



Washington Association of Conservation Districts

October 1, 2021

Dear Conservation Friends:

WACD is a voluntary nonprofit association that serves as the collective voice of 45 conservation districts in Washington State. We are fierce advocates for conservation districts, working to advance their purposes. We provide leadership, representation, influence, and information. We deliver services, programs, and assistance to our member conservation districts. We promote the role that conservation districts play in helping people become the best stewards of natural resources they can be. One of our core values is advancing and protecting the locally led principle and incentive-based conservation choices for our citizens.

COVID-19 changed how conservation districts deliver service, but it didn't change their commitment to advance voluntary, non-regulatory conservation solutions in local communities across Washington State. They remain resilient and responsive to local needs, showing how much we can always count on them to help people conserve our important natural resources. When you sponsor the Washington Association of Conservation Districts (WACD) annual conference, you support the continued growth in capacity and effectiveness of local conservation districts.

Just like last year, WACD's conference will be a virtual event in 2021. I know that might make it more difficult for you to justify being a sponsor so let me share our thoughts on how this can work for you.

Last year, we committed to keeping sponsor logos in front of the several hundred people in our conservation community and we have done so. We started a new website aimed at WACD members and partners called the WACD Hub: <https://hub.wadistricts.org>. On that site you'll see sponsor logos in the upper right-hand corner of the home page. We have also kept sponsor logos on our public-oriented website: <https://wadistricts.org/>.

In June 2020, we also began publishing a weekly newsletter for our members called the Five Things. On December 3, 2020, we began publishing sponsor logos in every issue: <https://hub.wadistricts.org/resources/newsletters/>. Between the Hub and the newsletter, we've kept sponsor logos in front of our entire conservation community: conservation district board members, employees, as well as our partners in Washington's natural resource government agencies and non-profits.

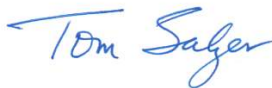
For our 2021 annual conference, we are coordinating information in a central portal at: <https://hub.wadistricts.org/annual/2021meetings/conference/>. That site is a work in progress so you can expect it to evolve over the next several weeks.

Like last year, we envision four sponsor levels: Friend, Supporter, Leader, and Champion. Please find a table of our sponsorship options at: <https://hub.wadistricts.org/annual/2021meetings/conference/#sponsors>.

- For all sponsors, WACD will publish logos on websites and in our weekly newsletter for all sponsor levels.
- Supporter sponsors will have up to 5 minutes to help introduce sessions at the annual conference and up to 15 minutes of video in our video showcase.
- Leader sponsors will have up to 10 minutes to introduce sessions and up to 30 minutes of video in the showcase. We will also provide up to 1.5 hours in a Zoom room for you to visit with attendees. WACD will invite Leader sponsors to contribute to the Hub website.
- Champion sponsors will have more time for session introductions and up to 60 minutes of videos. We will also provide up to 3 hours in a Zoom room for you to visit with attendees. Champion sponsors will be invited to contribute content to the Hub website.

If these options don't fit your needs, please contact me. WACD needs your sponsorship and we will strive to accommodate you. Last year, sponsorships ranged from \$100 to \$5,000. Your funding was crucial in delivering the best training and content to our member conservation districts. We hope you see the great value we provide in helping conservation districts succeed. We value partnership and appreciate your support.

Yours for conservation,



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