

## BACKYARD COLLECTIVE SPONSORSHIP GUIDELINES

The Conservation Alliance's Backyard Collective program is kicking off for 2011. We have a full line up of events this year, from Santa Barbara to New Hampshire, and we are looking to our members for their participation and support.

The Conservation Alliance will be organizing 8 events in 2011. Below you will find a general overview of Backyard Collective sponsorship options; including volunteer support, donations and direct sponsorship.



### 2011 Backyard Collective Schedule

Location	Time Frame
Santa Barbara, CA	April 7
Bay Area, CA	May 6
Salt Lake City, Utah	June 23
Seattle, WA	July 22
Portland, OR	August 19
Boulder, CO	August 26
Bend, OR	September 29
New Hampshire	September

Learn more about a Backyard Collective near you by [clicking here](#) or contacting Deanna Lloyd, [deanna@conservationalliance.com](mailto:deanna@conservationalliance.com)

In addition to our Backyard Collectives, 2011 will mark the first year of the Conservation Alliance Ambassador Program. We are looking to identify one Ambassador within each of our member companies. This individual will serve as a strong voice on behalf of The Alliance within their company. Alliance Ambassadors will be a group of motivated, environmentally conscious employees who are interested in supporting our outreach efforts.

Please click [here](#) to see the description of the Ambassador Program and key qualities we are looking for from participating individuals. If you have a recommendation for an Ambassador in your company please contact Deanna Lloyd, [Deanna@conservationalliance.com](mailto:Deanna@conservationalliance.com)

### What are Backyard Collectives?

Backyard Collectives bring together member company employees and local grantees for a day of environmental action. These events allow us to get out of the office and get our hands dirty; doing good work to preserve and protect the open spaces in our own backyards.

Projects include trail work, trash collection, and other creative projects that make a difference in local communities and ecosystems. The BYC program brings together members of The Conservation Alliance community and illustrates firsthand the benefits of conservation efforts and the larger work of The Conservation Alliance.

### How Your Company Can Participate

- Member company sponsorship fee: \$300 per company per event. Sponsorship includes 10x10 tent and banner space at the local event
- Member company should encourage employees to attend the event
- Member product donation for volunteer gift bags and raffle prizes
- **Note:** We'll need three weeks advanced notice for member company sponsorship in order to formally include member company in the event programs

### Program Sponsorship and Support in 2011

In an effort to make these events a memorable and special part of member company and grantee work with the Conservation Alliance, we are also seeking BYC event specific or program wide, non-branded product for all participants. While we remain thankful for any and all donations, we want to make sure these program-wide items are exclusively branded "The Conservation Alliance" and "Backyard Collective" without references to particular brands, so as to keep these events as focused on the spirit of volunteerism and conservation as possible.