

THE TASTE

CELEBRATE 50 YEARS



ABOUT THE ALLIANCE FOR THE CHESAPEAKE BAY

In the 1970's, the rivers of the Chesapeake were ailing. In 1971, a group of concerned residents came together to restore and protect the Bay for the wildlife that depend on it, for the humans that recreate and connect with it, and future generations to continue enjoying its precious resources. This is where the Alliance for the Chesapeake Bay was formed. Flash forward to 2021, and the Alliance is currently celebrating the last 50 years of trailblazing work; bringing together communities, companies, and conservationists to improve the lands and waters of the Chesapeake Bay watershed.

IN THE LAST 50 YEARS, THE ALLIANCE HAS:

- Planted over 1 million trees
- Installed over \$10M in practices to reduce polluted stormwater runoff
- Implemented over 764 acres of on-farm best management practices
- Trained over 700 volunteer scientists to collect over 360,000 water quality data points



ABOUT THE TASTE: CELEBRATE 50 YEARS

Save the date for September 23, 2021, the Alliance's virtual Taste: Celebrate 50 Years! The Taste is our largest annual fundraiser of the year which enables us to reach for bigger goals to grow programmatic capacity in [Forests](#), [Agriculture](#), [Green Infrastructure](#), and [Stewardship and Engagement](#). Drawing in close to 500 people, a Taste sponsorship places your brand front and center as an action-oriented advocate for clean water and resilient lands in the Chesapeake Bay watershed. All in one evening you will explore the expansive watershed, experience the Alliance's programs and progress towards Chesapeake restoration, and learn from recognized environmental leaders making change throughout our diverse region.

The next 50 years will be the most critical of all - join us today with a sponsorship for the future!

OUR AUDIENCE

- Communities, corporations, and conservationists
- People, of all ages, who care about improving the health of the Chesapeake
- Board and Leadership Staff of regional environmental organizations
- State and local government officials
- Industry leaders (dairy, financial services, contractors, hospitality, etc.)



BE A CLEAN WATER CATALYST TODAY

A unique opportunity to sponsor the Alliance's newly formed Program Investment Fund! As a Catalyst Sponsor, you have the opportunity to directly support Alliance programs and projects in our four program areas. From planting more trees and maintaining larger native plant meadows to convening broader audiences, become a catalyst for the Alliance today! Contact us for details on this impactful opportunity.



MAKE YOUR IMPACT

The suggested sponsorship levels below are a place to get started when considering your level of support. Please contact Kate Fritz, CEO, to further discuss opportunities customized to your needs (kfritz@allianceforthebay.org or (443) 926-1111). You can also complete your sponsorship online and learn more about the Taste at allianceforthebay.org/tastesponsor.

	<div>GREAT BLUE HERON</div> <div>\$10,000+</div>	<div>OSPREY</div> <div>\$5,000+</div>	<div>BROOK TROUT</div> <div>\$3,000+</div>	<div>HELLBENDER</div> <div>\$1,500+</div>	<div>BLUE CRAB</div> <div>\$500+</div>
EMPLOYEE VOLUNTEER EVENT	A customized day of volunteerism and engagement for your business and its employees				
WILD & SCENIC FILM FESTIVAL SPONSOR	Recognized as a sponsor at the Alliance’s 2022 Wild & Scenic Film Festival				
PROMO VIDEO IN PROGRAM	Add a promotional video for your business to The Taste program	Add a promotional video for your business to The Taste program			
LOGO PLACEMENT IN PROGRAM	Highlight your business during The Taste with logo placement	Highlight your business during The Taste with logo placement	Highlight your business during The Taste with logo placement		
SOCIAL MEDIA PROMO	Multiple, individualized social media posts	Multiple, individualized social media posts	One individualized social media post	One individualized social media post	
WEBSITE RECOGNITION	Logo and website link on The Taste landing page, option to add a testimonial	Logo and website link on The Taste landing page	Logo on The Taste landing page	Business name and website link on The Taste landing page	Business name on The Taste landing page
TICKETS TO THE TASTE	10	8	6	4	2



When you partner with the Alliance, you're making a direct impact on the health of our lands and waters throughout the Chesapeake Bay watershed.

Your support allows us to plant trees, restore streams and rivers, enhance healthy forests, measure and track local water quality, create green jobs, and give a voice to all those who believe in clean waters and a healthy Chesapeake.

The Bay and her rivers are important to all of us. Let's work together to make the long-term improvements that we need.

Please consider helping us continue our work by being a sponsor or donor to The Taste fundraiser and join us in celebrating the Alliance's 50th Anniversary!

**FOR OUR FORESTS,
FOR OUR STREAMS,
FOR OUR FUTURE.**



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