



National Association of  
Conservation Districts

# NACD ANNUAL PROSPECTUS

## FISCAL YEAR 2023



The National Association of Conservation Districts (NACD) is the nonprofit organization that represents America's 3,000 conservation districts and the 17,000 men and women who serve on their governing boards.

Conservation districts are local units of government established under state law to carry out natural resource management programs at the local level.

## **MISSION** STATEMENT

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NACD's mission is to promote responsible management and conservation of natural resources on all lands by representing locally-led conservation districts and their associations through grassroots advocacy, education and partnerships.

## WHO WE ARE

NACD is a 501(c)3 nonprofit organization that represents the nation's 3,000 conservation districts. Conservation districts exist in almost every county and work with more than 2.5 million cooperating landowners, operators and communities to help conserve land, water, forests, wildlife and related natural resources on nearly 98 percent of the private lands in the United States. As the national voice for all conservation districts, NACD supports voluntary, incentive-driven natural resources conservation programs that benefit all Americans.

## THE NEED WE SEE

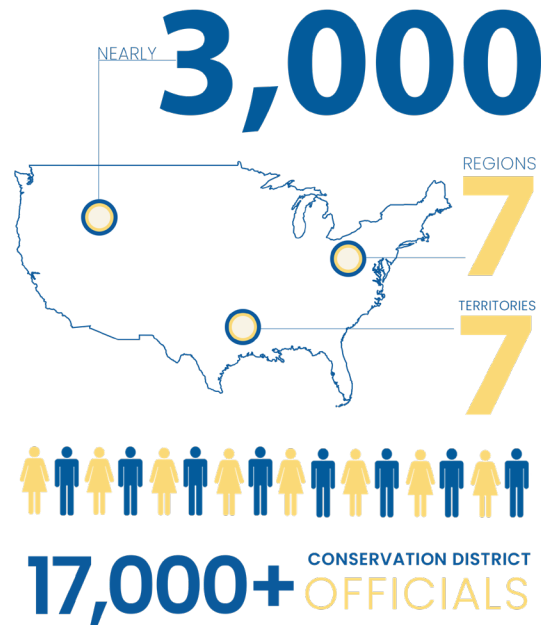
Landowners and operators have many choices to improve their natural resources, which can also improve their bottom line. Conservation districts provide the local expertise and technical assistance needed to ensure that landowners and operators have the knowledge and resources to conserve their natural resources. Districts also lead efforts to ensure the public can enjoy healthy, sustainable landscapes with access to clean water, air and soil. Your support allows NACD to devote more resources to furthering the cause of conservation and sustainability through the creation and dissemination of greater resources and education to our districts.

## OUR APPROACH

NACD helps connect potential partners who operate nationally, regionally or locally to the work conservation districts do on the ground. We also provide educational resources and programming that directly benefit districts. Because of our reach, NACD is uniquely positioned to provide you with an opportunity to align with the mission of conservation locally, regionally and nationally.

NACD offers a variety of engagement opportunities and a full range of targeted levels of support. This means you can voice your commitment to locally-led conservation with a level of engagement that offers the greatest benefit to your organization.

## CONSERVATION DISTRICTS, STATE & TERRITORY ASSOCIATIONS





***Partners who share NACD's passion for locally-led conservation delivery can engage with us in a variety of ways:***

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## **YEAR-ROUND PROGRAMS**

5.....Sustaining Partner Program

## **EVENTS**

### **2023 NACD ANNUAL MEETING**

- 6.....2023 Annual Meeting Engagement Opportunities
- 7.....National Conservation Foundation (NCF) Live Auction
- 9.....Conservation Expo and Innovation Fair

### **2023 SUMMER CONSERVATION FORUM**

- 10.....2023 Summer Conservation Forum and Tour Sponsorship
- 11.....Summer Conservation Expo

## **PROGRAMMATIC AREAS**

- 12.....Conservation Education
- 12.....Soil Health
- 12.....Climate Action
- 13.....Coastal Conservation
- 13.....Forestry
- 13.....Invasive Species
- 13.....Tribal Outreach and Partnership
- 14.....Friends of NACD & District Grants Program

Sponsorship opportunities are not exclusive to the listings in this document. With any questions or ideas of potential collaboration or sponsorship, please reach out to:

events@**nacd**net.org | (202) 547-6223

# SUSTAINING PARTNER PROGRAM

Year-round opportunities offer partners a range of investments to provide strategic engagements with NACD and its members. Both levels include sponsorship of NACD's two premier events with accompanying speaking invitations, as well as robust year-round benefits offering member interaction and brand exposure.

	Sustaining Champion	Sustaining Sponsor
<b>TERM</b>		
Rights Fee (Per Year)	\$30,000	\$20,000
<b>YEAR-ROUND BENEFITS</b>		
Focus Group on Interest Area	✓	
Email to NACD Members	✓	
Present or Sponsor a Webinar	✓	
Advertorial in <i>The Resource</i>	<b>2 full-page</b>	<b>1 full-page</b>
<b>SPONSORSHIP AT NACD EVENTS</b>		
Annual Meeting (includes booth)	<b>Platinum</b>	<b>Gold</b>
Summer Conservation Forum and Tour (includes booth)	<b>Platinum</b>	<b>Gold</b>
<b>SPEAKING OPPORTUNITIES AT NACD EVENTS</b>		
Annual Meeting	✓	
Summer Conservation Forum and Tour		✓

Sponsorship opportunities are not exclusive to the listings in this document. We can tailor opportunities that aid in more strategically advancing NACD's and your goals. We look forward to discussing opportunities with you.

# 2023 NACD ANNUAL MEETING

## 77TH ANNUAL MEETING – NEW ORLEANS, LOUISIANA

NACD's Annual Meeting is the premier event for leaders in conservation, from district officials and agency representatives to industry professionals. Each year, the meeting draws over 1,000 conservation leaders from across the United States and its territories. NACD's 76th Annual Meeting will be held **February 11–15, 2023** in New Orleans, Louisiana.

Meeting attendees have the opportunity to:

- ✓ **Network** with landowners, partnering organizations, companies and government agencies
- ✓ **Discover** emerging technologies, services and programs through the Innovation Fair
- ✓ **Engage** in professional development
- ✓ **Participate** in forums discussing natural resource issues
- ✓ **Develop** strategies for education and outreach
- ✓ **Influence** conservation policy

## 2023 ANNUAL MEETING LOCATION

**New Orleans Marriott**  
555 Canal Street  
New Orleans, LA 70130

The negotiated room rate at the New Orleans Marriott is \$236 per night, plus tax. The room reservation deadline is **January 20, 2023**.

To make your reservations visit [www.nacdnet.org/annual-meeting](http://www.nacdnet.org/annual-meeting).

## KEY DATES

**SEPTEMBER 6, 2022:** Annual Meeting online registration launches

**DECEMBER 16, 2022:** Sponsorship commitment due for recognition in print materials

**JANUARY 20, 2023:** Hotel reservation deadline

**JANUARY 20, 2023:** Meeting registration deadline

**Sponsorship opportunities are not exclusive to the listings in this document.** All sponsorships includes recognition on NACD's website and in printed meeting materials.

**Don't delay!** To secure exclusive sponsorship and recognition in the meeting program, your commitment is required by **Friday, December 16, 2022**.



# ANNUAL MEETING ENGAGEMENT OPPORTUNITIES

Sponsoring NACD's 2023 Annual Meeting is an **investment in locally-led conservation**. Each year, conservation leaders from across the country gather in one place to discuss conservation policy and implementation, network with conservation partners and members of industry, and learn about the newest technologies and most relevant issues affecting natural resources management and conservation districts. As a sponsor, your agency, company or organization will be given a platform to showcase your support for conservation districts and our nation's top conservation leaders.

## PLATINUM – \$15,000+

- Two complimentary meeting registrations
- Two Appreciation Banquet tickets
- Two President's Reception tickets
- Recognition on meeting website/app
- One complimentary exhibit space
- Choice of platinum event sponsorship\*

## GOLD – \$10,000 – \$14,999

- One complimentary meeting registration
- One Appreciation Banquet ticket
- One President's Reception ticket
- Recognition on meeting website/app
- One complimentary exhibit space
- Choice of gold event sponsorship\*

## SILVER – \$5,000 – \$9,999

- Recognition on meeting website/app
- Choice of silver event sponsorship\*

## BRONZE – \$1,000 – \$4,999

- Recognition on meeting website/app
- Choice of bronze event sponsorship\*

### PLEASE NOTE

All logos for website and app advertisements must be submitted by **Friday, December 16, 2022** to [info@nacdnet.org](mailto:info@nacdnet.org).

\*Contact [events@nacdnet.org](mailto:events@nacdnet.org) to learn more about the event sponsorship opportunities.

INTERESTED IN AN  
**IN-KIND SPONSORSHIP?**

# NCF

National Conservation Foundation



Support NACD's sister organization, the National Conservation Foundation (NCF), at the Live Auction! All funds raised will go toward building the next generation of locally-led conservation leaders through programs of the National Conservation Foundation such as the Next Generation Leadership Institute and the NCF-Envirothon.

Submissions due on **Friday, December 16, 2022**.

# SPONSORSHIP OPPORTUNITIES

Sponsor Level	Sponsor Item	Price	Exclusive Event Signage	Meeting Registrations	Appreciation Banquet Tickets	President's Reception Tickets	Logo on Event Materials	Standard Exhibit Space
Platinum	Leadership Luncheon	\$15,000	✓	2	2	2	✓	✓
Platinum	Monday General Session	\$15,000	✓	2	2	2	✓	✓
Platinum	Appreciation Banquet	\$15,000	✓	2	2	2	✓	✓
Gold	Tuesday General Session	\$10,000	✓	1	1	1	✓	✓
Gold	Attendee Bags (Exclusive)	\$10,000	logo on bag	1	1	1	✓	✓
Gold	Conservation Expo Hall	\$10,000	✓	1	1	1	✓	✓
Gold	AFA + NACD Sustainability Institute	\$10,000	✓	1	1	1	✓	✓
Gold	Keynote Speaker/ Entertainment	\$10,000	✓	1	1	1	✓	✓
Gold	Registration Welcome Station	\$10,000	✓	1	1	1	✓	✓
Silver	Auction Happy Hour	\$5,000	✓				✓	
Silver	Conservation Expo Opening Reception	\$5,000	✓				✓	
Silver	Banquet Reception	\$5,000	✓				✓	
Silver	First-Timer Scholarships	\$5,000	✓				✓	
Silver	Sunday Welcome Reception	\$5,000	✓				✓	
Silver	Conservation Education Booth	\$5,000	✓				✓	
Silver	Attendee Lanyards	\$5,000	logo on lanyards				✓	
Bronze	Water Station	\$3,000	✓				✓	
Bronze	President's Reception	\$3,000	✓				✓	
Bronze	Coffee Break	\$3,000	✓				✓	
Bronze	Speaker Honorarium	\$1,500					✓	



# 2023 ANNUAL MEETING CONSERVATION EXPO

If your business, agency or organization is looking to introduce your programs, products or services to leaders in the conservation community, this is the place to do it! The Conservation Expo is a hub for meeting activities with targeted hours meant to maximize expo traffic. Attendees will be directed through the Expo center on the way in and out of all general sessions, and some networking events will be held within the Expo space. The deadline for registering an exhibit space is **Friday, December 16, 2022.**



## EACH PREMIUM BOOTH INCLUDES:

- One 10' x 10' display space
  - 10' draped back wall, 3' draped sides
- One 6' skirted table
- Two chairs
- Identification sign
- Acknowledgment in meeting app

**PREMIUM XL SPACE** includes the benefits of premium spaces while also offering more real estate - a 20' x 20' display space in the expo hall to accommodate a large display or equipment to engage attendees. **Limited availability!**

## BOOTH PACKAGES

Booth Type	Nonprofit or Government	Commercial Business	Registrations Included*
Premium	\$850	\$1,000	1
Premium XL	\$2,000	\$3,000	2

*\*Each standard exhibit space will receive one complimentary conference registration for the booth attendee, with an option to purchase an extra conference registration at a discount for a second booth attendee. All booth attendees must be registered for the conference. As an exhibitor, your registration allows you to attend non-ticketed events as a regular conference attendee, offering you more ways to participate in the program and additional opportunities to network.*

# 2023 NACD SUMMER MEETING

The 2023 Summer Conservation Forum and Tour will take place in Bismarck, North Dakota from **July 15-19, 2023**.

As the second-largest NACD event of the year, the gathering brings together hundreds of conservation district leaders from across the nation, including tribal representatives and representatives from the U.S. territories. The agenda includes a full NACD board meeting, a conservation forum plenary session, concurrent sessions on conservation and conservation district-focused topics and a set of conservation-minded tours. This smaller national meeting has more of a regional flair and offers direct access to our top leaders.

## Ramkota Hotel and Conference Center

800 South 3rd Street  
Bismarck, ND 58504

The negotiated room rate at the Ramkota Hotel starts at \$119 per night, plus tax. The room reservation deadline is **June 23, 2023**. To make your reservations and learn more, visit [www.nacdnet.org/summer-meeting](http://www.nacdnet.org/summer-meeting).

## KEY DATES:

**June 16, 2023:** Sponsorship commitment due for recognition in print materials

**June 23, 2023:** Hotel reservation deadline

**June 23, 2023:** Meeting registration deadline



# SPONSORSHIP LEVELS

Event Level	Sponsor Item	Price	Exclusive event signage	Meeting registrations	Logo on Event Materials	Standard exhibit space
Platinum	Conservation Tour	\$10,000	✓	2	✓	✓
Gold	Conservation Forum	\$5,000	✓	1	✓	✓
Gold	Attendee Bags	\$5,000	logo on bag	1	✓	✓
Silver	Sunday Opening Reception	\$3,000	✓		✓	✓
Silver	Monday Reception	\$3,000	✓		✓	✓
Silver	Coffee Break	\$3,000	✓		✓	✓
Silver	Speaker Honorarium	\$1,500			✓	✓

## PLATINUM – \$10,000+

- Two complimentary meeting registrations
- Recognition on meeting website/app
- One complimentary exhibit space
- Choice of platinum event sponsorship

## GOLD – \$5,000 – \$9,999

- One complimentary meeting registration
- Recognition on meeting website/app
- One complimentary exhibit space
- Choice of gold event sponsorship

## SILVER – \$1,000 – \$4,999

- Recognition on meeting website/app
- One complimentary exhibit space
- Choice of silver event sponsorship

## CONSERVATION EXPO

The 2023 Summer Conservation Forum and Tour also features a Conservation Exposition, where companies and organizations can exhibit and promote their technologies, services and resources.

**PLEASE NOTE:** Registration is not included with exhibit booths.

Booth Type	Nonprofit or Government	Commercial Business
Standard	\$500	\$750





# PROGRAMMATIC OPPORTUNITIES

NACD offers opportunities to engage with our many districts through an array of programs that are relevant and important on the local level.



## CONSERVATION EDUCATION

All conservation districts encourage stewardship of our valuable natural resources, starting with grades K-12. The big event for NACD's conservation education program is the **68th annual Stewardship Week**, occurring April 30-May 7, 2023. Through website and curriculum development, NACD is developing unique conservation education resources for educators, and NACD's online educational hub brings curricula into one central location. NACD's stewardship program is continuously seeking partners to strengthen conservation education curricula in areas such as soil health, water, forestry, pollinators, urban conservation and community agriculture. In recent years, youth educational programming has extended to a new audience of undergraduate students, exposing them to careers in natural resource management with hands-on learning and face-to-face networking with professionals in the field.



## SOIL HEALTH

Conservation districts across the country promote the use of good soil health practices, with some even providing cover crop seeds and no-till equipment services for local landowners. **NACD's Soil Health Champions Network**, made up of over 300 farmers, ranchers, woodland owners, and land managers from across the nation, implement soil health practices on their operations and promote the use of soil health management systems in their communities. Opportunities in this area include collaboration with the Network, support for Soil Health Champion participation and presentations at various conferences, development of soil health economic case studies, and support for outreach and peer-to-peer learning on soil health.



## CLIMATE ACTION

NACD recognizes the role farmers and private landowners can play in carbon sequestration or methane capture to reduce the impact of and offset greenhouse gas emissions contributing to climate change. In 2021, NACD announced the creation of the Climate Action Task Force to assess current and emerging climate policy opportunities and make recommendations that utilize the technical knowledge and expertise of conservation districts as part of the U.S. solution to the global climate crisis.



## COASTAL CONSERVATION

NACD has long understood the unique challenges of conservation in coastal areas. The reinvigorated Coastal Resource Policy Group (RPG) exists in order to assist conservation districts and landowners in coastal areas. In a changing environment, NACD sees the importance of helping coastal areas build resiliency.



## FORESTRY

America's conservation districts assist private forest landowners, contribute to urban forestry efforts, and engage in wildfire mitigation and restoration projects. NACD's forestry programming has a direct impact on our nation's forestlands. Forestry leadership meetings, as well as forestry-focused meetings at NACD events, offer opportunities for engagement.



## INVASIVE SPECIES

Estimates reveal that invasive species cost the U.S. economy \$120 billion each year. The NACD Invasive Species RPG is involved with national management and policy decisions at a grassroots level through representation from all regions of the country. By creating partnerships with agencies and organizations, the RPG can assist conservation districts in their efforts to control and prevent invasive species damage.



## TRIBAL OUTREACH AND PARTNERSHIP

NACD's Tribal Outreach and Partnership RPG works to identify opportunities for successful outreach and partnerships between conservation districts, tribal conservation districts, tribes, tribal associations and other partners. The group provides assistance to conservation districts and tribal partners to help facilitate conservation measures and cooperation, while also promoting success stories of partnerships.



## URBAN AND COMMUNITY CONSERVATION

Conservation districts in urban and suburban areas have a unique opportunity in natural resource conservation. NACD's work in this area includes supporting conservation districts on the ground through a series of Urban Agriculture Conservation Grants, sharing best management practices specific to urban and community conservationists through webinars and materials, and convening the Urban and Community RPG.



# FRIENDS OF NACD PROGRAM

The Friends of NACD Program supports the nation’s nearly 3,000 conservation districts through donations to NACD. Individuals contribute at four donation levels (between \$35 to \$1500), with each level entitling members to specific benefits. Since its conception in 2020, donations through the Friends of NACD Program supported multiple grants each year to individual conservation districts! To date, NACD’s Friends of NACD have enabled grants totaling nearly \$40,000 to sixteen districts. The Friends of NACD Program looks forward to expanding and increasing opportunities through those donations. Below are corporate donation opportunities to sponsor the Friends of NACD Program:

<b>Gold</b>	<b>\$10,000</b>	<ul style="list-style-type: none"> <li>• One free registration to NACD annual meeting for a staff member of partner organization</li> <li>• Acknowledgment as a sponsor on annual report of Friends District Grant Successes</li> <li>• Recognition of sponsorship in various promotional materials for 2023 grants - including website and social media</li> <li>• During annual meeting session highlighting District Grant recipients, ability to showcase organization banner, sign, or other small-scale display in recognition of sponsorship</li> <li>• Avenues for participating in the selection of the grant recipients, to be determined as the selection criteria are further defined</li> </ul>
<b>Silver</b>	<b>\$5,000</b>	<ul style="list-style-type: none"> <li>• Acknowledgment as a partner on annual report of Friends District Grant Successes</li> <li>• Recognition of sponsorship in various promotional materials for 2023 grants, including website and social media</li> </ul>
<b>Bronze</b>	<b>\$2,500</b>	<ul style="list-style-type: none"> <li>• Acknowledgment as a sponsor on annual report of Friends District Grant Successes</li> </ul>

*\*Additional benefits may be added to coincide with NACD’s 2023 Program*



## 2022 FRIENDS OF NACD – DISTRICT GRANTS PROGRAM PROJECTS



### **Bureau County SWCD, Illinois**

*Food Forests* - In partnership with schools, youth programs, gardening groups, and food advocates, the Bureau County SWCD will install and maintain a food forest to expand perennial cropping systems and enhance local food resources to their community.

### **Clark County SWCD, Indiana**

*Fore! Invasive Species Awareness Project* - The District will establish an educational outreach program to increase invasive species awareness within Clark and Floyd counties and promote the benefits of native species.

### **Caldwell-Travis SWCD, Texas**

*Soil Health Workshop Series for Deep Topsoil Restoration of the Plum Creek Watershed* - The Caldwell-Travis SWCD will host a series of workshops to create a dialogue on land preservation, farm succession planning, principles of soil health, economics of regenerative agriculture, ecosystem service market development, and conservation easement strategies with producers and landowners in the Plum Creek Watershed.

### **Catahoula SWCD, Louisiana**

*Tree Sale* - The Catahoula SWCD will have a tree sale in their urban community to encourage and teach about the importance of conservation and value of trees by planting trees.

### **Waldo County SWCD, Maine**

*Conservation Landscape Certification* - The Waldo County SWCD will create resources for a new conservation landscape certification, including an online print resource guide that assists landowners with each step required in the certification, and a smartphone app people can use to complete a certification checklist; done in partnership with the Knox-Lincoln SWCD.

### **Valencia SWCD, New Mexico**

*Farm to Table Camp* - The Valencia SWCD will lead an experiential, agriculture-focused summer camp for local youth, promoting regenerative agriculture and food security while capturing the lessons of community partners to be shared during the camp and in other widespread community outreach efforts.

### **Miner Conservation District, South Dakota**

*Community Tree Planting Project* - The Miner County CD will plant needed trees in their community in partnership with the Howard High School football team, 5th and 6th grade class, Miner County 4-H clubs, various community organizations, and members of Miner County.

### **Matagorda County SWCD, Texas**

*Feral Pig Mitigation Program* - The Matagorda County SWCD will purchase a pig trap system to mitigate feral pig damage within Matagorda County, collect data on feral pig numbers, and educate youth and adults about feral pigs.

Visit NACD's website for more information: [www.nacdnet.org/friends-of-nacd/](http://www.nacdnet.org/friends-of-nacd/)



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## **CONTACT US**

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