2026
Partnership
Opportunities

HEARTLANDS
CONSERVANCY

Sponsorship Program

Exploring · Conserving · Restoring · Protecting Southern Illinois – Together
Because Our Region's Land, Water, and Communities Matter.

Why Partner with HeartLands Conservancy?

HeartLands Conservancy is southern Illinois' largest conservation nonprofit. For more than 35 years, we have worked alongside landowners, communities, and partners to protect places that define our region — family farms, forests, prairies, trails, and waterways.

Together with our supporters, we have conserved more than 65 special places totaling over 11,500 acres that support wildlife habitat, local agriculture, outdoor recreation, cultural heritage, and scenic beauty.

Join a growing network of people who care for southern Illinois' lands.

We work with sponsors to create meaningful, flexible partnerships that align with your marketing, sustainability, philanthropic, and community engagement goals. This partnership offers you the opportunity to connect with thousands of people across the region.

By partnering with HeartLands Conservancy, your organization demonstrates a commitment to:

- Healthy land, water, and wildlife
- A strong regional economy and high quality of life; a sense of local pride and community
- Outdoor access and experiences for people of all ages
- A resilient future for southern Illinois communities

Pathways to Partnership

HeartLands Conservancy offers a variety of sponsorship opportunities designed to meet your organization where it is:

Business Sponsorship

Invest in a specific project or improvements and demonstrate leadership in protecting southern Illinois' natural resources.

Event and Program Sponsorship

Support signature HeartLands events and programs that bring people outdoors, build community, and raise critical funds for conservation.

Initiatives, Leadership & Change

Provide essential support for land conservation, habitat restoration, outdoor access, and education initiatives.

Employee Engagement & Volunteerism

Inspire your team through volunteer days, workplace giving, or matching gift programs.

Let's Build a Partnership That Works for You

We welcome the opportunity to create a customized sponsorship that aligns with your organization's goals and values. Together, we can protect southern Illinois' land, water, and communities — now and for generations to come.

HEARTLANDS CONSERVANCY

Mallory Ketcherside,
Director of Donor Relations
29 E Main Street
Belleville, IL 62220

618-566-4451 ext. 10

mallory.ketcherside@heartlandsconservancy.org

> **We want to tell your story:**
> Why you care about our lands and waters, how your team is making a difference throughout the region.

Your Impact as a Sponsor

Your partnership helps make measurable conservation outcomes possible, including:

- Conserving and restoring critical natural areas and working lands
- Supporting parks, trails, and outdoor access across the region
- Improving water quality and habitat for wildlife
- Inspiring people to care for and connect with the land

Each year, HeartLands Conservancy:

- Serves 36 counties in Southern IL
- Plants 1,000+ trees locally
- Diverts thousands of pounds of pollutants from waterways
- Hosts 30+ events and outdoor experiences

Learn more about ways to get involved at **heartlandsconservancy.org/support/sponsorships**

Become a Business Sponsor

Commit to healthier land, water, and communities in southern Illinois

HeartLands Conservancy is a 501(c)(3) nonprofit organization

Tax ID: 37-1273869

www.heartlandsconservancy.org | 618.566.4451 ex. 10

HeartLands Conservancy Business Sponsorship Opportunities

Businesses play an important role in supporting conservation across southern Illinois. HeartLands Conservancy partners with companies that care about the land, farms, water, and communities that define our region.

Sponsorships may be made through financial contributions or through in-kind support such as materials, equipment, services, trail improvements, or food for events and volunteer days. In-kind support receives recognition at the equivalent sponsorship level based on the estimated value of contribution.

Sponsorship Benefits

Your Partnership Benefits	**$10,000** Leadership Sponsor	**$5,000** Major Sponsor	**$2,500** Community Sponsor	**$1,000** Supporting Sponsor	**$750** Local Business Partner	**$500** Community Supporter
Recognition on HLC's website	✓	✓	✓	✓	✓	✓
Recognition in Annual Report	✓	✓	✓	✓	✓	✓
Participate in HLC's volunteer days	✓	✓	✓	✓	✓	✓
Social media recognition	8 times / year	6 times / year	4 times / year	2 times / year	1 time / year	Group Thank You
HLC partnership display for your business (8.5x11)	✓	✓	✓	✓	✓	
Custom conservation experience with staff (half-day)	✓	✓	✓	✓		
Sponsor a HLC conservation program	Solo Presenting Sponsor	Program Sponsor	Program Supporter			
Support trail improvements	Recognition Possible	Recognition Possible	Recognition Possible			
Feature story about your business	2 stories (full length & short)	1 story (full length & short)	1 story (short version)			
Event signage recognition	✓	✓				
Personal Acknowledgment during event remarks	✓	✓				
Private conservation walk with President & CEO	✓					

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The accreditation seal is awarded to land trusts meeting the highest national standards for excellence and conservation permanence.

Connecting Your Business with Conservation

All sponsors are welcome to participate in HeartLands Conservancy volunteer days throughout the year. Activities may include:

- Tree Planting
- Prairie Restoration
- Stream Cleans
- Trail Work
- Habitat Restoration & Stewardship

Sponsors of certain levels may also arrange a customized conservation experience with HeartLands staff. These opportunities allow businesses and their teams to see conservation in action and learn about land stewardship practices.

Trail and Visitor Improvements

Businesses may also help support trail improvements at HeartLands Conservancy preserves, including signage, bridges, boardwalks, and visitor information areas. When appropriate, sponsoring businesses may be recognized at the project site.

For more information on partnership opportunities, please contact:

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mallory.ketcherside@heartlandsconservancy.org
618-566-4451 ext. 10

HeartLands Conservancy Business Sponsor Partnership Agreement

Please print your/company name as you would like it to appear on marketing materials:

Business Name: _____

Primary Contact Name: _____

Mailing Address: _____

City, State, Zip Code: _____

Email: _____

Phone: _____

Signature: _____ Date: _____

Please Indicate Partnership Level

$10,000 Leadership Sponsor	$5,000 Major Sponsor	$2,500 Community Sponsor	$1,000 Supporting Sponsor	$750 Local Business Partner	$500 Community Supporter
○	○	○	○	○	○

○ Other Amount / In-Kind Description with Donor Stated Value: _____

_____

We would like to receive more information about: ○ Making a multi-year commitment

○ Group Volunteer Activities/Work Days ○ Setting up an employee giving program

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Payment Method

○ Check enclosed for $_____ made payable to HeartLands Conservancy

○ Please charge $_____

Credit Card #: _____

Expiration Date: _____ / _____ CVV: _____

○ Send invoice in the amount of $ _____

Please contact Mallory Ketcherside, Director of Donor Relations at mallory.ketcherside@heartlandsconservancy.org or 618-566-4451 ext. 10 with any questions or inquiries for additional information.