



# Izaak Walton League of America 95th National Convention

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Sandusky, Ohio

July 25 - 28, 2017

**Corporate Sponsorship Package**



# Izaak Walton League of America 95<sup>th</sup> National Convention Sponsorship Package

Dear Friends,

The Ohio Division of the Izaak Walton League of America (IWLA) invites you to become a sponsor of the League's 95<sup>th</sup> Annual National Convention. We are extremely excited and proud to be hosting this year's National Convention in Sandusky, Ohio. Our theme is **"Water: Our Nation's Future"** and we will be highlighting the efforts of citizens throughout the Midwest and around the country who are working hard to protect our nation's water resources.

The IWLA National Convention brings together hundreds of our members – committed grassroots conservationists and outdoor recreation enthusiasts from around the country – to network, attend workshops, hear from national conservation leaders, and collaborate on how to best achieve the League's mission today and in the years to come. Convention attendees return to their chapters energized by their experiences and share what they've learned with local League leaders and members.



Your sponsorship of the IWLA National Convention will provide your business with an excellent promotional opportunity and the ability to market to influential portion of our membership. Businesses with local, state, or national presence could greatly benefit from the exposure offered by our Convention. In addition, your generous support will help underwrite the cost of the Convention so that the League can use its valuable resources to do what we do best: promote conservation and outdoor recreation through our chapters in Ohio and nationwide.

The Convention will take place Tuesday, July 25, through Friday, July 28, 2017, at the Kalahari Resorts in Sandusky, Ohio. This package includes more details about the League's mission, our 95<sup>th</sup> National Convention, and the marketing opportunities available to your business. Please know that at any level of support, your company will receive significant exposure to the Izaak Walton League's local and national membership. You will also be helping our vital mission to conserve, restore, and promote the sustainable use and enjoyment of our natural resources in the great state of Ohio and throughout our nation.

Thank you very much for your consideration.

Sincerely,

Rick Graham  
Co-chair, National Convention Committee  
Vice President, Buckeye All-State Chapter

Shawn M. Gallagher  
Co-chair, National Convention Committee  
Treasurer, Ohio Division



# Izaak Walton League of America

## 95<sup>th</sup> National Convention

### Sponsorship Package

#### About the Izaak Walton League of America

At the turn of the 20th century, uncontrolled discharges of industrial waste and raw sewage, unrestricted logging, and soil erosion threatened to destroy the nation's most productive waterways. The country's forests, wetlands, and wilderness areas were quickly disappearing. In 1922, 54 sportsmen declared that it was "time to call a halt" to this destruction. Aware that action – not just talk – would be necessary to solve these problems, the group decided to form an organization to combat water pollution and protect the country's woods and wildlife. As a reminder of their purpose, they named the organization after Izaak Walton, the 17th-century angler-conservationist who wrote the literary classic, *The Compleat Angler*.



IWLA National Chapters

The Izaak Walton League of America soon became the nation's preeminent organization of hunters, anglers, and outdoor enthusiasts dedicated to sustainable use of our country's natural resources. Today, the League's more than 42,000 members and 230 community-based chapters are building on the accomplishments of those who preceded them as defenders of the nation's soil, air, woods, waters, and wildlife and champions of outdoor recreation opportunities for all Americans. More details can be found online at [www.iwla.org](http://www.iwla.org).

#### IWLA National Convention

League members from across the country gather each year for the IWLA National Convention. The event, which is the largest annual gathering of "Ikes" (as League members are known), moves to a new location each year and this year will be hosted by the Ohio Division in Sandusky. The League's chapter, state, and national leadership attend Convention as do many League members and their families. This premier League event attracts Ikes from around the United States who then return to their states and local communities with new inspiration for the League in the coming year.

A lot of ground is covered during this 4-day event. The Convention boasts a wide-array of business and pleasure for our members, from conservation policy meetings, awards ceremonies, keynote speakers, and workshops, to outdoor education and recreation trips tied to our mission. A Youth Convention is held in conjunction with the National Convention, offering young conservationists an array of outdoor recreational, cultural, and educational experiences.

#### Sponsorship and Your Return On Investment

By sponsoring this event, your company will receive invaluable visibility among a formidable group of the nation's most passionate conservationists and outdoor enthusiasts. League leaders are committed to conserving natural resources and fish and wildlife. They are also avid sportsmen and women who enjoy archery, shooting sports, fishing, hunting, hiking, camping, bird watching, and more. Your marketing dollars will be well-spent through the exposure and goodwill you will earn as a sponsor.



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## The Ohio Division: Conservation Is Our Mission

### The Izaak Walton League in Ohio

Chartered in 1922, the Ohio Division of the Izaak Walton League of America was formed to assist, compliment, and support local chapters, providing leadership in conservation and outdoor recreation in Ohio.



**Native tree planting in central Ohio**

The Division's annual State Convention is held in May. This meeting is used for regular business and to prepare chapter and Division resolutions and awards submissions for discussion and action at the National Convention.

### Statewide Chapters

Over the past 95 years, Ohio chapters of the Izaak Walton League have helped thousands of people develop a greater appreciation for Ohio's natural resources and learn ways to help care for Ohio's future through hands-on, grassroots activities.



**Chapter-sponsored archery clinic**

Archery, shooting sports, fishing derbies, hiking, and boating are some of the many recreation activities organized by our chapters. Members are also leading local conservation efforts by monitoring water quality in local streams, hosting roadside litter clean-ups, native tree plantings, and more. For more information, visit [www.iwla.org/ohiodivision](http://www.iwla.org/ohiodivision).

The Division has guided statewide initiatives for clean water and Great Lakes conservation, farmland preservation, and programs to provide sportsmen and women access to private lands.

The Division also supports local chapters by drawing on a wide base of experts to guide League efforts. Every chapter member in Ohio is a member of the Division. Regular Division meetings are held in the fall and winter.



**Litter clean-ups on Ohio roadways**

Today, the Izaak Walton League boasts 24 chapters throughout the state and over 2,000 active members. From Monroe-Huron County to Columbus, Cincinnati, and points east near Akron and west near Toledo, IWLA chapters engage their members and local communities in a wide variety of conservation and outdoor recreation activities aimed at connecting adults and kids with the great outdoors.



**Stream water quality monitoring in the Little Miami River watershed**





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## Engaging Youth in the Outdoors

**Getting people – especially kids – active outside is the first step on a longer road to conserving our air, water and other natural resources.**

America's natural resources are facing serious and growing threats at a time when iPhones, Xboxes, and other electronic devices are more fashionable than fishing at a local stream, participating in shooting sports such as archery, or even going for a hike. With 22 chapters in Ohio and over 200 more chapters around the country, League members are playing an active role in connecting new generations of kids with conservation and outdoor recreation by:

- Offering a wide array outdoor recreation experiences such as archery clinics, fishing derby events, hunter safety training programs, hiking, and camping.
- Facilitating “Young Ikes” and “Tiny Ikes” programs that offer age appropriate activities designed to help children understand the natural world and what they can do to protect natural resources.
- Engaging kids in conservation education programs such as “Creek Freaks” water monitoring training for streams and rivers, litter clean-ups, bird nesting box projects, and more.



- Offering chapter facilities to youth groups such as the Boy Scouts, the Girl Scouts, and 4-H clubs throughout the nation to enhance their conservation and outdoor recreation experiences.
- Utilizing technology and social media such as Facebook, Twitter, and Instagram to draw younger generations to our mission and activities.
- Supporting young adults who have conservation career ambitions with League-supported scholarships and leadership opportunities.

**League Volunteer Erin Morris leads the January 2017 Young Ikes Program at the Hamilton Country Chapter in Ohio.**



***With your corporate sponsorship, you will support Izaak Walton League initiatives to help more children grow up with a personal connection to the outdoors.***



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## Our Impact Is Both Local and National

Here are some of our 2016 highlights from around the country.

### Protecting Streams and Waterways

**Nationally** – In April 2016, the League released a national “report card” detailing how little information is available about water quality in streams across the country. In addition to identifying the problem, the League highlighted how volunteer stream monitors can help close this information gap. The League also launched the *Aqua Bug* mobile app (available free for Apple and Android devices) to help volunteers determine the health of their local rivers and streams.

**Locally** – The League’s *Creek Freaks* and *Save Our Streams* programs provided training and education to hundreds of kids and adult volunteers to monitor local streams and waterways, empowering citizens to mobilize around clean water solutions in their communities around the country.

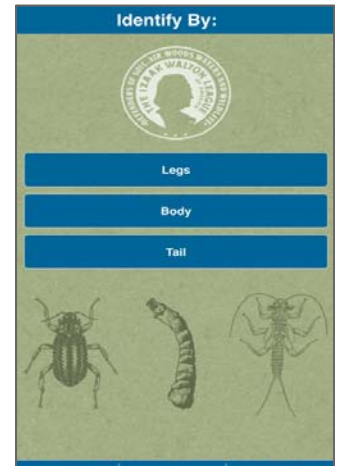
### Promoting Outdoor Recreation

**Nationally** – The League worked with a broad coalition of state agencies, firearms and archery industry representatives, and other conservation groups to develop a national plan to recruit, retain, and reengage hunters and recreational target shooters. The *National Hunting and Shooting Sports Action Plan* outlines strategies to recruit participants from new demographics (i.e., women and diverse populations), retain participants’ engagement over time, and reactivate lapsed hunters and recreational shooters back into the sport.



**Locally** – The League believes that hunting in America is more than a hobby or family pastime – it’s a critical part of a conservation model that works. Chapters throughout the country promote safe and ethical hunting for adults and youth. In addition, 120 of our nationwide chapters feature shooting ranges and offer responsible firearms training for all ages.

**The Ohio Division offers youth hunter training courses and pheasant hunts on chapter property.**



The League’s *Aqua Bug* app helps volunteers measure the health of local streams.

### Leading Conservation Initiatives

**Nationally** – League members successfully advocated for the U.S. Fish and Wildlife Service to protect and restore an area in the Kankakee River Basin that had once been known as the “Everglades of the North.” The *Kankakee National Wildlife Refuge and Conservation Area* will conserve wildlife habitat and support many outdoor recreation activities.

**Locally** – Honey bees, monarch butterflies, and other essential pollinators are in steep decline due to the loss of critical habitat. Chapters across the country are working to reverse this trend by restoring and creating habitat on chapter property and in their communities.





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## Sponsorship Benefits and Levels

### ***Founders Title Sponsor – \$10,000***

- Identified as a *Founders Title Sponsor* in electronic and printed marketing and media \*
- Sponsor representative will receive speaking opportunity at Convention Opening Session
- Full-page ad in fall issue of *Outdoor America* magazine
- Full-page ad in Convention Program
- Name (and logo) placement throughout the Convention
- Priority seating for 4 people at the Conservation Luncheon



Cameron Sholly of the National Park Service speaks at the League's 94<sup>th</sup> National Convention held in Stevens Point, Wisconsin.

### ***Conservation Champion Sponsor - \$5,000***

- Identified as a *Conservation Champion Sponsor* in electronic and printed marketing and media \*
- Sponsor representative will receive speaking opportunity at the Convention
- Half-page ad in fall issue of *Outdoor America* magazine
- Half-page ad in the Convention Program
- Name (and logo) placement throughout the Convention
- Priority seating for 4 people at the Conservation Luncheon

### ***Outdoor Sportsmen Sponsor - \$3,000***

- Identified as an *Outdoor Sportsmen Sponsor* in electronic and printed marketing and media \*
- Quarter-page ad in fall issue of *Outdoor America* magazine
- Half-page ad in the Convention Program
- Name (and logo) placement throughout the Convention
- Priority seating for 2 people at the Conservation Luncheon

### ***Soil, Air, Woods, Waters, and Wildlife Sponsor - \$1,000***

- Identified as a *Soil, Air, Woods, Waters, and Wildlife Sponsor* in electronic and printed marketing and media \*
- Half-page ad in the Convention Program
- Name (and logo) placement throughout the Convention

### ***Buckeye State Sponsor - \$500***

- Identified as a *Buckeye State Sponsor* in electronic and published marketing and media \*
- Quarter-page ad in the Convention Program
- Name (and logo) placement throughout the Convention

\* **Note:** Sponsor recognition will also appear in the convention wrap-up issue of *Outdoor America* magazine and in the Izaak Walton League's 2017 Annual Report.





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## Event Details

Kalahari Resorts and Conventions • Sandusky, Ohio • July 25-28, 2017

### Tuesday, July 25, 2017\*

7:00 am – 4:00 pm	Registration
8:00 am – 5:30 pm	Executive Board Meeting
12:00 noon – 1:00 pm	Endowment Board and Executive Board Lunch Meeting
4:00 pm – 5:00 pm	Resolutions Committee Meeting
5:00 pm – 8:00 pm	Youth Convention Early Bird Gathering
5:00 pm – 8:00 pm	Early Bird Party and Fund-Raising Auction

### Wednesday, July 26, 2017\*

8:30 am – 9:30 am	New Delegate Orientation Workshop
9:00 am – 4:00 pm	Youth Convention
9:30 am – 12:00 noon	Convention Opening Session (Keynote Speaker TBD)
12:30 pm – 2:00 pm	National Awards Luncheon
2:00 pm – 5:00 pm	Resource and Standing Committee Meetings
6:00 pm – 8:00 pm	Parade of States

### Thursday, July 27, 2017\*

7:30 am – 8:30 am	Membership Awards Breakfast
9:00 am – 4:00 pm	Youth Convention
9:00 am – 12:00 noon	Convention Reconvenes
12:30 pm – 2:00 pm	Conservation Luncheon (Speaker TBD)
2:00 pm – 4:00 pm	Member/Leadership Training Workshops
5:00 pm – 8:00 pm	Monroeville-Huron County Chapter Outing

### Friday, July 28, 2017\*

7:30 am – 8:30 am	Midwest Breakfast
9:00 am – 8:00 pm	Youth Convention
9:00 am – 12:00 noon	Convention Reconvenes
9:00 am – 9:30 am	National Conservation Scholarship Presentation
9:30 am – 10:15 am	IWLA Endowment Meeting and Board Elections
10:30 am – 11:30 am	IWLA Board of Directors Meeting
11:30 am – 12:30 pm	Resource Committee Reports
12:30 pm – 2:00 pm	Executive Board Meeting
2:00 pm – 5:00 pm	Resolutions Discussion and Vote
6:00 pm – 8:00 pm	Convention Reception and Banquet (Speaker TBD)

\*Events times to be confirmed

More information can be found online at [www.iwla.org/convention](http://www.iwla.org/convention)

### Contact:

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**Shawn Gallagher**  
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# Izaak Walton League of America 95<sup>th</sup> National Convention Sponsorship Package

## Sponsorship Form

**YES**, I will sponsor the 2017 Izaak Walton League of America National Convention

- Founders Title Sponsor – \$10,000  
 Conservation Champion Sponsor – \$5,000  
 Outdoor Sportsmen Sponsor – \$3,000  
 Soil, Air, Woods, Waters, and Wildlife Sponsor – \$1,000  
 Buckeye State Sponsor – \$500  
 Other contribution \$ \_\_\_\_\_

Names of attendees:

\_\_\_\_\_  
\_\_\_\_\_

### SPONSOR INFORMATION:

Name: \_\_\_\_\_

Title: \_\_\_\_\_ Company: \_\_\_\_\_

Address: \_\_\_\_\_

City: \_\_\_\_\_ State: \_\_\_\_\_ Zip: \_\_\_\_\_

Phone: \_\_\_\_\_ Fax: \_\_\_\_\_

E-mail: \_\_\_\_\_

\*\* Please print clearly\*\*

### PAYMENT INFORMATION:

- Enclosed is my check made payable to the IWLA National Convention  
 Check to be mailed by \_\_\_/\_\_\_/\_\_\_ or  Please send an invoice to:

Name and/or Company: \_\_\_\_\_

Address: \_\_\_\_\_

City: \_\_\_\_\_ State: \_\_\_\_\_ Zip: \_\_\_\_\_

Phone: \_\_\_\_\_ E-mail: \_\_\_\_\_

\*\* Please print clearly\*\*

**Sponsorship Deadline: May 30, 2017**

**Please mail payments to: IWLA National Convention, 707 Conservation Lane, Gaithersburg, MD 20878**