



2018 SPONSORSHIP OPPORTUNITIES

As a way to bring dollars and doers together to accelerate smart economic and environmental progress, The FUND for Lake George is pleased to offer a number of ways for you to participate as a **Business of Lake Protection** partner in 2018.

Targeted investments by The FUND for Lake George are delivering breakthrough results to protect our common currency: Lake George. Through the combined strength of investments, partnerships, and innovations, we are stopping invasive species, curbing stormwater and wastewater pollution, and reducing the use of destructive road salt. Now, your leadership as a member of the business community is crucial to building on these results toward completing **The Model for Enduring Protection**.

The bottom line is simple: a clear, clean Lake George is the heart of a healthy regional economy.

Please consider these options for showcasing the support of your business.

I. 4TH ANNUAL SALT SUMMIT (OCTOBER 2018)

Please choose one:

\$5,000 Leading Edge Sponsor (Exclusive)

- Exclusivity of the Leading Edge Sponsor level
- Prominent name and logo* placement on Summit materials, including official program, event landing page, e-blasts, related social media posts, and press release
- Table at the event for your company's promotional materials
- A 3-minute presentation slot to address 100+ Summit attendees

\$2,500 Member of the Fleet Sponsor (Unlimited)

- Name and logo* placement on Summit materials, including official program, event landing page, e-blasts, related social media posts, and press release
- Table at the event for your company's promotional materials
- A 1-minute presentation slot to address 100+ Summit attendees

\$1,000 Supporting Sponsor (Unlimited)

- Name and logo* placement on Summit materials, including official program, event landing page, e-blasts, related social media posts, and press release
- Table at the event for your company's promotional materials

II. LID (LOW IMPACT DEVELOPMENT) CONFERENCE (NOVEMBER 2018)

Please choose one:

\$5,000 LID the Way Sponsor (Exclusive)

- Exclusivity of the LID the Way Sponsor level
- Prominent name and logo* placement on Conference materials, including official program, event landing page, e-blasts, related social media posts, and press release
- Table at the event for your company's promotional materials
- A 3-minute presentation slot to address Conference attendees

\$3,500 Buffer Sponsor (Unlimited)

- Prominent name and logo* placement on Conference materials, including official program, event landing page, e-blasts, related social media posts, and press release
- Table at the event for your company's promotional materials
- A 1-minute presentation slot to address Conference attendees

\$1,000 Supporting Sponsor (Unlimited)

- Name and logo* placement on Conference materials, including official program, event landing page, e-blasts, related social media posts, and press release
- Table at the event for your company's promotional materials

III. Future FUND Investor

The Future FUND, a special membership group for young supporters of The FUND for Lake George, engages its members in a variety of educational and social activities and provides incomparable insights into The FUND's science of solutions. Future FUND members range in age from 21 – 45.

Please choose one:

\$5,000 Future FUND Cruise (Exclusive) – June 29, 2018

- Exclusive sponsorship of the Future FUND Cruise
- Prominent name and logo* placement on event materials, Future FUND landing page, and pre-determined e-blasts, and social media posts
- A 2-minute presentation slot to address Future FUND members at the event

\$5,000 #GivingTuesday Digital Appeal (Exclusive) – November/December 2018

- Exclusivity of the #GivingTuesday Digital Appeal level
- Prominent name and logo* placement on Future FUND landing page, and #GivingTuesday 5-part e-blast series, and #GivingTuesday social media posts

IV. The FUND for Lake George ANNUAL MEETING – July 7, 2018

The 2018 Annual Meeting will feature prize-winning journalist and author of *The Death and Life of the Great Lakes*, Dan Egan, as keynote speaker. We anticipate nearly 500 affluent individuals, government officials, and business leaders from in and around the Lake George basin to attend.

\$4,000 Breakfast Sponsor (Exclusive)

- Exclusivity of the Breakfast Sponsor level
- Prominent name and logo* placement on Annual Meeting materials, including signage on the breakfast buffet tables, official program, event landing page, e-blasts, related social media posts, and press release

V. The Business of Lake Protection Investor (Ongoing)

We can customize a non-event 4 to 6-figure investment for your business. Sample benefits include:

- The Council of Business Advisors Membership
- The Business of Lake Protection Award/Plaque
- Prominent name and logo* placement on FUND website, pre-determined e-blasts, social media posts, and press releases
- Prominent acknowledgement at Annual Meeting

VI. The Council of Business Advisors

The newly formed Council of Business Advisors is comprised of business leaders dedicated to advising The FUND for Lake George on how to best engage the private sector community in sustained protection of Lake George. It serves as the natural complement to The FUND's Council of Science Advisors.

Please choose one:

I'm interested in becoming a member of The Council of Business Advisors

- Inaugural Council of Business Advisors Membership
- Participation in Council of Business Advisors calls
- Prominent name and business name placement on materials, Council of Business Advisors landing page, and social media posts
- Acknowledgement at The FUND's Annual Meeting



2018 SPONSORSHIP OPPORTUNITIES FORM

Name of sponsoring business/organization/individual:

(Please write name as it should appear in conference materials.)

Contact Person: _____

Address: _____

City, State, Zip: _____

Telephone: _____ **Email:** _____ **Website:** _____

Name of investment opportunity and level is:

My investment in The Business of Lake Protection:

- IS ENCLOSED (Please make check payable to "The FUND for Lake George")
- PLEASE CHARGE MY CREDIT CARD: Visa MC AmEx

Name on Card: _____

Number: _____

Exp Date: _____ **Security Code:** _____

Signature: _____

Mail form with fee to: The FUND for Lake George, P.O. Box 352, Lake George, NY 12845

**Please send a high-resolution image of your business/organization logo to:
amcclenning@fundforlakegeorge.org*