



2018 Sponsorship Opportunities

About Lula Lake Land Trust

The Lula Lake Land Trust, established by the will of Robert M. Davenport in January of 1994, seeks to protect and preserve the natural beauty and abundant resources within the Rock Creek watershed for the benefit of present and future generations by fostering education, research and conservation stewardship of the land.

Mining, clear-cut timber harvests, garbage dumping and unrestricted public access had left much of the surrounding land denuded of its beauty and apparent value, giving Mr. Davenport the opportunity to quietly amass several hundred acres throughout the 1960's and 1970's. Once closed to public access in the early 1980's, he began rejuvenating the land by cleaning up the dump sites and replanting timbered areas. The conservation of the core property, and the opening of public access to Lookout Mountain's natural resources, are a tribute to his hard work. By the time of his untimely death in 1994, Robert M. Davenport had acquired over 1,200 acres surrounding Lula Lake. Since then, the Land Trust has increased protection within the watershed to over 8,000 acres. By the time of his untimely death in 1994, Robert M. Davenport had acquired over 1,200 acres surrounding Lula Lake. Since then, the Land Trust has increased protection within the watershed to over 8,000 acres

For more information or to sign-up for a sponsorship, please contact Matthew Hubbard, Director of Development and Communications, at matthew@lulalake.org or 423.605.7557.

Statistics and Demographics

Lula Lake Land Trust is located in Lookout Mountain, GA. LLLT is a good steward of land and resources to neighbors in Lookout Mountain, GA and Lookout Mountain, TN. A majority of our attendees hail from Lookout Mountain and the Greater Chattanooga area.

2017 Attendance



<i>Event</i>	<i>Attendance</i>
Open Gate Days	22,208
Students	1,258
Hike Bike Brew	245+
River City Sessions	300+
Moonshine Shuffle	170+
Founder's Weekend Wine Walk	125+

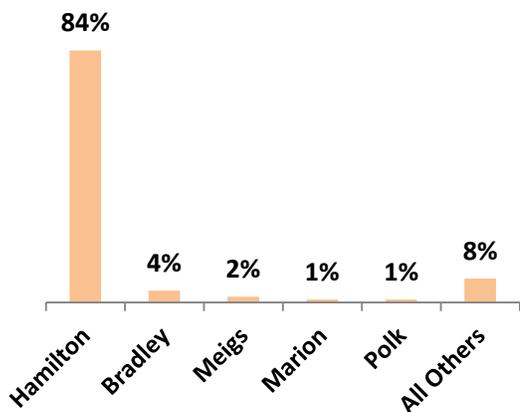
Lookout Mountain, TN

Median household income: \$117, 119
 Per capita income: \$73, 858
 Population: 2,000

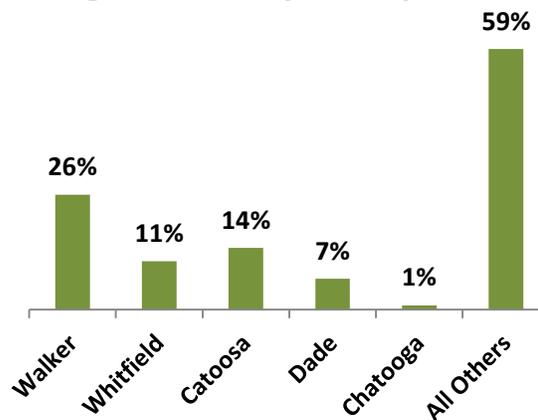
Lookout Mountain, GA

Median household income: \$99,390
 Per capita income: \$52,648
 Population: 1,602

Tennessee Visitors by County



Georgia Visitors by County



Sponsorship Opportunities

River City Sessions – June 8

Join us for a unique Friday night concert under the stars at Lula Lake Land Trust with a showcase of local musicians and talent that exemplifies our southern heritage. Attendees have the chance to hike and explore before sitting back to enjoy music, drink, and concessions. **2018 projected attendance:** 400

Hike, Bike, & Brew: Lula Lake Beer Festival – June 23

This unique beer festival at Lula Lake Land Trust welcomes local breweries compete for the unofficial title of "Chattanooga's Favorite Brew." Attendees can enjoy a hike or mountain bike ride on our beautiful trails to visit seven different beer stations positioned along the trails. **2018 projected attendance:** 275

Moonshine Shuffle – August 18

This is a celebration of ten years of trail building at Lula Lake Land Trust as well as the grand opening of the Chattanooga Connector Trail and Moonshine Trails. The celebration starts with "The Moonshine Shuffle," a scavenger hunt for bikers and runners, and ends with lunch and music. **2018 projected attendance:** 250

Founder's Weekend: September 29 - 30

2018 is the fifth annual Founder's Weekend. Celebrating our founders, the Davenport family, this weekend is a fun-filled weekend with hiking, mountain biking, picnicking, scheduled yoga and tai chi classes, nature walks and history tours during the day. Sunday, September 30 will feature the return of the Wine Walk. Attendees will enjoy wine, heavy hors d'oeuvres, and jazz music in a natural setting. **2018 projected attendance:** 650 for daytime activities, 150 for the Wine Walk

Lula Lake Outlook (Biannual Printed Newsletter)

The *Lula Lake Outlook* is our eight page newsletter, printed and distributed in the fall and spring. We print 3,000 copies and distribute approximately 2,000-2,500 mostly among our major donors and constituents on Lookout Mountain and Chattanooga. The remaining 500-1,000 are distributed at Open Gate Days, other special events, and throughout the community. **Presenting sponsors are highlighted with a featured article, photo, and logo.**



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Sponsorship Packages

Premier Sponsor - \$5000

Pick any two events OR one event and one *Lula Lake Outlook*

- Premier logo placement on event banner and in all printed marketing materials (posters, flyers, programs, etc.)
- Distribution of promotional materials at event
- Social media mentions (Facebook = 10,000+ followers, Instagram = 4,000+ followers)
- E-newsletter mentions (distribution = 6,000+)
- Potential estimated touch points = 35,000+

Presenting Sponsor- \$2000

Pick any one event or one *Lula Lake Outlook*

- Premier logo placement on event banner and in all printed marketing materials (posters, flyers, programs, etc.)
- Distribution of promotional materials at event
- Social media mentions (Facebook = 10,000+ followers, Instagram = 4,000+ followers)
- E-newsletter mentions (distribution = 6,000+)
- Potential estimated touch points = 25,000+

Event Sponsor- \$1000

Pick any one event

- Premier logo placement on event banner and in all printed marketing materials (posters, flyers, programs, etc.)
- Distribution of promotional materials at event
- Social media mentions (Facebook = 10,000+ followers, Instagram = 4,000+ followers)
- e-newsletter mentions (distribution = 6,000+)
- Potential estimated touch points = 25,000+

Conservation Sponsor- \$500

- Logo placement on event banner/printed marketing materials Social media mentions (Facebook = 10,000+ followers, Instagram = 4,000+ followers)
- E-newsletter mentions (distribution of 6,000+)
- Potential estimated touch points = 20,000+