



BLUE JEAN BALL

a picnic for green space
reimagined



Dear friends in outdoor recreation,

Plans are underway for the 8th annual Blue Jean Basket – the “Ball” reimagined! Join us on May 21st for a picnic, live music, and outdoor fun at Camp Muffly! This fundraiser will be once again cohosted by the West Virginia Land Trust and Mon River Trails Conservancy with proceeds benefitting a green space project in the Mon Valley.

As you probably know, green space is extremely important to our community. These special places for respite and recreation, promote health and wellness and aid in our regions clean air and clean water. In addition, green space bolsters our economy by supporting local jobs, increasing tourism, and boosting local tax revenue.

In our local community, the West Virginia Land Trust owns a 320-acre nature preserve open to the public 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 the 48-mile Mon River and Deckers Creek Rail-Trails for walking, biking, running and cross-country skiing. Funds from the Blue Jean Ball have helped increase trail access. This year will bring the opening of the Collins Ferry Connector as well as upgrades at several trailheads.

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! **In order to receive the maximum marketing, your sponsorship confirmation must be received by Friday, March 18th.** (*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

Ella Belling
Mon River Trails Conservancy
Executive Director
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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.

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Saturday, May 21, 2022

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

- Sponsorship match opportunity! *(See next page for details.)*
- Up to four picnic blankets
- Up to eight picnic lunches made by Cheese Louise of Morgantown
- Two reserved picnic tables
- Your business will be listed on all marketing materials (including: our websites, e-blasts, social media, additional advertising, etc.) which will be cross-promoted between West Virginia Land Trust and Mon River Trails Conservancy.
- We will distribute business cards/brochures/flyers at registration

Levi Sponsor - \$500

- Sponsorship match opportunity! *(See next page for details.)*
- Up to two picnic blankets
- Up to four picnic lunches made by Cheese Louise of Morgantown
- One reserved picnic table
- 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.
- We will distribute business cards/brochures/flyers at registration

Wrangler Sponsor - \$250

- Sponsorship match opportunity! *(See next page for details.)*
- One picnic blanket
- Up to two picnic lunches made by Cheese Louise of Morgantown
- One reserved picnic table
- 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.
- We will distribute business cards/brochures/flyers at registration

Questions? Please contact Jessica Spatafore at (304) 346-7788 or email Jessica@wvlandtrust.org.

NEW THIS YEAR...

Sponsorship Match!

Sponsors are essential to the success of the Blue Jean Basket. We are hoping to grow upon your support and utilize it as a matching opportunity. Over a two-week period (May 1 – 14), we will highlight one or two Blue Jean Basket sponsors each day and offer a match for all donations received that day.

For example, if Cabela's sponsors the event at the \$1,000 level, then they will be featured for one day on social media while we offer a match for all donations up to \$1,000 that day. Sponsors can supply a video message, a photo with text, etc. promoting their business and/or their commitment to green space in the Mon Valley. We plan to post multiple times each day, sponsors are not limited to the amount of content they would like us to share.

Sample social media post:

"We are grateful for support from Cabela's! They will be matching all donations received today up to \$1,000. Please consider a donation to benefit green space projects in the Mon Valley! Give here: www.wvlandtrust.org/BJBmatch.

Cabela's is your home for quality hunting, fishing, camping, recreational shooting and outdoor gear at competitive prices. Find a store near you at www.cabelas.com."

(Posted with a photo/video/etc.)

For planning purposes, we do ask that all media content be emailed to Jessica@wvlandtrust.org no later than Friday, May 22.

OUR MEDIA REACH



West Virginia Land Trust: 5,000 Facebook followers
Mon River Trails Conservancy: 2,700 Facebook followers

Social media average post reach:

12,500

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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