



2019 Annual Meeting Sponsorship Guide

**Bangor, Maine
Aug. 19 - 23, 2020**

Dear TU Business Partner,



Thank you for your continued support of Trout Unlimited. Your contributions have helped mile by mile and acre by acre protect, restore and sustain trout and salmon waters across the country.

Every year, hundreds of TU members, volunteer leaders and staff gather at our annual meeting to celebrate all we've accomplished together in the past year towards our mission and recommit ourselves to the work ahead.

This year, the **TU Annual Meeting** will be coming to Bangor, Maine from Aug. 19-23, 2020. This five-day event involves a conservation tour and activity, a day of hosted fishing, guest speakers and presentations, outdoor activities for kids, a State of TU address, evening awards celebrations, a local fundraising banquet, and more.

This TU Annual Meeting Sponsorship Package presents many opportunities to support TU's work through the Annual Meeting, including product donation and cash sponsorships, and details ways we can help promote our partnership and your business' support to our members through the event.

Additional opportunities and customized sponsorships are available.

Event Sponsorship Package Opportunities



*Sponsorships underwrite the cost of the event for TU and are tax-deductible less any goods or services provided.
Sponsorships listed below are detailed on the subsequent pages – custom sponsorships available.*

Full Event Sponsorship Opportunities

- ☞ Penobscot River Sponsorship – \$50,000
 - Exclusive full event lead sponsor
- ☞ Kennebec River Sponsorship – \$25,000
- ☞ Rapid River Sponsorship – \$10,000
- ☞ Androscoggin River Sponsorship - \$5,000

Activity-Specific Sponsorship Opportunities

- ☞ Fishing Day Sponsor - \$2,500
- ☞ STREAM Kids Environmental Education Day Sponsor - \$5,000
- ☞ Women's Fly Fishing Day Sponsor - \$5,000
- ☞ Hospitality Suite Sponsor - \$5,000
- ☞ Conservation Day Sponsor - \$7,500
- ☞ Volunteer Awards Dinner Sponsor - \$10,000
- ☞ Embrace A Stream Banquet Sponsor - \$15,000

In-Kind & Swag Bag Sponsorship Opportunities



**Pledged support deadline:
July 1, 2020**

Penobscot River Sponsorship



A Penobscot River Sponsorship provides exclusive lead partner status at the 2020 TU Annual Meeting.

Penobscot River Sponsorship - \$50,000

As a Penobscot River Sponsor, your company would secure exclusive, named lead sponsorship for the entire Annual Meeting. Benefits of a Penobscot River Sponsorship include:

- ✦ Exclusive registration table banner recognizing lead sponsorship
- ✦ One full-page recognition in the Annual Meeting program
- ✦ Recognition as the lead sponsor in the Annual Meeting email to all TU members and in the Winter edition of TROUT magazine
- ✦ One table for eight guests at a prominent location near the podium for both the Friday night Volunteer Awards Dinner and the Saturday night Embrace A Stream Banquet
- ✦ Complimentary one-year TU business membership
- ✦ Vendor table space at Annual Meeting



Veazie Dam Removal: Credit Penobscot River Restoration Trust

Kennebec River Sponsorship



A Kennebec River Sponsorship provides an opportunity to be a lead partner on the 2020 TU Annual Meeting.

Kennebec River Sponsorship - \$25,000

As a Kennebec River Sponsor your company would secure prominent named sponsorship for the entire Annual Meeting.

Benefits of a Kennebec River Sponsorship include:

- ✦ Corporate logo on registration banner
- ✦ One half-page recognition in Annual Meeting program
- ✦ Recognition as a lead sponsor in the Annual Meeting email to all TU members, and in the Winter edition of TROUT magazine
- ✦ Table of eight at a prominent location near the podium for either the Friday Volunteer Awards Dinner or the Saturday Embrace A Stream Banquet
- ✦ Complimentary one-year TU business membership
- ✦ Vendor table space at Annual Meeting



Rapid River Sponsorship

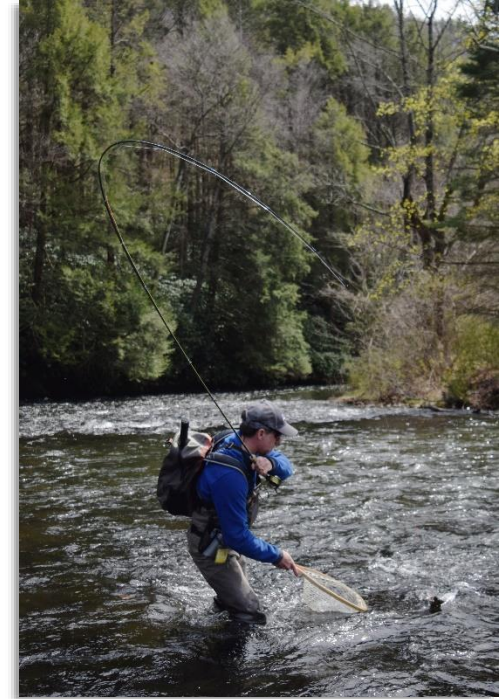


A Rapid River Sponsorship provides an opportunity to be a major partner on the 2020 TU Annual Meeting.

Rapid River Sponsorship - \$10,000

As a Rapid River Sponsor your company would secure significant named sponsorship for the Annual Meeting. Benefits of a Rapid River Sponsorship include:

- ✦ Corporate logo on registration banner
- ✦ One quarter-page recognition in Annual Meeting program
- ✦ Recognition as a partner sponsor in the Annual Meeting email to all TU members, and the Winter edition of TROUT magazine
- ✦ Space for four guests at a prominent location near the podium for either the Friday Volunteer Awards Dinner or the Saturday Embrace A Stream Banquet
- ✦ Complimentary one-year TU business membership
- ✦ Vendor Table Space at Annual Meeting



Androscoggin River Sponsorship



A Androscoggin River Sponsorship provides an opportunity to be a partner in the 2020 TU Annual Meeting.

Androscoggin River Sponsorship - \$5,000

As a Androscoggin River Sponsor your company would secure named sponsorship at the Annual Meeting. Benefits of a Androscoggin River Sponsorship include:

- ✦ Corporate logo on registration banner
- ✦ Sponsor recognition in the Annual Meeting program
- ✦ Recognition as a sponsor in the Annual Meeting email to all TU members, and the Winter edition of TROUT magazine
- ✦ Space for two guests at a prominent location near the podium for either the Friday night Volunteer Awards Dinner or the Saturday night Embrace A Stream Banquet
- ✦ Complimentary one-year TU business membership
- ✦ Vendor table space at Annual Meeting



Activity-Specific Sponsorships



Activity-Specific Sponsorship provide an opportunity to support an important component of the TU Annual Meeting. Each activity has three sponsorship levels: Exclusive Sponsorship, Lead Sponsorship or Partner Sponsorship.

Fishing Day Sponsor - \$2,500 Exclusive Sponsorship

Lead Sponsorship - \$1,500 Partner Sponsorship - \$1,000

As a Fishing Day Sponsor your company would be recognized for supporting the TU Annual Meeting's community-building day, with recognition levels and location determined by sponsorship level.

Benefits include:

- ✦ Recognition at the event
- ✦ Corporate logo on registration banner
- ✦ Sponsor recognition in the Annual Meeting program
- ✦ Recognition as a sponsor in the Annual Meeting email to all TU members, and the Winter edition of TROUT magazine
- ✦ Complimentary one-year TU business membership
- ✦ Vendor table space, or shared table space at Annual Meeting



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STREAM Kids Environmental Education Day Sponsor - \$5,000 Exclusive Sponsorship

Lead Sponsorship - \$3,000 Partner Sponsorship - \$1,500

As a STREAM Kids Sponsor your company would be recognized for supporting the TU Annual Meeting's special outdoor youth education experience, with recognition levels and location determined by sponsorship level. Benefits include:

- 🐟 Recognition at the event
- 🐟 Corporate logo on registration banner
- 🐟 Sponsor recognition in the Annual Meeting program
- 🐟 Recognition as a sponsor in the Annual Meeting email to all TU members, and the Winter edition of TROUT magazine
- 🐟 Complimentary one-year TU business membership
- 🐟 Vendor table space, or shared table space at Annual Meeting



Activity-Specific Sponsorships

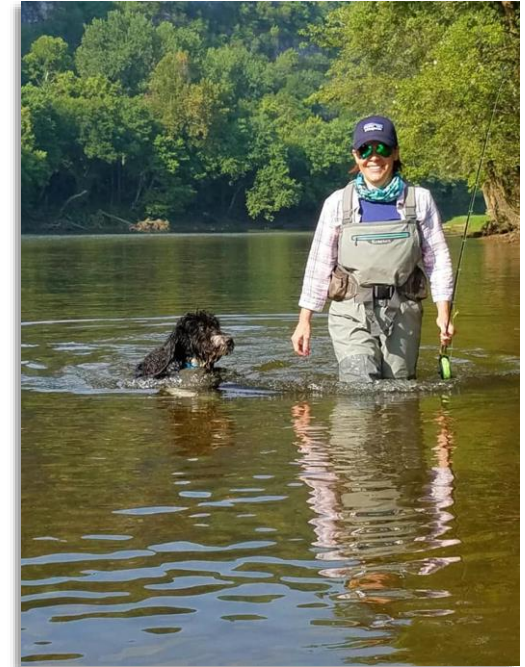


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Women's Fly Fishing Day Sponsor - \$5,000 Exclusive Sponsorship Lead Sponsorship - \$3,000 Partner Sponsorship - \$1,500

As a Women's Fishing Day Sponsor your company would be recognized for supporting the TU Annual Meeting's efforts to increase diversity in the sport, with recognition levels and location determined by sponsorship level. Benefits include:

- ✦ Recognition at the event
- ✦ Corporate logo on registration banner
- ✦ Sponsor recognition in the Annual Meeting program
- ✦ Recognition as a sponsor in the Annual Meeting email to all TU members, and the Winter edition of TROUT magazine
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Hospitality Suite Sponsor - \$5,000 Exclusive Sponsorship

Lead Sponsorship - \$3,000 Partner Sponsorship - \$1,500

As a Hospitality Suite Sponsor your company would be recognized for supporting the TU Annual Meeting's networking evenings, with recognition levels and location determined by sponsorship level.

Benefits include:

- ✦ Recognition at the event
- ✦ Corporate logo on registration banner
- ✦ Sponsor recognition in the Annual Meeting program
- ✦ Recognition as a sponsor in the Annual Meeting email to all TU members, and the Winter edition of TROUT magazine
- ✦ Complimentary one-year TU business membership
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Conservation Day Sponsor - \$7,500 Exclusive Sponsorship

Lead Sponsorship - \$5,000 Partner Sponsorship - \$2,500

As a Conservation Day Sponsor your company would be recognized for supporting the TU Annual Meeting's conservation tour of effective restoration efforts, with recognition levels and location determined by sponsorship level.

Benefits include:

- 🐟 Recognition at the event
- 🐟 Corporate logo on registration banner
- 🐟 Sponsor recognition in the Annual Meeting program
- 🐟 Recognition as a sponsor in the Annual Meeting email to all TU members, and the Winter edition of TROUT magazine
- 🐟 Complimentary one-year TU business membership
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Volunteer Awards Dinner - \$10,000 Exclusive Sponsorship

Lead Sponsorship - \$7,500 Partner Sponsorship - \$5,000

As a Volunteer Awards Dinner Sponsor your company would be recognized for supporting the TU Annual Meeting's night honoring the many volunteers across the country who give so much, with recognition levels and location determined by sponsorship level.

Benefits include:

- ✦ Seats at the dinner at a prominent table near the podium
- ✦ Recognition at the event
- ✦ Corporate logo on registration banner
- ✦ Quarter-page ad in the Annual Meeting program
- ✦ Recognition as a sponsor in the Annual Meeting email to all TU members, and the Winter edition of TROUT magazine
- ✦ Complimentary one-year TU business membership
- ✦ Vendor table space, or shared table space at Annual Meeting



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Embrace A Stream Banquet - \$15,000 Exclusive Sponsorship

Lead Sponsorship - \$10,000 Partner Sponsorship - \$7,500

As a Embrace A Stream Banquet Sponsor your company would be recognized for supporting the TU Annual Meeting's announcement of our marque grant awards program and supporting the Maine Council fundraiser, with recognition levels and location determined by sponsorship level. Benefits include:

- ✦ Seats at the dinner at a prominent table near the podium
- ✦ Recognition at the event
- ✦ Corporate logo on registration banner
- ✦ Quarter-page ad in the Annual Meeting program
- ✦ Recognition as a sponsor in the Annual Meeting email to all TU members, and the Winter edition of TROUT magazine
- ✦ Complimentary one-year TU business membership
- ✦ Vendor table space, or shared table space at Annual Meeting



Product Donation: SWAG BAG

All TU Annual Meeting attendees will be greeted with a **SWAG bag** upon their arrival in Bangor. Including your logoed item in these bags is a great way to put your company front-and-center with hundreds of fishing and conservation ambassadors from across the country.

- SWAG bag item ideas:
 - A pack of leaders
 - A small box of flies
 - Lip balm
 - Re-usable water bottles
 - Nut-free snack item
- Total items needed: ~300



For Sponsorships and Underwriting Contact:

Jeff Yates, Director of Volunteer Operations
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(203) 216-7078

