



2020 Sponsorship Opportunities



Girl Scot Troop 64135 learning about looking at nature through a lens, 2018



The Frontera Land Alliance • 1201 N. Mesa St., Suite D-3 • El Paso, Texas 79902
FronteraLandAlliance.org

Welcome to The Frontera Land Alliance

Your impact in the community is appreciated!

The Frontera Land Alliance (Frontera), a nationally accredited land trust and the only local land trust in far West Texas provides leadership in education, resource management, and stewardship by engaging in collaborative partnerships and we strive to educate the public regarding sustainability of our natural assets. Since its establishment in 2004, Frontera has developed the knowledge and expertise needed to provide guidance to land owners wanting to maintain the character of their land and has worked to preserve public lands for future generations. Frontera has become the regional “go-to” organization for water, wildlife, and natural resource conservation as well as preservation of working farms and ranches in West Texas.

Who is The Frontera Land Alliance?

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. 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.

Board of Directors

- Scott Cutler
- Mike Gaglio
- Cindy Hoffman
- Harrison Plourde
- Martin Santos
- Dave Turner
- Marci Turner
- Amy Wagler



Photo by Scott Cutler

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, wildlife habitat, help clean our air, and provide places for healthful recreation & renewal. That is where The Frontera Land Alliance can help!

With your contributions to Frontera's efforts to conserve natural areas, farms and ranchlands, you will help protect our community's clean water, clean air, wildlife habitat, open spaces that improve our quality of life.

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?

In fulfillment of our mission and in alignment with our strategic plan, Frontera is currently working on the following projects:

- 1) Educating landowners on how to protect their property in perpetuity through outreach, one-on-one meetings and through estate planning, a conservation easement, and possible donation of lands;
- 2) Negotiating the establishment of two new conservation easements (an organic farm in Socorro, Texas and 800 acres of Chihuahuan Desert in Santa Teresa, New Mexico, just over the Texas state line);
- 3) Expanding the education and recreation outreach program called *Nature Discovery*, created fall of 2017. Working to make it bi-lingual, broaden its outreach, and expand the recreation side of the program. The program offers guided hikes, recreation activities, and workshops for of all ages, to help participants connect with nature. Through this program we have successfully engaged organizations, businesses and civic groups and are partnering with the Fort Bliss Child and Youth After-School Program.
- 4) Stay tuned for details on a May 2020 Castner Range celebration!
- 5) *New!* Creation of a water harvesting feature at the Frontera-owned Wakeem/Teschner Nature Preserve (91 ac) to address erosion, expand the hiking trail and to enhance wildlife habitat along with a wildlife watering hole. (\$45,000)

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

\$5,000+

Business Leader

1. Your business recognized at a Frontera event
2. Your business logo on display at all Frontera events
3. Logo in the bi-annual newsletter that is distributed to over 1,000 homes
4. Your business logo on The Frontera Land Alliance's web site
5. Personal tour of land that was protected by The Frontera Land Alliance, pending landowner willingness

Business Benefactor

\$2,000

1. Your Business logo on display at an event
2. Logo in the bi-annual newsletter that is distributed to over 1,000 homes
3. Your business logo on The Frontera Land Alliance's web site
4. Personal tour of land that was protected by The Frontera Land Alliance, pending landowner willingness

Business Supporter

\$1,000

1. Logo in the bi-annual newsletter that is distributed to over 1,000 homes
2. Your business logo on The Frontera Land Alliance's web site
3. Personal tour of land that was protected by The Frontera Land Alliance, pending landowner willingness

How your gift will make a difference

Defend the Land. Land conservation is meant to last forever! Frontera is working with people in the region to assist and educate them on how to protect their property in perpetuity.

Engage the Community. Community conservation is an approach to land conservation that starts with people themselves. That's because in order to preserve land and water, we need more people who care about these issues to become involved. Frontera works to engage people in our community. We have started an outreach program for our region. We are successfully engaging organizations, businesses and civic groups, and are partnering with the Fort Bliss Child and Youth After-School Program.

Ensure Quality and Accountability. Frontera follows rigorous national standards, policies and procedures. We have always worked for and will be committed in perpetuity to the conservation of water, wildlife, farms, ranches and the natural world that surrounds us.

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FronteraLandAlliance.org

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

Enclosed is my gift for:

__\$5,000

__\$2,000

__\$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*