



Dear friends in outdoor recreation,

Plans are underway for the 5th annual Blue Jean Ball – a fundraiser cohosted by the West Virginia Land Trust and Mon River Trails Conservancy. We are excited to announce that we will be hosting the event on Saturday, March 2 in an unused space of the Morgantown Mall! We will also be hosting a pre-event fashion show in the mall center court on Saturday, January 26.

As you know, **the purpose of the event** is to raise awareness and funds to support the public recreational green space in the Mon Valley. **Greenspace is extremely important to our community.** In addition to benefitting our current local residents and their health, green space bolsters our economy by boosting the housing market, increasing tourism, and attracting new businesses.

In our local community, the West Virginia Land Trust owns a 320-acre nature preserve, which we are working hard to open for hiking, nature viewing, and bird watching. While trail building continues, access funds are needed for a parking lot. Meanwhile, the Mon River Trails Conservancy manages Mon River and Deckers Creek Rail-Trail system primarily used for walking, running, cycling, and cross-country skiing. Funds are needed for improved trail access such as the Collins Ferry Connector Trail.

We hope you will join us for a fun evening as we enjoy local BBQ and craft beer, dance to a live band, play a round of beer ring toss, and bid on fabulous silent auction items. This is a great partnership opportunity for sponsors, as all marketing will be cross-promoted by the WVLT, MRTC, and the Morgantown Mall.

You can help us continue this important work and demonstrate your company's commitment to enhancing the livability of our community, by completing the enclosed sponsorship form of our annual fundraiser. Sponsors help cover overhead costs to ensure that 100% of ticket sales benefits the greenspace project.

Both the West Virginia Land Trust and Mon River Trails Conservancy are 501(c)3 organizations and gifts are tax deductible as permitted by law. In order to receive the maximum marketing, your sponsorship confirmation must be received by Friday, January 11th. (Payment may be submitted at a later date.)

We encourage you to invest in this worthy cause and support this joint effort by the West Virginia Land Trust and the Mon River Trails Conservancy, to benefit our community!

Sincerely,

Jessica Spatafore

Jessica Spatafore
West Virginia Land Trust
Director of Development & Communications
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Ella Belling

Ella Belling
Mon River Trails Conservancy
Executive Director
(304) 692-6782
ella@montrails.org

BLUE JEAN BALL

a party for green space

Main event: Saturday, March 2, 2019

Pre-event Fashion Show: Saturday, January 26, 2019

SPONSORSHIP OPPORTUNITIES:

Please consider sponsoring our event. By sponsoring this event, you will help cover the overhead costs of the event, to ensure 100% of ticket proceeds are awarded towards the greenspace project. In exchange for your sponsorship, you will receive:

Calvin Klein Sponsor - \$1,000

- Logo included in display at the Morgantown Mall from 1/7/2019 – 3/2/2019 (8 weeks)
- Participation in the pre-event Fashion Show on January 26.
 - Company may provide a display at the show
 - Company may provide models for show with verbal recognition
- Up to 8 tickets to attend the main event
- Your business will be listed on the invitation and all pre-event materials
- Your business will be listed on all marketing materials (including: website(s), e-blasts, social media, additional advertising, flyers, etc.)
- All social media and e-blasts will be cross promoted between West Virginia Land Trust, Mon River Trails Conservancy, and Morgantown Mall
- Your business will be listed on sponsorship signage at the event
- We will display business cards/brochures/flyers at the event, for distribution

Levi Sponsor - \$500

- Up to 4 tickets to attend the event
- Your business will be listed on all electronic marketing materials (including: our website, e-blasts, social media, etc.) which will be cross-promoted between West Virginia Land Trust, Mon River Trails Conservancy, and the Morgantown Mall
- Your business will be listed on sponsorship signage at the event
- We will display business cards/brochures/flyers at the event, for distribution

Wrangler Sponsor - \$250

- Up to 2 tickets to attend the event
- Your business will be listed on sponsorship signage at the event

Questions? Please contact Jessica Spatafore at (304) 413-0945 or email Jessica@wvlandtrust.org.

BLUE JEAN BALL

a party for green space

March 2, 2019

SPONSORSHIP COMMITMENT FORM

Circle Level of Sponsorship: \$1,000 \$500 \$250

Sponsor Name: _____

Name of Contact: _____

Title: _____ Date: _____

Mailing Address: _____

City/State/Zip: _____

Phone: _____

Email: _____

Please make checks payable to West Virginia Land Trust and return to:

West Virginia Land Trust
Attn: Jessica Spatafore
PO Box 304
Morgantown, WV 26507

Or email commitment to: Jessica@wvlandtrust.org

OUR MEDIA REACH



Morgantown Mall: 13,000 Facebook likes
West Virginia Land Trust: 2,800 Facebook likes
Mon River Trails Conservancy: 900 Facebook likes

Social media average post reach:
12,500



West Virginia Land Trust: 2,500 emails
Mon River Trails Conservancy: 3,000 emails
Morgantown Mall: 1,800 emails



Press distribution:
80 newspapers statewide