

THE TASTE

CELEBRATE THE CHESAPEAKE

2022 SPONSORSHIP PACKET



ABOUT THE TASTE - CELEBRATE WITH US!

Over 100,000 streams and rivers flow through 64,000 square miles of forest, fields, cities, suburbs, and communities on their way to the Chesapeake Bay. The Bay watershed's tremendous reach creates a land-to-water ratio of 14:1. That's greater than any other coastal water body in the world!

We've all heard the saying, "Think globally, act locally," and in the case of the Chesapeake, that's exactly what we need to do. We work upstream to prevent pollution where it begins – on the land – before it even reaches our rivers and streams, and the Chesapeake. Our programs build resiliency among our communities and landscapes to continually adapt to an ever-changing world.

So we think it's pretty natural that we bring our largest annual fundraiser to the communities who partner with us to restore the Bay. That's right! After two years of virtual events, the Taste is back. Taste attendees have their choice of three exciting and unique venues in Pennsylvania, Virginia, and/or the Maryland/DC Region.



CHOOSE YOUR TASTE

We're looking forward to seeing you in Pennsylvania, Virginia, or DC/Maryland for three unique evenings of locally sourced heavy hors d'oeuvres and beverages, local acoustic performances, silent auctions and raffles, and award presentations, as we celebrate our incredible Chesapeake Bay watershed.

9.8.2022

VIRGINIA

Brambly Park



1708 Belleville Street
Richmond, VA 23230

9.15.2022

PENNSYLVANIA

Rivers Edge at Long Level



1829 Long Level Road
Wrightsville, PA 17368

9.22.2022

MARYLAND/DC

Annapolis Maritime Museum



723 Second Street
Annapolis, MD 21403

OUR AUDIENCE

The Taste aims to bring together like-minded corporations and conservationists within three distinct Chesapeake Bay watershed communities. As a regional event offering a smaller, more intimate atmosphere, the Taste presents a unique opportunity for you and your brand to interface with the individuals who genuinely want to make a difference in our watershed.

Our event audience includes:

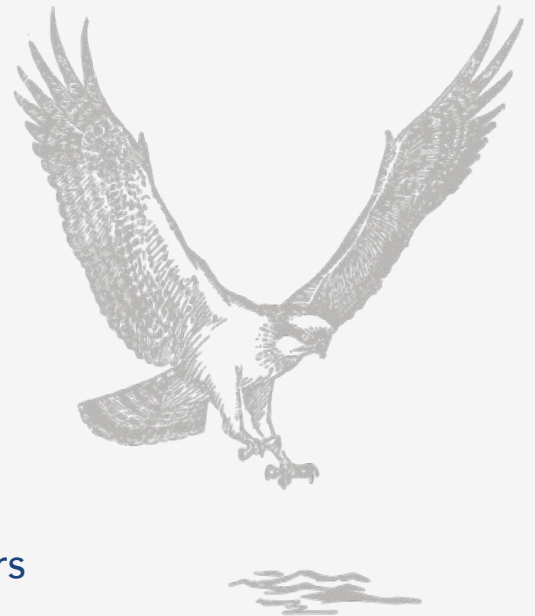
- Community members, conservationists, and professionals, who care about improving the health of the Chesapeake Bay watershed.
- Industry leaders (dairy, financial services, contractors, hospitality, etc.).

BY THE NUMBERS...

18,000+ Confluence email newsletter subscribers

9,000+ Chesapeake Network users

14,000+ followers on Facebook, Instagram, Twitter, and LinkedIn



MAKE YOUR IMPACT

The suggested sponsorship levels below are a place to get started when considering your level of support. Please contact Mason Hendrick, to further discuss opportunities customized to your needs (mhendrick@allianceforthebay.org or 410-271-1943). You can also complete your sponsorship online and learn more about the Taste at allianceforthebay.org/tastesponsor.

\$50,000 - CATALYST SPONSOR

A unique opportunity to sponsor the **Alliance's Program Investment Fund** in its second year running! As a Catalyst Sponsor, you can directly support Alliance programs and projects in our Forests, Agriculture, Green Infrastructure, and/or Stewardship & Engagement program areas. From planting more trees and maintaining larger native plant meadows to convening broader audiences, **your company can become a catalyst** for the Alliance today. Contact us for details on this impactful opportunity.

\$10,000 - GREAT BLUE HERON

- The Alliance team will create a day of volunteerism and engagement, customized to your organization's needs. Contact us for more details.
- Logo placement on all regional signage
- Personalized message and logo placement on electronic event signage
- Multiple, individual social media posts
- Logo and website link on the Taste landing page
- 10 Taste tickets to the regional event of your choice

"As an industry partner with an inherent passion for helping to rid the Bay of harmful pollutants, Luck Ecosystems has teamed with the Alliance on a number of projects that enhance communities and create environmental solutions throughout the Chesapeake Bay watershed."

"Working together, we have installed rain gardens, protected streams, and utilized our RainScape biofiltration products for more effective stormwater management. Luck Ecosystems and Luck Stone are proud to support the Alliance's mission to bring together communities, companies, and conservationists on far-reaching initiatives to keep our lands and waters healthy for generations to come."

JIMMY RODGERS, REGIONAL SALES MANAGER FOR LUCK ECOSYSTEMS

\$5,000 - OSPREY

- Logo placement on all regional signage
- Personalized message and logo placement on electronic event signage
- Multiple, individual social media posts
- Logo and website link on the Taste landing page
- 8 Taste tickets to the regional event of your choice

\$3,000 - BROOK TROUT

- Logo placement at the regional event of your choice
- Multiple, individual social media posts
- Logo and website link on the Taste landing page
- 6 Taste tickets at the regional event of your choice

\$1500 - HELLBENDER

- Logo placement at the regional event of your choice
- Multiple, individual social media posts
- Logo and website link on the Taste landing page
- 4 Taste tickets at the regional event of your choice

\$500 - BLUE CRAB

- Logo and website link on the Taste landing page
- 2 Taste tickets to the event of your choice

A TASTE SPONSORSHIP CREATES IMPACT

Everyone has an important role to play in improving the water quality of the Bay, and its streams and rivers. Your Taste sponsorship supports the Alliance's work convening voices and implementing on the ground programs for cleaner water throughout the Chesapeake Bay watershed.

