



2016 Sponsorship Opportunities



**We make a living by what we get.
We make a life by what we give.**

Winston Churchill

Welcome to The Frontera Land Alliance

Your impact in the community is appreciated!

Thank you for being a leader in the community! Your business is seen as a leader in the region where we live and work. As a business person, you recognize the importance and quality of the region where you and your employees live. Continue to be a leader – leave a legacy in your community through the conservation of our working ranchlands, farmlands, arroyos, and the Chihuahuan Desert!

Who is The Frontera Land Alliance?

The Frontera Land Alliance is here to preserve land in west Texas and southeast New Mexico which includes the Rio Grande watershed, the Chihuahuan Desert, and the Franklin Mountains. The region has the most biologically diverse deserts in the world.

The Frontera Land Alliance's programs and operations depend on personal and corporate giving. While State and Federal grants assist in a limited number of direct water and land preservation activities, 100 percent of The Frontera Land Alliance's programs and operations depend on private contributions. The Frontera Land Alliance is working to keep a way of life, a sense of community and a strong economy through the preservation of working ranches and the protection of pristine natural areas in our region.

Board of Directors

- Brenda Berumen
 - Scott Cutler
 - Doug Echlin
 - Mike Gaglio
 - John Moses
 - Charlie Wakeem
 - Scott Winton
 - Amy Wagler



Clean Up at Wakeem/Teschner Nature Preserve

Questions and Answers

Why should I be involved with The Frontera Land Alliance?

According to the U.S. Department of Agriculture, from 1982 to 1997 more than 2.6 million acres of Texas rural land was converted to urban uses and the annual rate of conversion is accelerating. Because ninety-four percent of Texas land is privately owned, maintaining open space is ultimately up to us. About 80 percent of Texas farms and ranches are now less than 500 acres. Farms and ranches between 500 and 2,000 acres in size are declining rapidly. As these open lands shrink, we face the dilemma of how to maintain ranches, farms and open areas that sustains the rivers, lakes, and aquifers—that is where The Frontera Land Alliance can help!



You can make a permanent impact on the region through the conservation of natural areas, ranchlands, and open spaces that provide our community's clean water, clean air, and space to live and work.

What will be the end result of my contribution?

Your contribution will help raise approximately \$100,000 needed for The Frontera Land Alliance's programs and projects. This money will be used to:



- Respond to landowners who contact The Frontera Land Alliance for more information about preservation options for their land.
- Work with landowners who want to preserve their land with a conservation easement that meets their needs.
- Raise awareness about preservation through land management tours and land preservation workshops.
- Address the professional fees to complete a conservation easement.

Where does The Frontera Land Alliance's funding come from?

The Frontera Land Alliance is a 501(c) 3, a tax deductible organization whose programs and operations depend on personal and corporate giving. State and federal grants assist in a limited number of direct protection activities. However, to have ongoing programs and operations we depend on private contributions.

What Your Contribution Entitles You To

Business Leader

\$2,000+

Business Leader

\$2,000+

- Your Business logo on display in annual event program, ¼ page
- Logo in the bi-annual newsletter that is distributed to over 1,000 homes
- Your business logo on display at all Frontera events
- Your business logo highlighted in a special Frontera e-update
- Your business logo on The Frontera Land Alliance's web site
- Personal tour of land that was protected by The Frontera Land Alliance, pending landowner willingness

Business Benefactor

\$1,500

- Your Business logo on display in annual event program, 1/8 page
- Your business logo highlighted in a special Frontera e-update
- Logo in the bi-annual newsletter that is distributed to over 1,000 homes
- Your business logo on The Frontera Land Alliance's web site
- Personal tour of land that was protected by The Frontera Land Alliance, pending landowner willingness

Business Supporter

\$1,000

- Your Business logo on display in annual event program
- Your business logo highlighted in a special Frontera e-update
- Logo in the bi-annual newsletter that is distributed to over 1,000 homes
- Your business logo on The Frontera Land Alliance's web site
- Personal tour of land that was protected by The Frontera Land Alliance, pending landowner willingness

How your gift will make a difference?

- **Water Preservation**

The conservation, stewardship and enjoyment of water in the Rio Grande Watersheds range from ranching, farming and drinking water to recreational uses. The use of the land greatly influences our water resources.



Resler Canyon

- **Provide Permanent Protection for Land**

You will promote stewardship and management of conservation properties. Specific projects include developing species inventory lists, creating management plans, implanting education outreach programs and permanent land protection.

- **Economic Growth**

Statewide agriculture production in 2007 contributed more than \$100 billion to the Texas economy, as stated by Agriculture Commissioner Todd Staples. Texas leads the nation in the number of cattle, horses, goats, sheep and deer. The State also ranks first in production of cotton, wool, mohair and hay. The Texas agriculture industry employs nearly 2 million Texans, contributing approximately 9 percent of the gross state product. (June 23 2008.; http://findarticles.com/p/articles/mi_qa5420/is_200802/ai_n24394720)

- **Sense of Community**

Ag-related businesses use a wide variety of services - services that you may provide. Protecting ranchland protects the economic viability of these businesses, and ultimately your business.

- **Sponsor Programs and Lectures**

You will directly support education and outreach about land protection. Events range from workshops on estate planning for land preservation, conservation agreements, guided hikes, and celebrations of successfully completed projects.

**Yes, I'd like to support the work of
The Frontera Land Alliance!**

Enclosed is my gift for:

\$2,000

\$1,500

\$1,000

I pledge \$ _____ by _____

Contact Name _____

Business _____

Address _____

City _____ State _____ Zip _____

Phone _____ Fax _____

E-mail _____

Web site _____

Please make your tax deductible contribution to

*The Frontera Land Alliance
3800 N. Mesa., Suite A2-258
El Paso, TX 79902*