



CALIFORNIA LEAGUE OF PARK ASSOCIATIONS

Partners in park sustainability, education and advocacy!

June 2018

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Dear Friends of California State Parks,

We are writing to ask for your support in sponsoring the California League of Park Associations' (CALPA) Annual Conference and Training Workshops, *Fostering Excellence, Park Leadership in the Golden State* with California State Parks, which will be held in Folsom and Sacramento, California, October 23 – 26, 2018.

The Mission of CALPA is to support, build capacity and advocate for the nonprofit partners with California State Parks. Currently there are about 100 nonprofit partner organizations serving the 279 park units in the California State Park System. These dedicated groups raise and then provide over \$12 million annually to California State Parks for the purpose of enhancing the visitors' experiences; providing education and interpretation to hundreds of thousands of school children; stewarding natural and cultural resources; and supporting over 39,000 state park volunteers.

As the State Park budget has diminished and the needs have increased, it has been the CALPA Member groups that have risen to meet the challenges facing these magnificent treasures. Between 1997 and 2013, CALPA members have given \$150.8 million to California State Parks (*2013 California State Parks, Cooperating Association Statistical Report)

Your support will build capacity for CALPA Member Organizations, who do it all in State Parks! The Partners within California State Parks are:

- Effective fundraisers, funding numerous capital projects, natural and cultural restoration projects, State Park staff positions, volunteer programs, and more.
- Innovative park operators, operating partial or whole parks on behalf of the State Park System.
- Entrepreneurial social enterprise businesses, managing dozens of park stores and retail outlets, special event venues, and a multitude of State Park Concessions.
- Relentless advocates for our California State Parks.

Your support will build capacity for the CALPA Board of Directors, who provide leadership for the future of California State Parks. The members of the CALPA Board are diverse and represent every corner of the state and every aspect of nonprofit management. Leaders in fundraising, social enterprise and advocacy – the CALPA Board meets monthly to work on long-term solutions to the challenges facing CALPA members.

Your support will help build a brighter future for California State Parks. CALPA Member organizations work tirelessly to find new and innovative ways to support their parks and build sustainability.

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Sponsor the 2018 CALPA Conference and be a part of empowering State Parks and their nonprofit partners to Foster Excellence and Park Leadership in the Golden State.

Sincerely,

Cheryl Marcell

Cheryl Marcell
CALPA President

Linsey Fredenburg Humes

Linsey Fredenburg Humes
CALPA Conference Co-Chairperson

Michele Luna

Michele Luna
CALPA VP Development

Heidi Doyle

Heidi Doyle
CALPA Conference Co-Chairperson

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Yes! We will help support the future of California State Parks. We will support the California League of Park Associations at the following level:

- **Powerhouse Level - \$10,000 (Premier Conference Sponsorship)**
 - Premier Space – Company/Organization Name and and Logo on title of all event publications, banner, press releases, newsletters, and website.
 - Exhibitor space at Vendor Expo
 - 4 Banquet Tickets for Company/Organization Representatives
 - Full-page ad on inside cover of Conference Program
- **American River Level - \$5,000 (Banquet Sponsorship)**
 - Name and Logo on Banquet Program tables and website
 - Exhibitor space at Vendor Expo
 - 2 Banquet Tickets for Company/Organization Representatives
 - Full-page ad on inside cover of Conference Program
 - Company/Organization Promotional Materials on Table
 - Logo printed on Conference Program
- **Capital Level - \$1,000 (Conference Sponsorship)**
 - Name and logo on specific Conference materials of your choice and website
 - Exhibitor space at Vendor Expo
 - 1 Banquet Ticket for Company/Organization Representative
 - Promotional materials at Event
 - Logo printed on Conference Program
- **Park Champion Level - \$500**
 - Name and logo on specific Conference materials of your choice and website
 - Organization Bio and Success Story in Conference Program
 - Promotional material at the Event
 - Logo printed on Conference Program
- **Exhibitor Level - \$200**
 - Exhibit space at the Vendor Expo
 - 1 six-foot table to display promotional materials

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**2018 CALPA Annual Conference and Training Workshops
Folsom/Sacramento, California
October 23-26, 2018**

Fostering Excellence, Park Leadership in the Golden State

Business/Organization Sponsorship Form

Company/Organization Name and Information
(as you wish it to appear in promotional materials)

Name: _____

Address: _____

Website: _____ Email: _____

Business/Organization Mission Statement:

Primary Contact

Name: _____

Email: _____ Phone: _____

Sponsorship Level: _____

Please return form with a copy of your company logo to info@calparksleague.org.



Non-Profit Tax ID # 77-0029859 www.calpa.org

