



Conserving the unique plant and animal habitat, clean water, local farms, and scenic beauty of the mountains of North Carolina and Tennessee for the benefit of present and future generations.

Land Trust Day

Saturday
June 5, 2010



Roan Highlands - over 15,000-acres protected



Black Mountains - over 10,000-acres protected



The Balsams & Great Smokies - over 10,000-acres protected



Mountains of East TN - over 10,000-acres protected



Farmland - over 6,000-acres protected

PROTECTING THE WORLD'S OLDEST MOUNTAINS

Business Partners

What is a Land Trust?

Community-based land trusts are experts at helping interested landowners find ways to protect their land in the face of ever-growing development pressure. They may protect land through donation and purchase, by working with landowners who wish to donate or sell conservation easements (permanent deed restrictions that prevent harmful land uses), or by acquiring land outright to maintain clean water, working farms, forests, wilderness, or for other conservation values.

What is Land Trust Day?

A promotional partnership between North Carolina businesses and the state's two dozen land trusts. In 1992, the first weekend of every June was named "Land Trust Day," to coincide with National Trails Day. Several North Carolina retailers display information about the local land trusts in their stores and donate a percentage of their sales on this day to land trusts, in an effort to recognize how their customers value the open spaces, hiking trails and other outdoor recreation areas that land trusts protect.

How does it work?

Businesses support Southern Appalachian Highlands Conservancy by donating a percentage of their sales on June 5, or by becoming a corporate member. In exchange, SAHC promotes each business as a Land Trust Day partner. See the back of this sheet for more details.

What is The Southern Appalachian Highlands Conservancy?

The Southern Appalachian Highlands Conservancy is a volunteer-based non-profit organization that works with individuals and local communities to conserve the clean water, unique plant and animal habitat, family farms, and scenic beauty of the Southern Appalachian Mountains. In the last thirty-five years, the conservancy and its 1,500 members have protected almost 50,000 acres, including key sites adjacent to the Great Smoky Mountains National Park, along the Blue Ridge Parkway and in the Highlands of Roan.

Business Partners Program Promotional Benefits

Mountain Express ad. Your business name/logo* in a Land Trust Day ad in the Mountain Express on Wednesday, June 2.

Press Releases. Your business* recognized as a Land Trust Day partner in press releases sent to area newspapers before and after June 5.

Signage. Attractive signage that you may post in your store recognizing your participation in SAHC's Land Trust Day. We are working with Project Power after school program to decorate posters and we will place green balloons in front of the participating businesses.

Website/Facebook. Your business name/logo* as part of SAHC's Land Trust Day feature on our homepage appalachian.org (average 15,000 visitors/month & **6,000 hits per day** in the six months), on the official Land Trust Day website landtrustday.com and blueridgeforever.info from May 17 to July 1. It will also appear on our Facebook page with over 600 fans.

Email Alerts. Your business name* included in four Land Trust Day email alerts to a core group of 1,000+ SAHC members and supporters on May 19, May 26, June 2 and June 4.

SAHC News. Your business name/logo* featured in a Land Trust Day wrap-up article in the August issue of the SAHC newsletter, which is distributed to over 3,000 members and supporters.

*Size and placement of business names/logos in all promotional materials depends on anticipated dollar value of participation.

Ways to Participate

Please circle below the activities you agree to undertake on June 5.

Percent Day. Donate a percentage of sales from June 5 — 5%, 10%, 15%, 20% or 25%.

Corporate Member. Donate \$100 or more to become a corporate member of SAHC.

Customer Outreach. All participating businesses are asked to present land trusts' newsletters at prominent places in the store to raise the customers' awareness of land trusts.

Business Name (as you would like to appear in publicity):

Contact person: _____ Date: _____

Phone: _____ Email: _____

Mail or e-mail this completed form to:

Cheryl Fowler, Membership Director, SAHC

34 Wall Street, Suite 502, Asheville, NC 28801

Contact: Cheryl (828) 253-0095 ext. 209, fax (828) 253-1248 or cheryl@appalachian.org