Barns & BBQ celebrates Willistown’s iconic barns and working lands, as well as the landowners who have helped protect them. Barns & BBQ guests come from throughout the Main Line area to witness Chester County’s rural character and learn about its conservation stories. Now in its eighth year, Barns & BBQ has become Willistown Conservation Trust’s primary fundraiser, as the support of our sponsors continues to increase each year. In return, Barns & BBQ Sponsors receive:

- Access to key target market for products and services, through digital marketing
- Direct access to key target market during 7-hour, sold out, countryside event (Habitat Restoration Sponsorship level and above)
- Business promotion in a high-quality event program book
- Logo and link to company website from Barns & BBQ web page and event emails
- Opportunity to make new contacts with professionals in complementary businesses
- Recognition of your support for your local community

Additional sponsor benefits are available depending on sponsorship level, please see chart.
## 2020 BARNS & BBQ SPONSORSHIP OPPORTUNITIES

<table>
<thead>
<tr>
<th>Recognition at dinner; display at dinner barn; logo on front covers of the invitation, program, and dinner menu</th>
<th>PROGRAM BOOK SPONSOR $1,000</th>
<th>WATERSHED PROTECTION SPONSOR $1,500</th>
<th>HABITAT RESTORATION SPONSOR $2,500</th>
<th>BIRD CONSERVATION SPONSOR $5,000</th>
<th>COMMUNITY FARM SPONSOR $7,500</th>
<th>LAND CONSERVATION SPONSORS SOLD</th>
</tr>
</thead>
</table>

| Exclusive promotional display space at a designated barn on tour | | | | | | 2 available |
| Recognition on digital marketing platforms | | | | | | |
| **AVERAGE MONTHLY REACH** | 54,000+ | 5,000+ | | | | |

| Logo listed on recognition displays at each barn and inside dinner menu | | | | | | |
| Year-round recognition and signage at the Rushton Conservation Center | | | | | | |
| Number of tickets to 2020 Barns & BBQ event | 0 tickets | 0 tickets | 2 tickets | 4 tickets | 6 tickets | 8 tickets |

| 2020 *Run-a-Muck* sponsorship | | | | | | |
| *Read more about the Two-Season Sponsorship below!* | | | | | | |
| Logo and link on 2020 Barns & BBQ event web page | | | | | | |
| Single-page full-color ad in program book (Ad placement relates to sponsorship level) | | | | | | |

### TWO-SEASON SPONSORSHIP

The Trust holds two major fundraising events a year – Barns & BBQ in May, and *Run-a-Muck* in October. Our *Run-a-Muck* event is a day dedicated to celebrating with the community our mutual commitment to conserving land. The event includes a 5K run, live band, and country supper. Over 500 people gather for this event, which provides businesses a unique opportunity to be exposed to another major group of Trust supporters.

### Barns & BBQ Sponsors at the $1,500 level and above receive bonus sponsor recognition at our *Run-a-Muck* event. The accompanying benefits include:

- Logo on eblasts and *Run-a-Muck* invitation sent to 4,000+ households
- Logo on *Run-a-Muck* T-shirts and sponsor banners at *Run-a-Muck* event
- Logo and link on 2020 *Run-a-Muck* web page
- Recognition in the Trust’s newsletter, *The Sycamore*
- Sponsor tickets to *Run-a-Muck* on October 24, 2020
ABOUT US

Willistown Conservation Trust is a non-profit land trust dedicated to protecting the critical natural resources and scenic landscapes of the Willistown countryside and surrounding areas. Our efforts are focused on the Trust’s 28,000 acre program area defined by the Crum, Ridley, and Darby Creek watersheds. This special region is blessed with stunning scenic views, picturesque farmsteads, healthy waterways, and some of the richest and most abundant undeveloped areas in our region. Through the activities of our Land Protection and Stewardship, Watershed Protection program, Bird Conservation, and Rushton Farm program, the Trust also strives to inspire, educate, and develop in others a lifelong love of the land and to connect people to nature.

OUR LAND PROTECTION AND STEWARDSHIP staff annually monitors over 2,300 acres of protected conservation easement properties to ensure the terms of each easement are upheld. They strive to increase the 7,500 acres of existing preserved land and partner with landowners to be proactive stewards of their properties, benefitting the diverse plants and animals of our local ecosystem.

OUR WATERSHED PROTECTION PROGRAM with generous support from the William Penn Foundation and with help from interns and two Drexel University co-op students, continues to collect data to determine the health of Crum, Ridley, and Darby Creeks that empty into the Delaware River, the drinking water source for millions of people.

OUR BIRD CONSERVATION team is a leading partner in the Motus Wildlife Tracking Program. Our team uses traditional bird banding and Motus technology to research and educate about migration ecology at Rushton Woods Preserve. Learn more at www.northeastmotus.com.

OUR RUSHTON COMMUNITY FARM STAFF AND VOLUNTEERS connect the community to local agriculture by offering experiences on the farm and providing healthy produce to 135 CSA families and donating over 3,000 lbs to the West Chester Food Cupboard and Chester County Food Bank. Importantly, research done on our farm impacts future farming practices by providing key scientific data about sustainable farming.
BARNES & BBQ PROGRAM BOOK PAGE SPECIFICATIONS

All program book pages are 7”x 9.5” full-page, full-color

Acceptable formats:
• High resolution, print-ready PDF
• Images should be CMYK, 300 DPI or higher resolution
• If your ad requires bleeds, your PDF should include a minimum of .125” bleed on each side that bleeds
• Include bleed and trim marks
• Do not place any text closer than .25” from the edge of the document

Submit email files and questions to Kelsey Lingle at ksl@wctrust.org or 610.353.2562 ext. 35
Deadline: Digital files and payment must be received by March 16, 2020
2020 Sponsorship Levels:

- Community Farm Sponsor* | $7,500 - 2 available (includes 6 tickets)
- Bird Conservation Sponsor* | $5,000 - (includes 4 tickets)
- Habitat Restoration Sponsor* | $2,500 - (includes 2 tickets)

Sponsorships listed below DO NOT include complementary tickets to Barns & BBQ event.

- Watershed Protection Sponsor* | $1,500
- Barns & BBQ Program Book Sponsor | $1,000

$________ Total amount due  ___ Credit Card  ___ Check made payable to WCT

Only 2 Community Farm Sponsorships are available.

* Two-Season Sponsorship - Includes Run-a-Muck Countryside Sponsorship.

Name of business as it will appear in print:
________________________________________________________________________________________

Contact Name: ________________________________________________________________

Email: __________________________________________________________________________

Phone: __________________________________________________________________________

Name on Credit Card: _____________________________________________________________

Credit Card Number: __________________________________________________________________________

Expiration Date: _______________  Security Code: ____________

Credit Card Billing Address:
________________________________________________________________________________________

________________________________________________________________________________________