



2024 Corporate Partnership

LULA LAKE LAND TRUST

LLLT is a 501(c)(3) nonprofit organization established in 1994 to preserve the natural and historic landscapes surrounding Rock Creek and Bear Creek, and their tributaries, through conservation, education, and low impact recreation. Find out more at www.LulaLake.org.



Lula Lake Land Trust (LLLT) is dedicated to building long-term partnerships with local businesses. We value your time and appreciate your dedication to our conservation efforts. When you partner with LLLT, you're building a **connection** that will last not only this year but years to come. You'll be part of the team! We keep the conversation going with our corporate partners by checking-in throughout the year so you know exactly how your support is helping make an **impact**. Conservation work never stops, and neither does our appreciation for corporate partners. We will strive to ensure you feel appreciated at every twist and turn in the trail throughout 2024.

I'm proud to offer three types of prestigious partnership opportunities to community partners—**Conservation Partnerships, Recreation Partnerships, and Signature Event Partnership**—along with **new one-day hiking experiences**. Our Conservation Partnership levels come with unique benefits, and your support goes directly back into the land. Our Recreation Partnership levels support Open Gate Days to our Core Preserve and include custom benefits. Our Signature Event Partnership levels provide support to annual fundraisers and include custom benefits; we also accept event **trade partnerships** for donated product(s).

Details for these select partnerships are outlined in this guide. LLLT looks forward to an opportunity to partner with you. We sincerely appreciate your time and consideration. **Simply fill out form on the last page of the brochure and return to me via email or mail to Lula Lake Land Trust at PO Box 395, Lookout Mountain, TN 37350.** Payment for partnership can be made in 2022 in one sum or with installments. Please contact me with any questions you may have or if you want to set up a meeting for discussion. I look forward to hearing from you.

Happy trails,

Matthew Hubbard
Director of Development & Communications
Lula Lake Land Trust
matthew@lulalake.org
423-815-9493



Conservation Partnerships

Your support ensures the *promise of nature* for years to come!



DEFENDER- \$10,000

- (10) private days at our Core Preserve for you and your staff to enjoy nature, our lake, and waterfalls (Mon-Fri, max of 100 people per day)
- (5) overnight campouts at our Core Preserve (max of 10 people each)
- Featured article in our monthly e-newsletter (distributed to our 10K database)
- Distribution of marketing materials at all of our public Open Gate Days
- Social media spotlights (Facebook 27K+, Instagram 16K+)
- Name and logo placement on our website and year-in-review
- The feeling of doing the most good for conservation

limited to (5) partners



SUSTAINER - \$5,000

- (5) private days at our Core Preserve for you and your staff to enjoy nature, our lake, and waterfalls (Mon-Fri, max of 100 people per day)
- (2) overnight campouts at our Core Preserve (max of 10 people each)
- Featured article in our monthly e-newsletter (distributed to our 10K database)
- Distribution of marketing materials at (5) Open Gate Days
- Social media spotlights (Facebook 27K+, Instagram 16K+)
- Name and logo placement on our website and year-in-review
- The feeling of doing good for conservation

limited to (10) partners



STEWARD- \$2,500

- (2) private days at our Core Preserve for you and your staff to enjoy nature, our lake, and waterfalls (Mon-Fri, max of 100 people per day)
- Featured article in our monthly e-newsletter (distributed to our 10K database)
- Distribution of marketing materials at (2) Open Gate Days
- Social media spotlights (Facebook 27K+, Instagram 16K+)
- Name and logo placement on our website and year-in-review
- The feeling of doing good for conservation



TRAILBLAZER - \$1,000

- (1) private day at our Core Preserve for you and your staff to enjoy nature, our lake, and waterfalls (Mon-Fri, max of 100 people)
- Placement of logos in monthly e-newsletter (distributed to our 10K database)
- Distribution of marketing materials at (1) Open Gate Days
- Social media spotlights (Facebook 27K+, Instagram 16K+)
- Name and logo placement on our website and year-in-review
- The feeling of doing good for conservation



2024 Recreation Partnerships

Your support ensures the *promise of nature* for years to come!

Lula Lake's recreational partnerships provide the greater Chattanooga community with the opportunity for adventure! Recreational partnerships encompass 2022 public access dates to Lula Lake's Core Preserve on "Open Gate Days." This program assists Lula Lake Land Trust in raising funds for conservation and trail building/maintenance. Through your dedication as a partner of Lula Lake, YOU can help instill upon visitors the joys of nature and the importance of conservation – all while allowing guests to hike 13+ miles of trails and witness beautiful landscapes, including Lula Lake and Lula Falls.

2024 public access dates total 40+ dates with an estimated 10,000+ visitor touchpoints. With ample marketing opportunities with logo placement and brand awareness, YOU can align your business with the esteem of Lula Lake Land Trust.

Did you know? The highly-sought-after public access to see the beauty of Lula Lake brings a variety of visitors such as filming crews, celebrities, journalists, Instagram influencers, and conservation enthusiasts – who all leave the Lula Lake Core Preserve having had an adventure of a lifetime.

Will you partner with Lula Lake to associate your name with their hiking memories?

Presenting Sponsor for Public Access - \$5,000

- (5) interchangeable annual passes for access to Open Gate Days (public access)
- Featured linked logo on follow-up emails to attendees
- Distribution of marketing materials on open dates
- Logo included in presenting sponsor banner displayed on open dates
- Social media spotlights (Facebook 27K+, Instagram 16K+)
- Name and/or logo placement on event materials as well as our website
- The feeling of doing the most good for conservation

NEW: One-Day Group Hike - \$500

New for 2024 - your business can book a one-day hiking experience at Lula Lake's famous Core Preserve, limited to 50 people, up to 4 hours. The Core Preserve offers access to hiking trails, picnic tables in the meadow + lake + bluff area along with scenic views and a great atmosphere for team building or team relaxing!

LIMITED AVAILABILITY

Public Access Sponsor - \$2,500

- (3) interchangeable annual passes for access to Open Gate Days (public access)
- Distribution of marketing material on open dates
- Social media spotlights (Facebook 27K+, Instagram 16K+)
- Name and/or logo placement on website

Seasonal Access Sponsor - \$1,000

- (1) interchangeable annual pass for access to Open Gate Days (public access)
- Distribution of marketing material on open dates for selected season (3-months)
- Social media mention spotlight (Facebook 27K+, Instagram 16K+)
- Name and/or logo placement on website





2024 Signature Events

We put the *nature* in our *signature* events!



Hike Bike Brew Beer Festival

May 2024

This widely-known beer festival has become one of the best in the Chattanooga area! Guests receive a souvenir pint glass and hike through the 8+ miles of trails on Core Preserve. Breweries are stationed along the way for beer tastings. At the end, guests return to the meadow for music and food vendors. As a sponsor, you're getting your brand in front of a huge base of fans that range from coast to coast. This is easily the most popular event at Lula Lake that draws attendees from all over the country,

Expected attendance: 400+



Tails & Trails 5K

April 2024

The Lula Laker: Tails & Trails 5K is a summer adventure you cannot find anywhere else! This fun-run styled race is designed for racers and their leashed dogs that takes them on a classic course through the heart of Lula Lake's scenic Core Preserve with a 700 ft. elevation gain. Family-centric activities will be available following the race, and adoptable dogs will be available for spectators. As a sponsor, your brand will be advertised to a familial, dog-loving audience!

Expected attendance: 200+

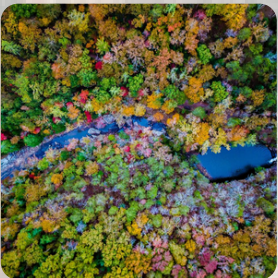


Wine at the Lake: Wine Tasting

September 2024

Guests visit Lula Lake for a unique wine experience! They are able to enjoy the beauty of nature in a quaint, private wine tasting beside the famous Lula Lake. A private hike option is offered for visitors to trek up to the bluff overlook for a bonus tasting before the main event. Communal style tables are set up with themed decorating for guests to mingle while a professional wine representative leads the event. Snacks are also available. As a sponsor, your brand is advertised to more of an upscale crowd.

Expected attendance: 50+



Brewtoberfest Beer Festival

October 2024

Focused on October brews, this beer festival's guests receive a souvenir pint glass and hike through the 8+ miles of trails in the Core Preserve with beautiful fall foliage. Breweries are stationed along the way for beer tastings. At the end, guests return to the meadow for music and food vendors. As a sponsor, you're getting your brand in front of a huge base of fans that range from coast to coast. This is easily the most popular event at Lula Lake that draws attendees from all over the country, and it sells out quickly!

Expected attendance: 400+



Trail Blazer 10K and Half Marathon

November 2024

The Trail Blazer is Lula Lake's biggest race with courses runners cannot find anywhere else! With unique courses, LLLT provides an opportunity to get into the heart of our Core Preserve with scenic, back country experiences. This race utilizes LLLT's famous trail system with an after party in our meadow, and it is perfect for your brand to be broadcasted to athletic nature lovers who would love to see you outside!

Expected attendance: 200+



Signature Event Partnerships

Package Partnerships

Presenting Sponsor for ALL Events - \$10,000 *limited to (5) partners*

- (10) tickets to each of our 2024 Signature Events
- (5) days at our Core Preserve for staff (Monday-Friday, max of 100 people each day)
- Distribution of marketing materials and banners at all of our events
- Social media spotlights (Facebook 27K+, Instagram 16K+)
- Premier name and/or logo placement on event materials as well as our website
- The feeling of doing the most good for conservation

Sponsor for ALL Events - \$5,000 *limited to (10) partners*

- (5) tickets to each of our 2024 Signature Events
- Distribution of marketing materials and banners at all of our events
- Social media spotlights (Facebook 27K+, Instagram 16K+)
- Name and/or logo placement on event materials as well as our website
- The feeling of doing the most good for conservation

Individual Event Partnerships

Presenting sponsor: \$2,500

- (4) tickets to 2024 Signature Event you're sponsoring
- Distribution of marketing materials and banners at selected event
- Name and logo placement on event materials as well as our website and year-in-review
- The feeling of doing good for conservation

Event Sponsor: \$1,000

- (2) tickets to 2024 Signature Event you're sponsoring
- Distribution of marketing materials and banners at selected event
- Name and/or logo placement on event materials as well as our website and year-in-review
- The feeling of doing good for conservation

Special Event Partnership Opportunities

Souvenir Cup Sponsor for Hike Bike Brew Beer Festival - ~~\$2,500~~ **SOLD**

Here's your opportunity to make the most out of your partnership! Your logo will be printed on our souvenir cup for every ticket-buyer - that's an opportunity to have your name/brand recognized year-round in 300+ households!



Souvenir Cup Sponsor for Brewtoberfest Beer Festival - \$2,500

Here's your opportunity to make the most out of your partnership! Your logo will be printed on our souvenir cup for every ticket-buyer - that's an opportunity to have your name/brand recognized year-round in 300+ households!



Swag Sponsor for a Lula Lake Trail Blazer Race - \$3,000

New opportunity! Align your brand with our athletic races by sponsoring race swag. Your logo will be incorporated on a signature Lula Lake race for every runner - that's an opportunity to have your name/brand recognized year-round in 200+ households in an athletic demographic



Trade Partnerships

Lula Lake Land Trust can also work with you on a trade sponsor basis. If you're interested in donating product to any of our signature events, please contact Matthew at matthew@lulalake.org to make arrangements. You'll receive acknowledgement as a sponsor, and we will provide an in-kind tax letter for the total value contributed.



2024 Partnership Form

PARTNERSHIP OPPORTUNITIES

Conservation Partnerships

- Defender - \$10,000
- Sustainer- \$5,000
- Steward- \$2,500
- Trailblazer- \$1,000

Recreation Partnerships

- Presenting - \$5,000
- Public Access- \$2,500
- Seasonal- \$1,000
- One-Day Group Hike - \$500 per day

Package Event Partnerships

- Presenting Sponsor for ALL Events - \$10,000
- Sponsor for ALL Events - \$5,000

Individual Event Partnerships

- Presenting Event Sponsor - \$2,500
Your Selected Event(s): _____
- Event Sponsor - \$1,000
Your Selected Event(s): _____

Special Event Partnerships

- ~~SOLD~~ Souvenir Cup Sponsor Hike Bike Brew - \$2,500
- Souvenir Cup Sponsor Brewtoberfest - \$2,500
- Race Swag Sponsor - \$3,000/race

TOTAL SELECTED AMOUNT:

PAYMENT INFORMATION

- Invoice me in 2024 to pay by check
- Electronically invoice me to pay by credit card
- Invoice me in installments throughout 2024

Installment amount & invoice dates:

Send my invoices to the below mailing address / email address:

CONTACT INFORMATION

Company Name: _____
 Mailing Street: _____
 Mailing City, State, and Zip Code: _____
 Contact Name: _____
 Contact Phone: _____
 Contact Email: _____
 Signature: _____

Lula Lake Land Trust Contact:

Matthew Hubbard
matthew@lulalake.org
423-815-9493

Lula Lake Land Trust
PO Box 395
Lookout Mountain, TN 37350

ADDITIONAL INFORMATION

- This form must be signed and return to Matthew Hubbard via email or mailed to Lula Lake Land Trust
- Please make a copy for your records
- The limited partnerships are on a first-come, first-serve basis - contact Matthew to reserve your spot ASAP
- Your preferred logo and any questions can be emailed to Matthew
- Payments must be made before receiving benefits
- Event dates are subject to change due to inclement weather and you'll be notified of rescheduled date ASAP

THANK YOU FOR YOUR SUPPORT!