



Dear friends in outdoor recreation,

Plans are underway for the 6<sup>th</sup> annual Blue Jean Ball – a fundraiser cohosted by the West Virginia Land Trust and Mon River Trails Conservancy – which will take place on Saturday, April 4, 2020 at Camp Muffly in Morgantown, WV.

**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. (Opening date is set for spring of 2020.) 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 and MRTC.

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 31<sup>st</sup>. (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  
(304) 413-0945  
jessica@wvlandtrust.org

*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, April 4, 2020**

## **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**

- Up to 8 tickets to attend the 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 and Mon River Trails Conservancy.
- 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 and Mon River Trails Conservancy.
- 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](mailto:Jessica@wvlandtrust.org).**

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a party for green space

April 4, 2020

## 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](mailto: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**