



TENNGREEN LAND CONSERVANCY'S HIKE-A-THON

2025 SPONSORSHIP OPPORTUNITIES

WHAT'S THE HIKE-A-THON? A month-long, virtually-managed event that encourages people of all ages and abilities to explore nature and raise funds to protect Tennessee's lands and waters.

IT'S FUN, FREE, AND EASY! Through this peer-to-peer fundraising event, people simply register online and then get outside to adventure individually or in teams for the chance to win exciting prizes in multiple categories.

There's something for everyone, with categories for hikers, paddlers, trail runners, climbers, mountain bikers, nature photographers, and **MORE!**

Throughout April, participants are encouraged to share photos and updates from their adventures and actively advocate for nature by raising funds and inviting friends, family, and colleagues to support them in their endeavors. The Hike-a-Thon is **FREE to register** and, since it's managed virtually, people can participate from anywhere in the world.

WHY BE A PART OF THE HIKE-A-THON? All dollars raised through the Hike-a-Thon will benefit TennGreen Land Conservancy's work to conserve land where people and nature can thrive. Together, we can continue protecting the places that provide us all well-being and an unrivaled quality of life.

Besides underwriting this year's event, your sponsorship will give you the valuable opportunity to:

- **Reach your company's wellness goals** by encouraging your employees to get outside, get active, and explore the beauty of our natural world
- **Thank and celebrate your VIPS**—employees, clients, and partners
- **Form meaningful connections with your ideal consumers** by aligning your brand with important shared values
- **Amplify your brand** and engage Hike-a-Thon's audience, including

✓ **577,000+** digital ad impressions

✓ **76,000+** email opens

✓ Coverage in over **60** media outlets statewide

Healthy & Active
green initiatives
sustainability *Lifestyle*

TENNESSEE PRIDE
a desire to protect our lands and waters

SPONSORSHIP DEADLINE: PLEDGE BY JANUARY 24, 2025

TENNGREEN
LAND CONSERVANCY





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BENEFITS

All sponsorships dollars are 100% tax-deductible.

TRAILBLAZER (\$15,000+)

- Logo featured on hundreds of promotional event posters
- Special recognition in *Nashville Guru* Hike-a-Thon article
- Logo featured in TennGreen's Spring newsletter
- Inclusion in all event press releases distributed to media outlets statewide
- Largest logo shown on event postcards, mailed to thousands of households across Tennessee
- Largest logo shown on participant event T-shirts, the Hike-a-Thon website, and TennGreen's Summer newsletter
- Private TennGreen-led hike
- Minimum of three social media features
- Inclusion in all Hike-a-Thon e-blasts

ADVENTURER (\$10,000+)

- Inclusion in all event press releases
- Logo shown at 75% of largest size on event postcards, participant event T-shirts, and TennGreen's Summer newsletter
- Logo displayed on the Hike-a-Thon website
- Private TennGreen-led hike
- Minimum of two social media features
- Inclusion in a minimum of three Hike-a-Thon e-blasts

EXPLORER (\$5,000+)

- Logo shown at 50% of largest size on event postcards, participant event T-shirts, and TennGreen's Summer newsletter
- Logo displayed on the Hike-a-Thon website
- Private TennGreen-led hike
- Minimum of one social media feature
- Inclusion in a minimum of two Hike-a-Thon e-blasts

CONSERVER (\$2,500+)

- Name listed in tier one on participant event T-shirts and TennGreen's Summer newsletter
- Logo displayed on the Hike-a-Thon website
- Private TennGreen-led hike
- Inclusion in a minimum of one Hike-a-Thon e-blast

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IN-KIND DONATIONS

DONATE PRIZES! Sponsors have the fantastic opportunity to donate prizes for Hike-a-Thon Grand Prizes and Pop-up Prize winners. Help us reward our adventurers with your gifts! TennGreen seeks non-location-specific prizes for the competitions.

GET CREATIVE! There are countless ways you can support the success of the Hike-a-Thon. Do you have advertising space you'd like to donate? Free printing services? TennGreen welcomes all of your creative ideas!

The deadline to pledge an In-Kind donation is January 24, 2025. On your pledge form, please include a description of your donation. If you're donating a prize, TennGreen asks that you also send pictures of the prize to hikeathon@tenngreen.org by February 15. Doing so will give TennGreen the ability to showcase your awesome prize to its active online audience!

ABOUT TENNGREEN LAND CONSERVANCY

TennGreen Land Conservancy is a 501(c)(3) environmental nonprofit and the oldest accredited statewide land conservancy in Tennessee. Through sound science and partnerships, TennGreen identifies and conserves land for wildlife corridors, critical habitat, and public benefit. TennGreen protects, cares for, and connects people with Tennessee's natural world by providing meaningful outdoor experiences, establishing conservation easements, supporting restoration efforts, and acquiring (or assisting in the acquisition of) privately held land.

MISSION: TennGreen's mission is to conserve land where people and nature can thrive.

VISION: TennGreen envisions large, connected, natural areas that support diversity of life, inspire the appreciation of nature, and spark action to protect the water we drink, the air we breathe, and the land that sustains us all.

WHY CONSERVE LAND? Tennessee is known for its extraordinary beauty from the mighty Mississippi to the Great Smoky Mountains. Our rich forests, farms, and wetlands are not only our home, but also home to a vast diversity of fish and wildlife. Tennessee is experiencing extreme human development pressure, and every missed opportunity to protect our unique lands is an irreversible loss to our future. We must act swiftly and smartly to protect the places that provide us all well-being and an unrivaled quality of life.

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