



# BLUE JEAN BALL

a picnic for green space  
reimagined



Dear friends in outdoor recreation,

Plans are underway for the 7<sup>th</sup> annual Blue Jean Ball – *reimagined*! To adapt to our uncertain times, this year's event will be “a picnic for green space!” This fundraiser will be once again cohosted by the West Virginia Land Trust and Mon River Trails Conservancy – which will take place on Saturday, June 5, 2021 around Morgantown.

The purpose of the event is to raise awareness and funds to support the public recreational green space in the Mon Valley. As you probably know, green space 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 opened last spring for hiking, nature viewing, and bird watching. This was made possible by the generosity of sponsors like you! Proceeds from the previous Blue Jean Balls were used for the trail development and parking access to safely open Toms Run Preserve to the public. Additional Funds are needed for an outdoor education pavilion.

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.

Our 2021 Blue Jean Ball – reimagined – picnic for green space, will offer guests the opportunity to participate in a “drive thru” where they can pick up their picnic bag then head to their favorite green space for a picnic. While we will encourage folks to check out Toms Run Preserve or the Mon River Rail-Trails, guests are open to go wherever they wish to spend the day!

What's in the bag? Well, the bag itself is a nice reusable cooler backpack, inside you will find a picnic sized charcutier board, reusable silicone bags to store your picnic lunch, as well as an “event passport” with information about the green space locations around Morgantown (sponsors will also be highlighted in the passport). The menu will include a delicious charcutier arrangement (Italian meats, cheese, and fruit), a bakery cookie, and your choice of fresh pepperoni rolls or hummus wrap for our vegetarian friends. (A kid's meal will also be available for order.)

You can help us continue this important work and demonstrate your 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 green space project.

This is a great partnership opportunity for sponsors, as all marketing will be cross promoted by the WVLT and MRTC. Please see the next page for the full list of benefits!

**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, April 9<sup>th</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!

We sincerely appreciate your continued support!

*Jessica Spatafore*

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*Ella Belling*

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Mon River Trails Conservancy  
Executive Director  
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ella@montrails.org

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**Saturday, June 5, 2021**

## **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 four cooler backpacks filled with a delicious charcutier picnic lunch
- Two reserved picnic tables in either Toms Run Preserve or along the Mon River Rail-Trails
- Your business will be listed on all marketing materials (including: our websites, 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 the “event passport” distributed to guests
- We will distribute business cards/brochures/flyers in picnic backpacks

### **Levi Sponsor - \$500**

- Up to two cooler backpacks filled with a delicious charcutier picnic lunch
- One reserved picnic table in either Toms Run Preserve or along the Mon River Rail-Trails
- Your business will be listed on all electronic marketing materials (including: our websites, 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 the “event passport” distributed to guests
- We will distribute business cards/brochures/flyers in picnic backpacks

### **Wrangler Sponsor - \$250**

- One cooler backpack filled with a delicious charcutier picnic lunch
- One reserved picnic table in either Toms Run Preserve or along the Mon River Rail-Trails
- Your business will be listed on the “event passport” distributed to guests
- We will distribute business cards/brochures/flyers in picnic backpacks

**Questions? Please contact Jessica Spatafore at (304) 841-8411 or email [Jessica@wvlandtrust.org](mailto:Jessica@wvlandtrust.org).**

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June 5, 2021

## 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 11823  
Charleston, WV 25339

Or email commitment to: [Jessica@wvlandtrust.org](mailto:Jessica@wvlandtrust.org)

# OUR MEDIA REACH



**West Virginia Land Trust: 4,000 Facebook likes**  
**Mon River Trails Conservancy: 2,000 Facebook likes**

**Social media average post reach:**

**12,500**



**West Virginia Land Trust: 2,500 emails**  
**Mon River Trails Conservancy: 3,000 emails**



**Press distribution:**

**80 newspapers statewide**