



# Vermont Land Trust

CONSERVING LAND FOR THE FUTURE OF VERMONT

## Corporate Giving Benefits Package

### Related Documents:

Sponsorship Policy

### Definitions:

*Corporate Giving:* Any donation from a business or organization that supports “Annual” or “Campaign” appeals, any unrestricted giving, some community fundraising, some restricted gifts, and some funds.

*Corporate Sponsorship:* Any donation from a business or organization that is restricted for a specific event, marketing, also some funds and programs.

*Gift in Kind:* Any donated goods and/or services. Donated services, although not recognized by the IRS for tax deduction purposes, will be recognized by VLT in our Annual Report. Please see Gift in Kind Policy or direct questions to Meghan McGeary, Director of Development.

### Tiered Giving Levels for Corporate Donors and Corporate Sponsors

#### *Corporate Supporter up to \$499*

Listing in Annual Report

Receives all publications

#### *Corporate Friend \$500-\$999*

All of the above benefits and company listing on website

#### *Corporate Benefactor \$1000-\$4999*

All of the above benefits and donors at this level may use VLT’s logo, with VLT approval, in their advertising.

#### *Corporate Land Steward \$5000 and above*

All of the above benefits and donors at this level may have a display table for their business at our Annual Celebration.

### Event Sponsorship

- Event sponsors will be recognized in writing in our Annual Report.
- The price of sponsorship and corresponding benefits for an event will depend on the scope of the event.
- Our Corporate Donors will be alerted about sponsorship opportunities for events so that they may promote their support of VLT. This will apply to select events where VLT is seeking corporate sponsorship.
- Sponsorship opportunities for events and programs will be decided on a case by case basis.

### Corporate Matching Gifts

Some corporations choose match their employee’s charitable gifts. Your employees can feel good about both their charitable donation and the business they work for knowing that their contribution goes much further.

**Corporate Gift Memberships**

Business people who want a unique and meaningful gift for their key customers can buy gifts to thank them for their patronage or support. VLT offers gift memberships at \$50 per person. The gift membership includes a small gift (i.e. water bottle) and a year-long membership. They will receive all of our publications and invitations to special events. We will send the recipient a letter with your company's logo to notify them of the gift.

**Other Kinds of Corporate Support**

Businesses may sponsor *advertising* on the web (i.e. VPR website) or in specific newspapers and magazines. When a sponsor elects to pay for advertising in a 3<sup>rd</sup> party medium, the sponsor must get approval from the VP for Community Relations prior to placing the ad. They may include their company name in the advertisement.

Occasionally a land conservation project requires additional funding and we turn to the community for contributions. Businesses may contribute to *project fundraising*. Towns and project partners will be consulted in decision-making for accepting gifts.

Businesses also donate "*in-kind*" gifts. Businesses may donate their goods/services or sell their goods/services at a discounted rate. These gifts will be recognized in the VLT Annual Report. VLT will need to know the commercial value for any goods and the amount of the discount. The business is responsible for notifying VLT if the goods/services were discounted.

Please note: At VLT, we value our relationships with corporate sponsors, and at the same time we take great care that our organizational good will and credibility will not be jeopardized by our relationship with sponsors. Therefore, VLT will not knowingly accept contributions from businesses whose products or services negatively impact Vermont communities, forests, farms, and other natural assets. All corporate giving must be consistent with VLT's sponsorship policy.

**For more information**

Please contact Annie Crawford, Membership and Outreach Coordinator, at [annie@vlt.org](mailto:annie@vlt.org) or at 1-800-639-1709.

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