

2024 COMMUNITY PROGRAMMING SPONSORSHIP

Offer your business a unique way to maximize brand awareness while making an impact.

IT'S A WIN -WIN!

CELEBRATING
25
YEARS



MAKE AN IMPACT

Your support allows The Watch Hill Conservancy (WHC) to continue to offer rich and engaging programming **free of charge** to the public, and enables the Conservancy to offer a venue for people to come together to learn about timely topics and engage in important civic conversations. Your support will help defray the costs of hosting events and maintaining the Chaplin B. Barnes Reading Room, our primary venue for public programming and events.

GROW YOUR AUDIENCE & BRAND LOYALTY

Research shows that consumers are more likely to choose businesses they feel good about supporting. What better way to increase your brand loyalty than by showing your customers you support the community. The Watch Hill Conservancy's programs are many, well attended, and delivered in a variety of ways. Becoming a Community Programming Sponsor will grow your reach to new audiences. Our flagship lecture series, Lanphear *LIVE!*, features interesting speakers covering a variety of topics and consistently draws over 100 attendees per event. We also record and share our programming electronically via our YouTube channel - our online reach can help grow yours.

EXAMPLES OF PAST PROGRAMMING:

- WHC Annual Meeting and Annual Napatree Science Meeting
- Rhode Island Historic Preservation and Heritage Commission and Preserve RI Rhody Awards Filming and Tour
- Ocean Community Chamber of Commerce Business After Hours
- Presentations by the Westerly Historical Society
- Lanphear*LIVE!*
- University Classes in Coastal Ecology
- Eastern Connecticut State University Leadership Retreats
- Watch Hill Fire Department Recognition Banquet
- StormTOOLS Workshops and Walk-in Clinics
- URI Coastal Institute Community Events
- Public Lecture on the Science Behind Sea Level Rise



THEWATCHHILLCONSERVANCY.ORG



SPONSORSHIP LEVELS AND ADVERTISING OPPORTUNITIES

Sponsors are acknowledged in a variety of digital and print publications, and to each live audience for Conservancy events.

ADVERTISING BENEFITS	SPONSORSHIP LEVELS		
	GUARDIAN \$5,000 - 10,000+	DEFENDER \$1,000 - 4,999	ADVOCATE \$500 - 999
501(c)(3) tax deductibility benefit	Yes	Yes	Yes
Acknowledgement as a sponsor at all community events. In 2023, we had over 500 attendees.	Verbal acknowledgement and logo graphic	Logo graphic	Listing
Acknowledgement as a sponsor to WHC Facebook and Instagram followers.	Individual acknowledgement post	Shared post acknowledging all sponsors	Shared post acknowledging all sponsors
Recognition in WHC magazine, <i>The Conservator</i> , which is sent to over 700 households.	Logo	Logo	Listing
Inclusion in WHC community event PowerPoint presentations seen by all attendees and online viewers. In 2023, we had over 500 online viewers.	Logo	Logo	Listing
Inclusion in WHC promotional emails highlighting upcoming events with 15,690 views.	Logo graphic	Logo graphic	Listing
Acknowledgement on WHC website. In 2023, the WHC website had over 14,000 visitors.	Logo with link	Logo with link	Listing