



## SPONSOR OPPORTUNITIES

Help Montana honor the places and experiences we all love,  
and have **FUN** doing it!

Support Montana's month-long celebration of our **OUTDOOR HERITAGE!**

#openlandmt  
@openlandmt  
openlandmt.org  
[www.facebook.com/openlandmt](http://www.facebook.com/openlandmt)

Montana Open Land Month is an **open, creative, state-wide celebration** of our way of life: our agricultural heritage, vast outdoor recreational opportunities, clean water, diverse wildlife habitat, scenic splendor, tremendous economic benefits, a vibrant tourism industry, freedom to roam and so much more!

Across Montana, from the Montana Bike Celebration to the Governor's Cup Walleye Tournament, Montana Open Land Month offers a chance to **celebrate what makes Montana truly special.**

**In 2015**, our inaugural year, Open Land Month gained **state-wide media attention**; facilitated a powerful set of **5 videos**; celebrated **over 40 events** that highlight Montana open land; initiated a **multi-channel social media presence** with over 1000 followers that is **amplified** to thousands.

**In 2016**, **Governor Bullock** renewed official recognition for Montana Open Land Month, and we anticipate several localities will declare an Open Land Day as Missoula did in 2015. We expect to

- ❖ celebrate Open Land Month at **over 75 events**
- ❖ amplify our social media to reach **tens of thousands** via partner channels
- ❖ increase our **presence at major events** such as Moods of the Madison
- ❖ expand website traffic to **over 2,500** visits

**You choose to do business in Montana.** Our way of life – and our businesses – depend on the incredible landscapes, the big skies and open land that are Montana. **Show your support** for keeping our land open through Montana Open Land Month!

By sponsoring Montana Open Land Month, you:

- ✓ Strengthen your brand's association with Montana's rich outdoor heritage
- ✓ Align your business with a powerful, entrepreneurial, unique initiative
- ✓ Gain exposure across the broad range of different audiences that Open Land Month reaches out to

**WE INVITE YOU TO BE PART OF THE CELEBRATION!**

## LEAD SPONSOR: \$5,000 - \$2,500

**\$5,000**

Benefits include:

- **Premier logo placement** on website (hyperlinked), in outreach materials, at select events
- **Premier logo placement** in videos and film
- Minimum **5 posts** on social media channels
- Acknowledgement in **press release** announcing Open Land Month 2016
- **Shout-outs** during events
- **Mentions** during informal promotion, such as: conference calls, partner support, event planning
- **Content you can use** in your communications (print and social media)
- *invitation to prime Open Land Month events*

**\$2,500**

Benefits include:

- **Premier logo placement** on website (hyperlinked), in outreach materials, at select events
- **Logo placement** in videos and film
- Minimum **4 posts** on social media channels
- Acknowledgement in **press release** announcing Open Land Month 2016
- **Shout-outs** during events
- **Mentions** during informal promotion, such as: conference calls, partner support, event planning
- **Content you can use** in your communications (print and social media)
- *invitation to prime Open Land Month events*

## SPONSOR: \$1,000 - \$250

**\$1,000**

Benefits include:

- **Top logo placement** on website (hyperlinked), in outreach materials, at select events
- Minimum **3 posts** on social media channels
- **Shout-outs** during events
- **Content you can use** in your communications (print and social media).
- *tentative: invitation to prime Open Land Month events*

**\$500**

Benefits include:

- **Mid logo placement** on website (hyperlinked), in outreach materials, at select events
- Minimum **2 posts** on social media channels
- **Content you can use** in your communications (print and social media).

**\$250**

Benefits include:

- **Logo placement** on website (hyperlinked), in outreach materials, at select events
- Minimum **1 post** on social media channels
- **Content you can use** in your communications (print and social media).

## PARTNER

Partners can be involved in many ways. Partners:

- organize activities, outings, showings or events that celebrate open land
- leverage existing events to celebrate open land
- actively share, post, and promote Open Land Month via social media, newsletters, online
- write articles or produce creative visual products that draw attention to the value of open land
- contribute in kind services
- offer items or gift certificates for volunteers
- help recruit additional voices to celebrate, volunteer, and promote Open Land Month
- raise fund for open land conservation

Please contact us to discuss how you or your group, city, business, agency, or organization can be involved!

**Contact:**

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