About MHLC

Today, across the Capital Region, natural lands and open spaces are being lost... forever.

But the Mohawk Hudson Land Conservancy is fighting back! We have a vision of connecting the Catskill Mountains to the Adirondacks through a corridor of protected land, forever preserving the character of our region, protecting our food and water sources, fighting climate change, and providing green spaces for future generations.

Land preservation is an investment in the future. Once we develop our natural areas, we cannot get them back.

Please help preserve our region’s most treasured natural areas for the benefit of future generations.

About your partnership

Partnering with the Mohawk Hudson Land Conservancy offers the opportunity to make a major impact on the preservation of open natural spaces right here in the Capital District.

We currently have projects underway that could result in the permanent conservation of thousands of acres of working and natural lands in Albany, Schenectady, and Montgomery counties over the next few months. These landscapes represent a broad swath of properties resulting from our efforts to preserve working farmlands, wildlife habitat and stunning vistas, and the last remaining open spaces in the highly developed areas of our region.

Partnership also provides the chance to make new connections with your target demographic, entertain clients and reward employees. Your organization will reap the benefits of an enhanced corporate image by partnering with MHLC.

MHLC at a glance

SERVICE AREA:
Albany, Schenectady, and Montgomery counties

ACRES PROTECTED:
12,500+ acres
(3,000+ open to the public as preserves)

ANNUAL PRESERVE VISITATION:
15,000+ visitors (21 preserves)

EMAIL DISTRIBUTION LIST:
3,600+ (12x annually)

MAIL DISTRIBUTION LIST:
3,200+ (6x annually to MHLC supporters)

AVERAGE ANNUAL EVENT ATTENDANCE:
1,800+ (total across all events)

ESTABLISHED ORGANIZATION:
Conserving and connecting communities since 1992

2022 Champion Sponsorship Opportunity:

$10,000 Annual Corporate Champion

Presenting Sponsor recognition in all MHLC promotional materials
Your corporate logo displayed at each of MHLC’s 21 preserves
Your corporate logo with a link on the MHLC website, Facebook page, and other social media
Your corporate logo in our monthly e-newsletter
Annual Fall Fundraiser

The Annual Fall Fundraiser is Mohawk Hudson Land Conservancy’s largest and most-anticipated fundraiser of the year, attended by nearly 300 annually. Proceeds from the event raises money and awareness for the conservation of lands in Albany, Schenectady, and Montgomery counties.

Each year, a Fall Fundraiser Honoree is selected to celebrate an individual who has had an impact on our community and the environment. The 2022 Annual Fall Fundraiser will also feature the presentation of MHLC’s Dan Driscoll Leadership Award and MHLC’s Saving Special Places Award.

Sponsorship Opportunities:

$10,000 Presenting Sponsor
- 10 tickets to the event
- Presenting Sponsor recognition in the invitation
- Invitation to speak during the event
- Company banner displayed at the event
- Recognition on MHLC website, Facebook page, event press release, and program

$5,000 Conservationist Level
- 8 tickets to the event
- Company logo in the invitation
- Company banner displayed at the event
- Recognition on MHLC website, Facebook page, event press release, and program

$2,500 Environmentalist Level
- 6 tickets to the event
- Company logo in the invitation
- Recognition on MHLC website, Facebook page, event press release, and program

$1,000 Preserve Level
- 4 tickets to the event
- Company name listed in the invitation
- Recognition on MHLC website, Facebook page and program

$500 Farm Level
- 2 tickets to the event
- Company name listed in the invitation
- Recognition on MHLC website, Facebook page and program

$250 Park Level *for small businesses/nonprofits only
- 1 ticket to the event
- Company name listed in the invitation
- Recognition on MHLC website, Facebook page and program

2019 Fall Fundraiser at the New York State Museum.
Mohawk Hudson Land Conservancy is pleased to announce that the annual Summer Hike-a-thon Scavenger Hunt will be extended due to the popularity of event over the last two years. Beginning July 1, and running through July 31, this year’s family friendly activity will feature hand painted woodland creatures hidden at each of MHLC’s preserves. The event has been one of our most popular events with hundreds of participants.

This self-guided activity will encourage visitors to visit all 21 of MHLC’s preserves.

**Sponsorship Opportunities:**

**$1,500 Compass Hike-a-thon Sponsor receives:**
- Opportunity to provide signage at one preserve
- Recognition on all printed materials and promotions, including press release(s), MHLC website, Facebook page, program, and event poster
- One gnome house will be labeled with your corporate logo

**$500 Spyglass Hike-a-thon Sponsor:**
- Recognition on all printed materials and promotions, including press release(s), MHLC website, Facebook page, program, and event poster
- One gnome house will be labeled with your corporate logo

**$250 Binocular Hike-a-thon Sponsor:**
- Recognition on all printed materials and promotions, including press release(s), MHLC website, Facebook page, program, and event poster.

The annual Summer Scavenger Hunt draws hundreds of families to MHLC’s preserves.
MHLC Outreach Events & Activities

Each year, Mohawk Hudson Land Conservancy hosts various throughout our service area, led by subject matter experts with specific and thorough knowledge of the topic.

These popular events are generally attended by up to 20 people. An average of 12 -18 events and activities will take place. **Your sponsorship will allow us to host the event at a reduced rate or as a free event.** Themes for the 2022 focus on Get Creative with Nature, Health and Wellness in Nature, Explore and Learn Series, and a 30th Anniversary Exclusive Tour Series to visit privately owned lands protected by MHLC.

**Sponsorship Opportunities:**

$1,500 Presenting Series Sponsor
Recognition on all promotional materials, MHLC website, Facebook page, event press release and monthly e-newsletter. In addition, you will receive 2 registrations to each event in the series.

$500 Series Partner
Recognition on all promotional materials, MHLC website, Facebook page, event press release and monthly e-newsletter. In addition, you will receive 1 registration to each event in the series.

$250 Small Business/Nonprofit Partner
Recognition on all promotional materials, MHLC website, Facebook page, event press release and monthly e-newsletter. In addition, you will receive 1 registration to each event in the series.

**Events Planned for 2022**

30th Anniversary Exclusive Tour Series
A chance to visit privately owned lands protected by conservation easements

Get Creative with Nature Series
Sketching in Nature
Make Your Own Felt Nature Objects with artist Mallory Zondag
Botanical Illustration

Health and Wellness in Nature Series
Forest Therapy with Certified Nature and Forest Therapy Guide Diane Kavanaugh-Black
Yoga in Nature
Fitness Hike

Explore and Learn Series
Stream Sampling
Amphibian Exploration at the Heldeberg Workshop
An Underground Adventure- Caving
Full Moon Hike
Understanding the Landscape: Exploring History and Geology
Each year, Mohawk Hudson Land Conservancy invites volunteers to assist in the maintenance and preservation of our 21 preserves. Volunteers spend time working to install bog boards, assist in invasive species abatement, and other activities that keep our preserves safe and open to the public.

**Sponsorship Opportunities:**

**$1,500 Stewardship Sponsor:**
- Corporate imprint alongside MHLC imprint on t-shirts distributed to all registered volunteers
- Recognition on all printed materials and promotions, including press release(s), MHLC website and Facebook page, and monthly e-newsletter
- Logo on preserve sponsorship signage at each of 21 preserves
- Logo on volunteer newsletter, sent twice annually
- Opportunity to bring a small team (no more than 5) for a stewardship workday
- Opportunity to hand out corporate imprinted items to volunteers

**$500 Stewardship Supporter:**
- Recognition on all printed materials and promotions, including MHLC website and Facebook page
- Logo on preserve sponsorship signage at each of 21 preserves
- Logo on volunteer newsletter, sent twice annually
Yes! We would like to sponsor the following event(s) and/or programs:

- $10,000 MHLC Annual Corporate Champion Sponsorship
- MHLC Annual Fall Fundraiser Sponsorship
  - $10,000 Presenting Sponsor
  - $1,000 Preserve Level
  - $5,000 Conservationist Level
  - $2,500 Environmentalist Level
  - $500 Farm Level
  - $250 Park Level (Small Business/Nonprofit)
- MHLC Annual Events Presenting Sponsorship
  - Series Selection: 30th Anniversary Series
  - Creative with Nature
  - Health & Wellness
  - Explore & Learn
  - $1,500 Presenting Series Sponsor
  - $500 Series Partner
  - $250 Small Business/Nonprofit
- MHLC Summer Hike-a-thon Scavenger Hunt (July 1 kick-off)
  - $1,500 Compass Level
  - $500 Spyglass Level
  - $250 Binocular Level
- MHLC Stewardship Sponsorship
  - $1,500 Stewardship Sponsor
  - $500 Stewardship Supporter
- Other Sponsorship: MHLC is happy to customize options that work for your company.

Business/ Organization Name
Contact Name
Address
City State Zip Phone
Email
Website

- I am enclosing a check payable to MHLC for $
- Charge my Credit Card for $
  - Visa
  - Mastercard
  - American Express
  
Name on Card:
Number:
Expiration: / CVV:
Signature:

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