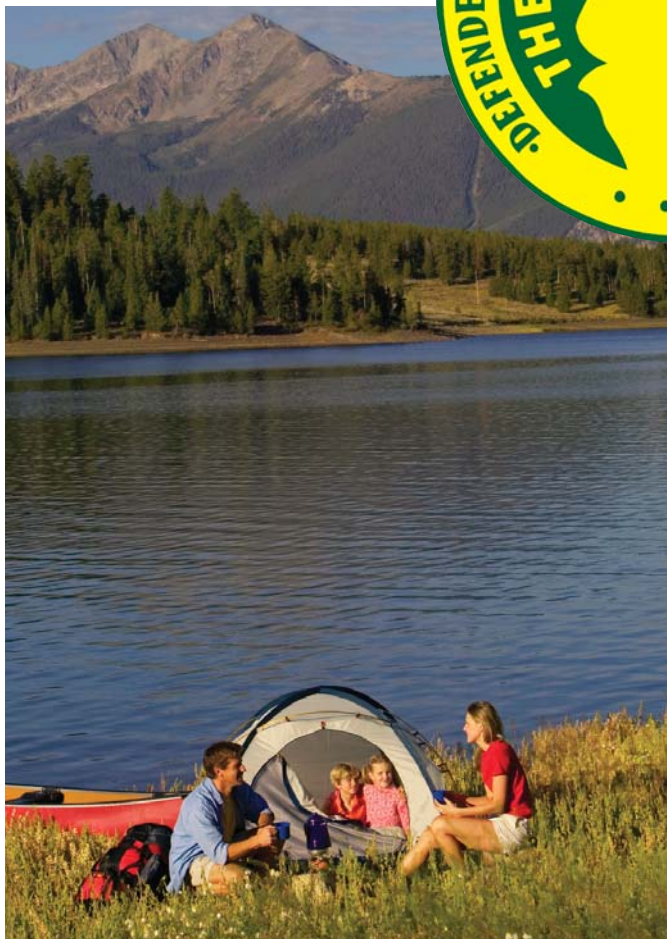
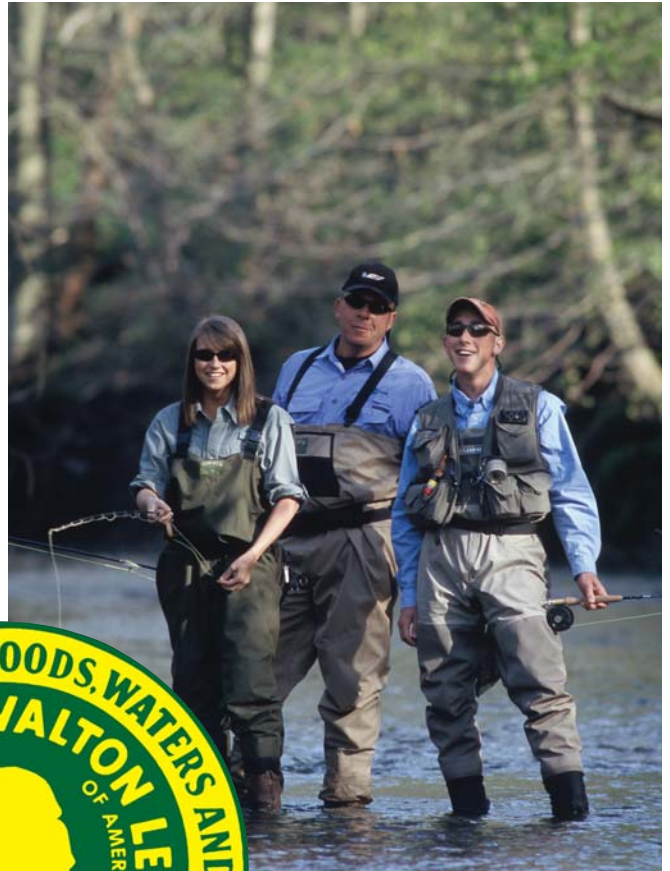


**Partners in Outdoor
America's Future**

**The Izaak Walton League
of America Corporate
Partnership Program**





For 90 years, the Izaak Walton League of America has been a trusted voice for conservation.

In 1922, 54 visionary sportsmen met in Chicago, Illinois, to discuss an issue of common concern: the deteriorating conditions of America's waters. Aware that action – and not just talk – would be necessary to solve this and other environmental problems, the group decided to form an organization to protect the country's soil, air, woods, waters, and wildlife. Thus, the Izaak Walton League of America (IWLA) was born. Since 1922, IWLA has helped reduce water and air pollution, protect forests and public lands, foster ethical outdoor behavior, and promote sustainable agriculture policy.

Today, IWLA maintains its proud tradition of citizen-based conservation. The League **has over 250 local chapters with more than 38,000 members** willing to roll up their sleeves to clean up litter, plant trees, monitor water quality, and get involved with environmental education and wildlife habitat enhancement. In communities across the United States, **the League is a trusted name** on all things involving the outdoors – from fishing and hunting to stream monitoring and outdoor education.

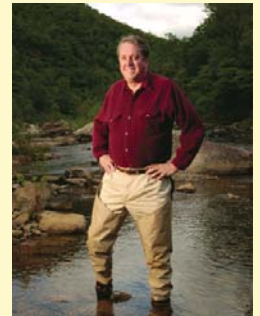
The Izaak Walton League works with partners to:

- Conserve America's outdoors for future generations.
- Promote community-based solutions to pressing environmental problems.
- Engage youth in outdoor recreation and conservation. Last year, **more than 12,000 young people** participated in outdoor events at IWLA chapters.
- Represent the interests of outdoor enthusiasts and conservationists in national and regional discussions regarding environmental policy.
- Develop an appreciation among the general public of the benefits of sound, science-based conservation on their quality of life.

What is an "Ike?"

An "Ike" is what we call a member of the Izaak Walton League. An Ike is:

- an angler
- an archer
- an outdoor enthusiast
- a hunter
- a hiker
- a watcher of wildlife



Ikes share a **love of the outdoors** and a **commitment to conservation**.





An opportunity to make a difference for conservation.

Supporting the Izaak Walton League not only links your name to one of America's oldest and most respected charities, it makes you a partner in the thousands of good deeds the League and its chapters perform every year. This will generate increased – and highly positive – visibility for your company. Each year, the League and its volunteers:

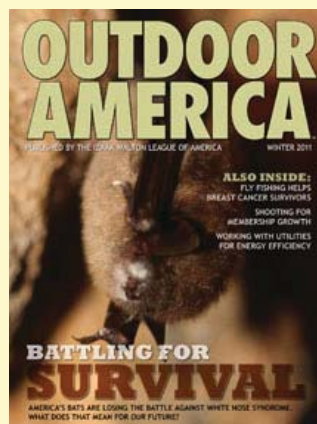
- Organize hundreds of youth events across the country, involving thousands of young people in conservation and outdoor recreation.
- Host stream cleanups, tree plantings, and other hands-on conservation activities in their communities.
- Advocate at the local and national level for common-sense solutions to conserve our nation's natural resources.
- Assist municipalities, companies and others in meeting environmental challenges by engaging citizen-conservationists in volunteer stream monitoring, habitat restoration, invasive species removal, and other local, tangible conservation projects.

Our corporate partners enjoy many benefits, including:

- Publicity in our print and online publications (see sidebar).
- The opportunity to place their brands on League promotional materials.
- Complimentary advertising in **Outdoor America** magazine.
- The chance to showcase their products at League events and to distribute promotional information to League chapters.
- Unique volunteer opportunities for employees with League chapters and programs.

With five different levels of participation, beginning at just \$1,000, becoming a League partner is one of the most cost-effective ways to **improve your brand recognition among 38,000 League members** and their communities.

League Publications



Outdoor America, the League's flagship publication, reaches more than **38,000** subscribers on a quarterly basis. Published since the League's founding in 1922, **Outdoor America** is a trusted source of news about conservation issues and updates on the latest trends in outdoor recreation.

Conservation Currents, the League's e-newsletter, is distributed monthly to more than **20,000** subscribers. **Conservation Currents** updates readers on important conservation issues and highlights key IWLA initiatives and promotions.



The League's Web site – **www.iwla.org** – is visited more than **90,000** times each year. It contains detailed information about the League's conservation work and information on each of its chapters.



The Izaak Walton League of America Corporate Partnership Program

The easiest and most effective way to partner with the Izaak Walton League is to participate in the Corporate Partnership Program through an outright contribution. Details about the program are included below.

Corporate Partnership Level	Leader	Partner	Patron	Benefactor	Friend
<i>Cost</i>	\$25,000	\$10,000	\$5,000	\$2,500	\$1,000
Recognition					
Listing in <i>Outdoor America</i> .	✓	✓	✓	✓	✓
Hyperlinked logo on Corporate Partnership Web page.	✓	✓	✓	✓	✓
Contribution announced on the League's Facebook page.	✓	✓	✓	✓	
Announced in <i>Conservation Currents</i> .	✓	✓	✓	✓	
Logo on ad in each issue of <i>Outdoor America</i> (4 per year) thanking corporate partners.	✓	✓	✓		
Write-up in <i>Outdoor America</i> .	✓	✓			
Announced on Web site home page.	✓				
Logo on annual pull-Out Poster in <i>Outdoor America</i>	✓				
Advertising in <i>Outdoor America</i>					
Complimentary advertising in <i>Outdoor America</i> .	Full-page ad. in 4 issues	1/2 page ad. in 3 issues	1/3 page ad. in 2 issues	1/4 page ad. in 2 issues	1/6 page ad in 1 issue

Other Ways to Get Involved

Volunteering

The Izaak Walton League offers numerous volunteer opportunities at chapters across the country. Please contact Nathan Truitt (ntruitt@iwla.org) to discuss your company's interest in encouraging its employees to volunteer with the League. Please note that volunteer opportunities are dependant upon chapter activity in your area.

Chapter Activities

Our more than 250 chapters are constantly organizing activities in their local communities. If your company has an interest in getting involved at the local level, let us know. We can design unique opportunities for your company to work with our individual chapters on meaningful and exciting projects involving youth, outdoor recreation and conservation.



Event Sponsorship

In addition to the League's Corporate Partnership Program, there are other ways for your company to be involved with the League's work. If you are interested in sponsoring a specific League event, such as the National Convention, please contact us for information about sponsorship opportunities.

Advertising in *Outdoor America*

Your company can reach **our 38,000 members** through purchasing an advertisement in *Outdoor America*. Below are a list of rates. **Participants in our Corporate Partnership Program receive a discount on all advertising.**

Ad Size	Rate	Ad Size	Rate
1/6 page	\$525	Full page	\$1,600
1/4 page	\$600	2-page spread	\$3,100
1/3 page	\$950	Back cover	\$2,500
1/2 page	\$1,140	Inside back cover	\$1,900
2/3 page	\$1,275	Inside front cover	\$2,000

Details about advertising available upon request.

Product Donations

Your company can make a product or in-kind donation in lieu of a cash contribution. Product or in-kind contributions are valued at one-half of their retail price for the purposes of determining the Partner benefits your company accrues. The League reserves the right to refuse product donations.

Restricted Program Donations

Your company can make a contribution to one of our specific conservation programs: Energy, Agriculture, Water, or Youth in the Outdoors. Contributions to specific programs are valued at one-half of the contribution for the purposes of determining the Partner benefits your company accrues. Each program does, however, offer unique recognition opportunities. Please inquire about details for specific program opportunities.

Member Discounts

If your company is willing to offer a discount on products or services to League members or chapters, the League will publicize the discount to its members, provided that the program is appropriate to our membership. Please contact us if your company would like to offer a member discount.



Contribution and Contact Form

Please complete this form and send it with your contribution to:

The Izaak Walton League of America

707 Conservation Lane

Gaithersburg, MD 20878

The Izaak Walton League Corporate Partnership Program

Level	Amount	Check One <input checked="" type="checkbox"/>
Leader	\$25,000	
Partner	\$10,000	
Patron	\$5,000	
Benefactor	\$2,500	
Friend	\$1,000	

Contact Information

Please contact Nathan Truitt with any questions you have, or to discuss product donations or program-specific contributions.

Nathan Truitt
Director of Development
(301) 548-0150 x 230
ntruitt@iwla.org

Additional Advertising in *Outdoor America*

Ad Size	Cost	Check <input checked="" type="checkbox"/>
1/6 page	\$525	
1/4 page	\$600	
1/3 page	\$950	
1/2 page	\$1,140	
2/3 page	\$1,275	
Full page	\$1,600	
2-page spread	\$3,100	
Back cover	\$2,500	
Inside back cover	\$1,900	
Inside front cover	\$2,000	
Partner Discount	Leader- 25% Partner - 20% Patron - 15% Benefactor - 10% Friend - 5%	
TOTAL		

TOTAL PAYMENT: \$ _____

Please make checks payable to the Izaak Walton League of America.

If paying by credit card, please include the following information:

VISA: _____ Master Card: _____
Am. Ex. _____ Discover: _____

Credit Card Number: _____ Exp. Date: _____

The Izaak Walton League of America is a 501(c)(3), non-profit organization, recognized by the IRS.

Company Name (as you would like it to appear): _____

Contact Name: _____ Title: _____

Address: _____ City: _____ State: _____ Zip: _____

Phone: _____ Fax: _____

E-mail: _____

We will contact you to discuss your partner benefits. We will also send you a receipt for your contribution.
THANK YOU!!!