



CARCD 2020 Annual Conference: Sponsorship Fundraising Incentive Program

Background:

The CARCD Annual Conference is funded from two sources – participant registration fees and event sponsorships. Most years the split is close to 50/50 or leans toward 60% registration and 40% sponsorships. The extra fundraising revenue that remains after all conference costs have been paid is used in the CARCD operations budget as unrestricted funds to go towards general operation costs, paying for our legislative advocacy contract with Pacific Policy Group, etc. Over the past 5 years, this amount has averaged between \$30,000-\$40,000. The sponsors have generally come from Federal and State agencies CARCD and RCDs work closely with, non-profit partners and private businesses that have services that would be of interest to RCDs. The work of securing these sponsors has largely been the work of Karen Buhr, Executive Director, other CARCD staff and connections made with the assistance of Pacific Policy Group.

Updates for 2020:

The Annual Conference will take place 100% virtually which brings the opportunity to reach out to new and different sponsors. The virtual does not require travel and allows for sponsors to share their content in new and creative ways with our participants.

- For each new sponsor a CARCD Board Member brings in, CARCD will give 10% of the total sponsorship package amount to the RCD region.
- For each new sponsor a CARCD staff person brings in, CARCD will give 10% of the total sponsorship package amount to the employee as a payroll bonus on the first payroll after the sponsorship payment is received.
- For each new sponsor an RCD brings in, CARCD will use 10% of the total sponsorship package amount towards registration fees for the District. If the amount is larger than registrations needed, the RCD can apply the registration fees to another RCD or a partner organization.

A new sponsor is considered a Federal, State or local government agency, a non-profit organization or private business that has previously not sponsored in the past three years.

CARCD will provide a sponsorship package of materials including an outline of the difference packages available, their costs, etc. CARCD can accept payment via check or credit card. Board Member of Staff shall be responsible for making the first contact and securing the sponsorship and following up with a personalized “Thank You” to the sponsor after the event. Kiko or Emily will handle logistics of securing payment and integrating the sponsor into the virtual conference platform.

CARCD Annual Conference: Previous Sponsors 2015-2019

Federal Agencies	2019	2018	2017	2016	2015
Natural Resources Conservation Service	✓	✓	✓	✓	✓
United States Forest Service		✓			✓
State Agencies					
State Agencies	2019	2018	2017	2016	2015
CAL FIRE	✓				✓
CalTrust			✓		
California Conservation Corps	✓	✓	✓		
California Department of Conservation	✓	✓	✓	✓	✓
California Department of Food and Agriculture	✓	✓			✓
California Department of Parks and Recreation - Off-Highway Motor Vehicle Division		✓			
California Department of Water Resources	✓	✓			
Coastal Conservancy			✓	✓	
Sierra Nevada Conservancy	✓	✓	✓	✓	✓
UC Davis College of Agriculture & Environmental Sciences			✓	✓	
University of California Agriculture and Natural Resources				✓	
Wildlife Conservation Board	✓	✓	✓		
Non-Profit Organizations					
Non-Profit Organizations	2019	2018	2017	2016	2015
American Farmland Trust	✓	✓			
Audubon	✓				
Carbon Cycle Institute		✓			✓
Center for Land Based Learning				✓	✓
Environmental Defense Fund	✓	✓	✓		
McConnell Foundation	✓				
Northern California Water Association			✓		
Sustainable Conservation	✓	✓	✓	✓	✓
Santa Clara Open Space Authority				✓	✓
Sutter Buttes Regional Land Trust			✓		
The Freshwater Trust		✓	✓		
The Nature Conservancy		✓	✓	✓	✓

Private Business	2019	2018	2017	2016	2015
Best Best & Krieger	✓	✓	✓	✓	✓
Blankenship & Associates			✓		
Burrtec				✓	
Cascade Stream Solutions	✓				
Davey Resource Group		✓			
Dauids Engineering, Inc.	✓				
Dudek		✓	✓	✓	
Farm Credit	✓	✓	✓	✓	✓
Golden State Risk Management Authority			✓	✓	
Hedgerow Farms, Inc.			✓		
Irrrometer					✓
Kjeldsen, Sinnock & Neudeck, Inc.	✓				
PACE Engineering	✓				
Recon Environmental, Inc.				✓	
San Diego Gas & Electric			✓		
Sitka Technologies		✓			
Sempra Utilities		✓			
Special Districts Risk Management Authority		✓		✓	
Synagrow Technologies			✓		
Tehama Environmental Solutions, Inc.	✓				
TomKat Ranch	✓	✓	✓		✓
Visit Redding	✓				
Wildlands, Inc.	✓				
Wildnote		✓			