



*Dedicated to permanently preserving
natural areas and special places in North Florida*

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 will be recognized by NFLT in our Annual Report. Depending on the type of service donated, some contributions may *not* be considered tax deductible by the IRS> Please see Gift in Kind Policy or direct questions to Bonnie Barnes, Executive Director.

Tiered Giving Levels for Corporate Donors and Sponsors Annual Giving, 3 year minimum

Corporate Founder \$50,000 and above

The benefits to donors at this level will be custom designed to suit the interests of our patron. This donor is also entitled to all of the benefits below.

Corporate Director \$25,000-\$49,999

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

Corporate Steward \$10,000-\$24,999

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

Corporate Guardian \$5,000-\$9,999

All of the below benefits and company listing on website

Corporate Preservationist \$1000-\$4,999

Donors will be listed in our Annual Report and receive all NFLT publications

Event Sponsorship

- Event sponsors will be recognized 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 NFLT. This will apply to select events where NFLT 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 to match their employees’ 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.

P.O. Box 51181, Jacksonville Beach, FL 32240-1181
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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. NFLT offers gift memberships at \$50 per person. The gift membership includes a small gift (i.e. imprinted seat cushion) 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 your gift.

Other Kinds of Corporate Support

Businesses may sponsor *advertising* on the web (i.e. NFLT website) or in specific newspapers and magazines. When a sponsor elects to pay for advertising in a third party medium, the sponsor must receive approval from the NFLT communications committee prior to placing the ad. The business may include its 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 contribute "*in-kind*" gifts in which they donate their goods/services or sell their goods/services at a discounted rate. These gifts will be recognized in the NFLT Annual Report. NFLT will need to know the commercial value for any goods and the amount of the discount. The business is responsible for notifying NFLT if the goods/services are discounted.

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

For more information

Please contact Bonnie Barnes, Executive Director, at nfltooffice@bellsouth.net or call 904-827-9870.

North Florida Land Trust
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