Sponsor \$1,000	Decorations Sponsor \$500	Entertainment Sponsor \$350	Food & Beverage Sponsor \$250
Naming opportunity	X			
On stage time to present to guests	X	X		
Name and logo on collateral materials	X	X (On decorations & centerpieces)	X (On stage)	X (On food tables & cocktail napkins)
Recognition on our website and social media	X	X	X	X



SPONSOR TREE PLANTINGS

The Lands Council plants and maintains thousands of trees in riparian areas along tributaries that feed the Spokane River. These trees improve water quality and public health in our watersheds, maintain higher water levels in the summer, and create wetlands and fish and wildlife habitat.

Sponsor Tree Plantings are a great team building experience that also give back to the community. Your business, organization, or club can sponsor a tree planting through The Lands Council. We choose a site, bring the trees, and provide instruction for you to dig in and give back to our environment and community. Volunteers join us regularly to help plant and water; your organization's employees, board members, and supporters could help too!

Sponsoring a tree planting will put your businesses name out into the community in association with strengthening community and protecting our local waters, and it is a fun way to strengthen your business from within.



	Presenting Sponsor \$2,000	Gold Sponsor \$1,000	Silver Sponsor \$750	Bronze Sponsor \$500
Banner displayed at event	X			
Option for promotional booth at event	X	X		
Name and logo on all collateral materials	X (Including invitation)	X (Including invitation)	X	
Verbal recognition at event	X	X	X	X
Recognition on our website and social media	X	X	X	X