

NACD ANNUAL PROSPECTUS

COLLABORATE

2021



National Association of
Conservation Districts

Thank you for your interest in collaborating with NACD to deliver conservation benefits to millions of cooperating landowners. Whether it is improving soil health, water quality or wildlife habitat, conservation districts are working on solutions every day to improve the environment in communities across the U.S. We invite you to explore with us how a partnership with NACD or any of our 3,000 conservation districts can help your company or organization accomplish your conservation goals, meet your bottom line, and create a cleaner future for all Americans.

Jeremy Peters, NACD CEO



The National Association of Conservation Districts (NACD) is the nonprofit organization that represents America's 3,000 conservation districts and the 17,000 men and women who serve on their governing boards.

Conservation districts are local units of government established under state law to carry out natural resource management programs at the local level.

MISSION STATEMENT

To promote responsible management and conservation of natural resources on all lands by representing locally-led conservation districts and their associations through grassroots advocacy, education and partnerships.

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WHO WE ARE

NACD is a 501(c)3 nonprofit organization that represents the nation's 3,000 conservation districts. Conservation districts exist in almost every county and work with more than 2.5 million cooperating landowners, operators and communities to help conserve land, water, forests, wildlife and related natural resources on nearly 98 percent of the private lands in the United States. As the national voice for all conservation districts, NACD supports voluntary, incentive-driven natural resources conservation programs that benefit all Americans.

THE NEED WE SEE

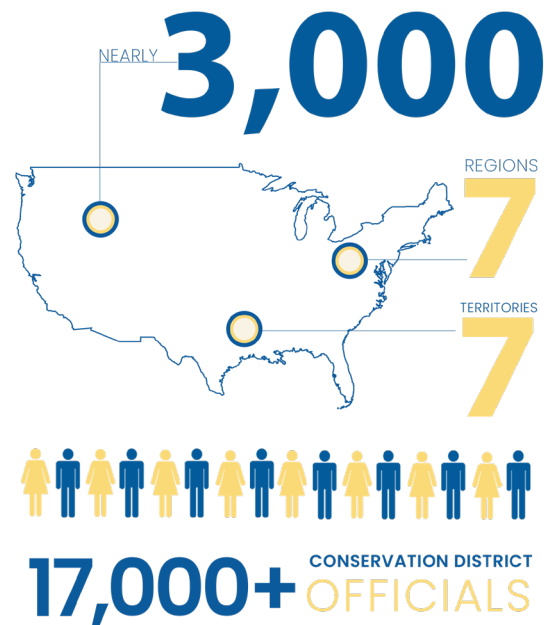
Landowners and operators have many choices to improve their natural resources, which can also improve their bottom line. Conservation districts provide the local expertise and technical assistance needed to ensure that landowners and operators have the knowledge and resources to conserve their natural resources. Districts also lead efforts to ensure the public can enjoy healthy, sustainable landscapes with access to clean water, air and soil. Your support allows NACD to devote more resources to furthering the cause of conservation and sustainability through the creation and dissemination of greater resources and education to our districts.

OUR APPROACH

NACD helps connect potential partners who operate nationally, regionally or locally to the work conservation districts do on the ground. We also provide educational resources and programming that directly benefit districts. Because of our reach, NACD is uniquely positioned to provide you with an opportunity to align with the mission of conservation locally, regionally and nationally.

NACD offers a variety of engagement opportunities and a full range of targeted levels of support. This means you can voice your commitment to locally-led conservation with a level of engagement that offers the greatest benefit to your organization.

CONSERVATION DISTRICTS, STATE & TERRITORY ASSOCIATIONS



The Opportunity

Partners who share NACD's passion for locally-led conservation delivery can engage with us in a variety of ways:

EVENTS

2021 NACD Annual Meeting - NACD's 75th Anniversary: A Diamond Out of the Dust

5.....2021 Annual Meeting Engagement Opportunities

11.....National Conservation Foundation (NCF) Auction

2021 Summer Conservation Forum and Tour

12.....Summer Conservation Forum and Tour Sponsorship and Conservation Expo

YEAR-ROUND PROGRAMS

14.....Friends of NACD Program Corporate Sponsorship Opportunities

15.....Friends of NACD District Grants Program

Sponsorship opportunities are not exclusive to the listings in this document. With any questions or ideas of potential collaboration or sponsorship, please reach out to:

development@**nacd**net.org | (202) 547-6223



2021 Virtual Annual Meeting: NACD 75th Anniversary: *A Diamond Out of the Dust*



75TH ANNUAL MEETING

NACD is excited to celebrate 75 years, and we would like you to join us virtually in this major milestone! NACD's Virtual Annual Meeting is the premier event for leaders in conservation, from district officials and agency representatives to industry professionals. Each year, the meeting draws approximately 1,000 conservationists from across the United States and its territories.

This year we are meeting virtually and anticipate even larger audiences in our general sessions, breakout sessions, meetings and more!

The 2021 Annual Meeting will celebrate the theme "***NACD 75th Anniversary: A Diamond Out of the Dust.***"

Meeting attendees have the opportunity to:

- ✓ **Network virtually** with landowners, partnering organizations, companies and government agencies
- ✓ **Hear** from thought leaders on new and emerging conservation issues
- ✓ **Engage** in professional development
- ✓ **Participate** in forums discussing natural resource issues
- ✓ **Develop** strategies for education and outreach
- ✓ **Influence** conservation policy

2021 ANNUAL MEETING LOCATION

All of NACD's Virtual Annual Meeting will be housed at this online hub:
<https://events.bizzabo.com/NACD/home>

ANNUAL MEETING ENGAGEMENT OPPORTUNITIES

Sponsoring NACD's 2021 Annual Meeting is an **investment in locally-led conservation**. Each year, conservation leaders from across the country gather in one place to discuss conservation policy and implementation, network with conservation partners and members of industry, and learn about the newest technologies and most relevant issues affecting natural resources management and conservation districts. As a sponsor, your agency, company or organization will be given a platform to showcase your support for conservation districts and our nation's top conservation leaders.



A BROAD GATE



KEY DATES

- February 1-10, 2021: NACD Virtual 75th Anniversary Annual Meeting
- July 24-27, 2021: NACD Summer Conservation Forum and Tour, Chicago, Ill.
- July 25, 2021: NACD 75th Anniversary Celebration
- Ongoing 2021: Virtual 75th Anniversary Forums, Symposia and Leadership Events

Sponsorship opportunities are not exclusive to the listings in this document. All sponsorships includes recognition on NACD's website and in printed meeting materials.

Don't delay! To secure exclusive sponsorship and recognition in the meeting program, your commitment is required by **Friday, January 15, 2021.**

ENGAGEMENT OPPORTUNITIES

Silver	NCF Auction	\$2,000 *
Gold	Captioning	\$5,000
Gold	Speaker Honorarium	\$5,000
Gold	75th Anniversary Speaker Panel	\$5,000 *
Gold	DEI in Conservation Speaker Panel	\$5,000
Platinum	Opening General Session Part One	\$10,000
Platinum	Opening General Session Part Two	\$10,000
Platinum	General Session Part One	\$10,000
Platinum	General Session Part Two	\$10,000
Platinum	Awards Session	\$10,000
Platinum	Closing General Session	\$10,000

* Claimed!

PLATINUM – \$15,000+

- Five complimentary meeting registrations
- Choice of platinum event sponsorship*
- Recognition in Sponsor Hall
- Recognition throughout the year of NACD's 75th Anniversary

GOLD – \$10,000 – \$14,999

- Two complimentary meeting registrations
- Recognition in Sponsor Hall
- Choice of gold event sponsorship*
- Recognition throughout the year of NACD's 75th Anniversary

SILVER – \$5,000 – \$9,999

- Complimentary meeting registration
- Recognition in Sponsor Hall
- Choice of silver event sponsorship*

BRONZE – \$1,000 – \$4,999

- Complimentary meeting registration
- Recognition in Sponsor Hall

PLEASE NOTE

All artwork for sponsor recognition must be submitted by **Friday, January 15, 2021** to sara-kangas@nacdnet.org.

*Contact development@nacdnet.org to learn more about the event sponsorship opportunities.



NATIONAL CONSERVATION FOUNDATION VIRTUAL AUCTION



National Conservation Foundation

The National Conservation Foundation (NCF) is a sister organization of the National Association of Conservation Districts. Every year, NACD hosts an auction during the NACD Annual Meeting to benefit the National Conservation Foundation. The NCF's Virtual Auction is a great opportunity to support conservation while gaining exposure to potential customers or clients! All proceeds from the auction support important programs and all funds raised will go toward building the next generation of locally-led conservation leaders through NCF programs such as the NCF-Envirothon, NACD Stewardship and Education Program and Next Generation Leadership Institute (NGLI). Support the NCF Virtual Auction in 2021!

If you are looking for a unique way to gain exposure for your agency, organization, or business, the NCF Auction is your place! We ask members of the conservation community to donate items that can be auctioned at the event. Popular items include equipment, gift certificates, all-inclusive trips, outdoor experiences and more. Shortly following the receipt of your donation form and a photo of your item, your tax-deductible contribution will be featured in our pre-auction promotions.

Each year, the international NCF-Envirothon Competition hosts over 25,000 high school students across the United States, Canada and China as they embark on a journey to learn and test their knowledge of natural resources. At the NCF-Envirothon, teams are evaluated on their performance at each of the following training/testing stations: Soils/Land Use, Aquatic Ecology, Forestry, Wildlife, and a Current Environmental Issue.

Education is a critical element of the conservation effort at the local, state and national levels. The longstanding NACD Stewardship and Education Program provides conservation districts and their partners opportunities

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to educate younger generations, particularly grades K-8, on various natural resources topics. Educating young people about the benefits of conservation helps to ensure the next generation will be wise stewards of America's natural resources.

The Next Generation Leadership Institute (NGLI) is ready to take conservation leaders to the next level by training individuals to rise to the challenge of understanding and directing national, collaborative efforts in locally-led conservation. Participants will become national leaders of tomorrow through personal, civic and organizational leadership development in order to meet the future needs of natural resources management, as well as increase their capacity to navigate and manage complex current and future conservation challenges at the national level that impact conservation districts across the United States.



2021 SUMMER CONSERVATION FORUM AND TOUR

On July 25, 1946, at the Statler Hotel in Chicago, Illinois, 18 representatives from 17 states created the National Association of Soil Conservation District Governing Officials. In 1970, during the annual convention in San Francisco, the association's name was shortened to the National Association of Conservation Districts (NACD).

As part of our 75th Anniversary celebration, the 2021 NACD Summer Conservation Forum and Tour is returning to where our association was born in Chicago!



As the second-largest NACD event of the year, the gathering brings together hundreds of conservation district leaders from across the nation, including tribal representatives and representatives from the U.S. territories. The agenda includes a full NACD board meeting, a conservation forum plenary session, concurrent sessions on conservation and conservation district-focused topics and a set of conservation-minded tours. This is a national meeting with a regional flair that offers a first-hand look at how conservation is delivered, while also providing direct access to our top leaders.

DoubleTree by Hilton Hotel Chicago-Magnificent Mile
300 East Ohio Street
Chicago, Illinois 60611

The negotiated room rate at the DoubleTree by Hilton Chicago-Magnificent Mile is \$185 per night, plus tax. The room reservation deadline is **Friday, July 2, 2021**.

To make your reservations and learn more, visit www.nacdnet.org/summer-meeting.

SPONSORSHIP LEVELS

Event Level	Sponsor Item	Price	Exclusive event signage	Meeting registrations	Meeting program ad	Standard exhibit space
Platinum	Conservation Tour	\$10,000	x	2	1 page	x
Gold	Conservation Forum	\$5,000	x	1	1/2 page	x
Gold	Attendee Bags	\$5,000	logo on bag	1	1/2 page	x
Silver	Sunday Opening Reception	\$3,000	x		1/2 page	x
Silver	Monday Reception	\$3,000	x		1/4 page	x
Silver	Coffee Break	\$3,000	x		1/4 page	x
Silver	Speaker Honorarium	\$1,500			1/4 page	x

PLATINUM - \$10,000+

- Two complimentary meeting registrations
- One-page ad in meeting program
- One complimentary exhibit space
- Choice of platinum event sponsorship

GOLD - \$5,000 - \$9,999

- One complimentary meeting registration
- One 1/2 page ad in meeting program
- One complimentary exhibit space
- Choice of gold event sponsorship

SILVER - \$1,000 - \$4,999

- One 1/2 page ad in meeting program
- One complimentary exhibit space
- Choice of silver event sponsorship

BRONZE - \$500 - \$999

- One 1/4 page ad in meeting program

The 2021 Summer Conservation Forum and Tour also boasts a Conservation Expo, where companies and organizations can exhibit and promote their technologies, services and resources. **PLEASE NOTE:** Registration is not included with exhibit booths.

Booth Type	Nonprofit or Government	Commercial Business
Standard	\$500	\$750

FRIENDS OF NACD PROGRAM

The Friends of NACD Program supports the nation's nearly 3,000 conservation districts through cash donations to NACD. In 2020, donations through the Friends of NACD Program supported four grants to individual conservation districts! The Friends of NACD Program looks forward to expanding and increasing opportunities through those donations. Below are corporate donation opportunities to sponsor the Friends of NACD Program:

Gold	\$10,000	<ul style="list-style-type: none"> • One free registration to NACD annual meeting for a staff member of partner organization • Acknowledgement as a sponsor on annual report of Friends District Grant Successes • Recognition of sponsorship in various promotional materials for 2021 grants, including website and social media • During annual meeting session highlighting District Grant recipient(s), ability to showcase organization banner, sign, or other small-scale display in recognition of sponsorship • Avenues for participating in the selection of the grant recipients, to be determined as the selection criteria are further defined • Additional benefits may be added to coincide with NACD's 2021 Program
Silver	\$5,000	<ul style="list-style-type: none"> • Acknowledgement as a partner on annual report of Friends District Grant Successes • Recognition of sponsorship in various promotional materials for 2021 grants, including website and social media • Additional benefits may be added to coincide with NACD's 2021 Program
Bronze	\$2,500	<ul style="list-style-type: none"> • Acknowledgement as a sponsor on annual report of Friends District Grant Successes • Additional benefits may be added to coincide with NACD's 2021 Program

FRIENDS OF NACD DISTRICT GRANTS PROGRAM

The Friends of NACD District Grants program supports locally-led conservation, funding conservation district projects. In 2020, NACD's Friends of NACD awarded grants totaling \$10,000 to four districts.

"This grant will be instrumental in helping the district to provide its first ever summer camp.

We are so excited to be able to provide this to students in our community and engage them in the agricultural community."

- **Travis Day**, Sierra SWCD
Natural Resource Director,

Truth or
Consequences,
New Mexico

"We are excited to

establish a seed library in our District! It will allow us to engage new audiences in conservation conversations, to promote home and urban gardening, to establish pollinator havens across the County, and to build relationships with local residents and new program partners. Many thanks to the Friends of NACD for this opportunity!"

- **Kenny Mullis**, Richland SWCD
Chairman, Columbia, S.C.

Butte SWCD, Idaho Recycling Agricultural Chemical Containers

Butte Soil and Water Conservation District (BSWCD)'s Recycling Agricultural Chemical Containers program allowed the district to purchase a recycling container for local farmers, ranchers, homeowners and businesses to leave their plastic pesticide, herbicide and other chemical containers for proper handling and recycling. The district also conducted outreach with local landowners and vendors on the value of reducing plastics in the waste stream.

Sierra SWCD, New Mexico Conservation Days

Sierra Soil and Water Conservation District planned for Conservation Days. The intent was to hold a conservation days summer camp open to 6th-8th grade students.

Due to the pandemic, they instead sent educational activities home to students, including information on growing mushrooms, aquaponics tanks, raising butterflies and more.

Richland SWCD Seed Sanctuary: Re-seeding Richland

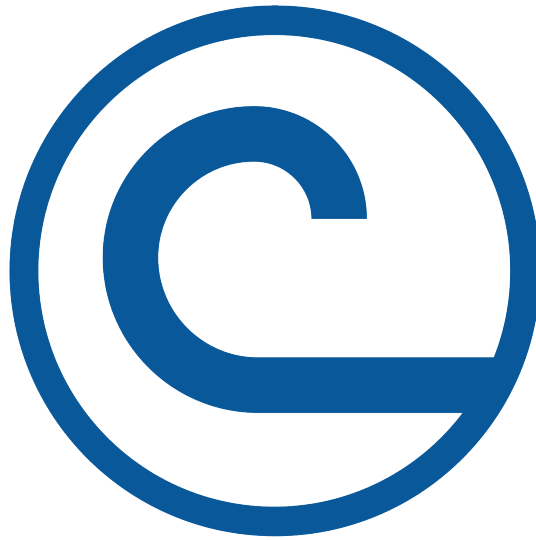
Richland SWCD's Seed Sanctuary has been a growing success, with the district's seed library promoting home gardening, sustainable gardening practices and pollinator conservation.

Eastern Rhode Island CD, Rhode Island Expanding District Fundraising through Seedling Sale Program

The Eastern Rhode Island Conservation District plans to launch a Seedling Sale Program during an Earth Day Celebration in 2021 at a local farm in Rhode Island to expand district fundraising efforts while educating the local community on the value of planting native trees.

Visit NACD's website for more information:
www.nacdnet.org/friends-of-nacd/

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