



Recently conserved farm in Prince William County

Northern Virginia Conservation Trust
Delight the Palate and Nourish the Land

Celebration of our 2016 conservation milestones with a nationally recognized keynote speaker who will address the connection between the food we adore and the land we love.

Chef Cathal Armstrong
Restaurant Eve, City of Alexandria

Date: Thursday, March 30, 2017
Location: Tysons Corner Marriott, 8028 Leesburg Pike, Tysons Corner, VA
Time: Registration/Networking: 11:30 a.m., Lunch & Program: 12 – 1:15 p.m.

The case for protecting the environment is clear and compelling. Clean water, fresh air, locally grown food, and conserving our natural and healthy environment not only contributes to the community and to personal health and well-being, but to the economic health of our region.

Land protection—conserving land forever—is a significant step in this environmental legacy. As a nonprofit regional land trust, the Northern Virginia Conservation Trust has a 22-year history of working with the community, individual private and corporate landowners, and government partners to preserve vital natural and cultural resources. NVCT has protected nearly 6,500 acres of land in Northern Virginia, including assisting in seven projects that have resulted in public ownership of some 3,000 acres in Arlington, Fairfax, and Stafford counties. The Trust has protected 1,900 acres of agricultural soils which represents 58% of our acres protected by conservation easements.

What is The Northern Virginia Conservation Trust?

NVCT is the leading Virginia land trust operating in the dense urban areas closest to Washington, D.C., as well as in the wide-open, undeveloped lands in the Virginia counties. We have cultivated unique partnerships with Fairfax and Arlington counties and the City of Alexandria to assist them in achieving the open space elements of their comprehensive plans. NVCT now holds a portfolio of 110 easements, ranging in size from less than one acre in the urban area to more than 380 acres on rural land. Our 20 owned properties include the Potomac Creek Heronry, one of the largest great blue heron nesting sites in the Chesapeake Bay area. In the past two years, our work in Prince William, Loudoun, and Stafford

counties has been to conserve rural and working land. That has led to the conservation of three working farms; the purchase of three undeveloped lots abutting the State's Crow's Nest Natural Area Preserve, now protecting this highly significant area; and a conservation easement on Leopold's Preserve at the Villages of Piedmont, an innovative residential community with 70% of its footprint in conserved, natural land.

What is *Delight the Palate and Nourish the Land*?

Each year, as part of its commitment to the community and in the spirit of its mission, NVCT celebrates individuals and organizations that dedicate their time, funds, and counsel to advance the mission of land conservation. The event brings together top area executives, local government leaders, professionals, and entrepreneurs, and it highlights leadership and collective contributions in support of conserving land in this fast-urbanizing part of the Commonwealth for future generations. In 2017 we are highlighting the connection between the farm-to-table movement and local land conservation. Sponsors of this event bolster and secure the Trust's commitment to *saving nearby nature*®.

More about our Keynote Speaker

Chef Armstrong is a Best Mid-Atlantic Chef nominee by the James Beard Foundation in 2011, 2012, and 2013; selected as *Food & Wine* magazine's "10 Best New Chefs 2006," and "50 Hall of Fame Best New Chefs"; and Best Chef Award Winner by the Restaurant Association of Metropolitan Washington, D.C.

National magazines have featured Armstrong's commitment to culinary excellence and his Irish "farm to table" style in prominent stories in *Oprah*, *Food and Wine*, *Cookie*, *Parents*, *Southern Living*, and *Martha Stewart*. *The Wall Street Journal*, *Washington Post*, *BBC World News*, *New York Times*, and *The Irish Times* have taken note of his culinary prowess and his dedication to ending childhood obesity.

About Restaurant Eve

Restaurant Eve is located in Alexandria. Chef Armstrong purchases from farms that share his values of quality and sustainability, and showcases the best hand-fed, farm-raised, and organically grown bounty that Virginia and the surrounding countryside have to offer. The restaurant's own garden provides herbs and fruits for its patrons. Everything on the menu has a story and every ingredient is special.
www.restauranteve.com

Who attends NVCT's annual Conservation Event?

The typical audience includes more than 200 business leaders, professionals from diverse industries, elected officials, jurisdiction partners, conservation leaders, advocates, and other partners who can make a difference.

Why sponsor NVCT's *Delight the Palate and Nourish the Land*?

At this event, businesses support local conservation of the precious land resources in Northern Virginia, and place their identity, products, and services directly in front of significant, involved, and committed professionals with shared values.

What types of Marketing Opportunities exist?

Partner information is showcased in all media releases, promotional materials, event programs, on-site signage, website posting with hyperlinks, and social media.

What are the Sponsorship Offerings?

This is a terrific opportunity to champion the advancement of land conservation and its importance to sustaining abundant and thriving natural places in our Virginia communities. Sponsorship levels include:

- Presenting \$10,000
- Supporting \$5,000
- Contributing \$3,000
- Table \$1,500

Sponsorship options may include category exclusivity, hospitality, and product displays as outlined below. NVCT is delighted to work with businesses to customize options that fit specific corporate requests.

2016 Sponsors

Crystal City*
 Dewberry
 Environmental Consultants and Contractors, Inc.
 Lane Construction
 Peterson Companies
 United Bank
 Venable
 Vornado/Charles E. Smith*
 * *Founding Presenting Sponsors*

Past Sponsors

Cafferty Development Corp.
 Caruthers Foundation
 Cooper Carry
 EnviroSolutions Inc.
 Equinox Investments
 ExxonMobil
 West Group

Sponsorship Offerings

We are delighted to present the following sponsorship offerings for NVCT's *Delight the Palate and Nourish the Land*. Should you not find a sponsorship level that fits your company from the list below, we welcome the opportunity to build a customized program that suits your needs.

Sponsorship Benefits

	Table Sponsor \$1,500	Contributing Sponsor \$3,000	Supporting Sponsor \$5,000	Presenting Sponsor \$10,000
Guided hike on conserved land with catered lunch for up to 20 people				x
Membership on NVCT Advisory Board for one year				x
Right of first refusal and rate for 2018 Event			x	x
Proportional advertising space in the program			x	x
On-site signage and distribution of marketing materials			x	x
Company logo on all promotional materials		x	x	x
Recognition from the podium	x	x	x	x
Pre/post event display/sampling tables		x	x	x
Website posting with hyperlinks		30 days	45 days	60 days
Company logo in program		x	x	x
Company listed in program	x			
VIP seating	x	x	x	x
Number of seats	10	10	10	20



Yes! I would like to sponsor NVCT's *Delight the Palate and Nourish the Land*.

_____ Presenting Sponsor (\$10,000)

_____ Supporting Sponsor (\$5,000)

_____ Contributing Sponsor (\$3,000)

_____ Table Sponsor (\$1,500)

Name: _____

Company: _____

Address: _____

Phone: _____ Email: _____

_____ Check made payable to NVCT is enclosed

_____ Send Invoice

_____ Charge: VISA / MASTERCARD / AMEX

Name on card: _____

Credit Card Number: _____

Exp. Date (mm/yy): _____

Security Code: _____

Visa/MC 3 digits on back
AMEX 4 digits on front

Northern Virginia Conservation Trust
4022-A Hummer Road, Annandale, VA 22003
703-354-5093 ▪ www.nvct.org