



Sponsorship Opportunities

with

The Greater Worcester  
Land Trust



# Sponsorships at GWLT

## *Who is the Greater Worcester Land Trust?*

The Greater Worcester Land Trust is a 501(c)(3) nonprofit organization dedicated to preserving the natural lands and waters of Worcester County for the enjoyment of present and future generations. Since our founding in 1987, we have conserved over 3,100 acres of Central Massachusetts's beautiful woodlands, lakes, rivers, and wetlands and taught thousands about the importance of conservation.

## *How Can I Help?*

We seek annual sponsorships in exchange for promotion at GWLT events and on our social media & website. There is an element of pride knowing that your company is investing in a healthier, greener, more resilient Worcester - the satisfaction of knowing you're making a lasting impact by being a sponsor.

## *Who is the GWLT Audience?*

The Greater Worcester Land Trust has a broad cross-demographic reach across Worcester County, including Worcester and many of the surrounding towns (Auburn, Boylston, Charlton, Leicester, Grafton, Holden, Paxton, Spencer, West Boylston). GWLT reaches athletes, families, nature enthusiasts, outing clubs, religious groups, schools, scouts, sportsmen and women, and many more.



BENEFITS	GUARDIAN (\$5,000)	STEWARD (\$2,500)	PATHFINDER (\$1,500)	EXPLORER (\$1,000)
Name under "Corporate Sponsors" tab on GWLT.org	✓	✓	✓	✓
Name and Logo in Events Program	✓	✓	✓	✓
Custom Ad in Events Program	Full Page	1/2 Page	1/4 Page	1/8 Page
Logo on Events Mailings	✓	✓		
Press Release Mention	✓	✓		
Logo listed under "Corporate Sponsors" tab on GWLT.org	✓	✓		
Logo Banner at Events	✓			
Up to 15 Complimentary Events Tickets & Group Rates	✓			

## Advertising with GWLT reaches:

- Website (GWLT.org)
- Social Media
  - Facebook: 4,500 followers
  - Instagram: 1,850 followers
  - Bluesky: 250 followers (and growing daily!)
- Constant Contact list of over 2,500 people
- Postcard mailing list of over 1,200 people

## Annual Events:

- Wild and Scenic Film Festival
- Hike Worcester Week
- Donker Farm Festival
- Earth Day Clean-Up
- Summer and Winter Solstice Celebration



# GWLT Sponsorship Form



Company Name:

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Company Name (if you would like it to appear differently in the program):

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Mailing Address:

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Phone Number:

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E-mail Address:

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Point of Contact:

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Web Address:

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Ad tier:

- |   |   |
|---|---|
| <input type="checkbox"/> Guardian (\$5,000)   | <input type="checkbox"/> Steward (\$2,500)  |
| <input type="checkbox"/> Pathfinder (\$1,500) | <input type="checkbox"/> Explorer (\$1,000) |

Payment can be made at [www.GWLT.org](http://www.GWLT.org) or by check made out to:  
Greater Worcester Land Trust

Please send logo artwork to [LEA@GWLT.ORG](mailto:LEA@GWLT.ORG). Artwork should be in .PDF, .PNG, .TIFF or .JPG format at 300 DPI or greater at print size. The benefits are valid for one calendar year.