



SIERRA NEVADA
— ALLIANCE —



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Contact: joinus@sierranevadaalliance.org

Who is the Sierra Nevada Alliance?

Our mission

The [Sierra Nevada Alliance](https://sierranevadaalliance.org) is an environmental nonprofit established in 1993 that unites people and organizations to protect and enhance the Sierra Nevada ecosystems and community. We focus on climate change, healthy forests, land and water conservation, and stewardship in the Sierra Nevada region.

About the Sierra What is it?

Known as the Range of Light, the Sierra Nevada is a vast mountain range that lies primarily in California with the Carson Range spur expanding into Nevada.

It is 400 miles long and 50 miles wide, spanning from Lassen Volcanic National Park in the North to Tehachapi Pass in the South.

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The Sierra Nevada is critical to California

Did you know that the Sierra is rich in natural resources?

The 27-million-acre Sierra Nevada and Cascade region is home to:

75%
of the state's
drinking water

60%
of the state's
animal species

50%
of the state's
forest carbon

50 Million
visitors per year
fueling a vibrant
recreation economy

... and countless rural towns and communities.

Why is the Sierra at risk?

Climate change and drought could change the Sierra forever.

Degraded meadows and watersheds impact the water supply, wildlife habitat, and outdoor recreation opportunities.

Fast-moving megafires threaten Sierra communities and ecosystems.

The region lacks the necessary funds to protect and restore the natural environment.



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Our workforce development programs prepare future leaders



Sierra Nevada AmeriCorps Partnership (SNAP) Program recruits and trains members to restore and monitor watersheds, educate communities, and manage volunteer stewardship events.



Sierra Corps Forestry Fellowship Program increases capacity of land managers, agencies, and nonprofits to implement on-the-ground forest health and wildfire prevention projects.



Stewardship Ambassador Program trains high school and college youth to share messages to take care of the Sierra, provides tools to combat litter, dog waste, and illegal campfires, and implements on-the-ground stewardship.

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Our forest, land, water, and wildlife conservation efforts support a healthy Sierra



SNAP Members work with their host sites to promote community engagement through science, and monitor water quality throughout the Sierra.

Our workforce development programs provide mentorship opportunities and create paths of upward mobility to develop community environmental leaders.



The Alliance coordinates and strategically guides the Sierra Nevada conservation community's advocacy efforts to permanently protect the land, water, and wildlife, and bring funding to the region.

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Our unique approaches build climate change resilience



We coordinate the Sierra Nevada's efforts to conserve 30% of California's land and water by 2030 ([#30x30ca](#)) - a multi-faceted approach to protect natural resources, build water, wildfire, and climate resilience, and address inequities in access to nature.

Our Sierra Corps Fellows and SNAP Members fill vital roles such as reforestation and carbon sequestration by providing millions of seedlings to the California and the Pacific Southwest region.



We mobilize and connect our membership and Sierra communities with conservation efforts, ways to take action, education, and events to enhance community involvement in environmental initiatives.

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Our outreach initiatives engage the community



At the core of the Alliance's founding purpose and mission, our Member Group Program supports collaborative and strategic movements to accelerate conservation, stewardship, and protection of the Sierra.

Take Care Sierra is a lighthearted, positive recreational stewardship and education campaign to increase awareness throughout the Sierra and share targeted messages about microplastics, living with bears, wildfire, litter, lakes and water, trails, and more.



We serve as a hub to provide the conservation community and individuals with education, training, and resources via our website, social media and email platforms, and community engagement events.

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You're invited

to be part of the solution

By partnering with and becoming a sponsor of the Sierra Nevada Alliance, you can help care for one of the most beautiful, biodiverse, and resource-rich regions in the United States - the Sierra Nevada.

Benefits	Freel Peak \$500 - \$999	Matterhorn Peak \$1000 - \$4,999	Mount Ritter \$5,000 - \$9,999	Mount Whitney \$10,000+
Opportunity to speak/present or show a commercial at an Alliance event of your choice (based on written agreement and pre-approval)				x
Personalized stewardship and education event for your team			x	x
Admission to an Alliance event of your choice	x (one ticket to one event)	x (two tix to one event)	x (two tix to two events)	x (four tix to two events)
Opportunity to table at Alliance events and have logo placed on event promo materials of your choice.	x (1 event)	x (2 events)	x (3 events)	x (all events)
Ad in two Alliance event promotional materials	x (listed as a sponsor)	x (⅓ page equivalent)	x (¼ page equivalent)	x (½ page equivalent)
Posts on the Alliance social media channels	x (1 post)	x (3 posts)	x (9 posts)	x (12 posts)
Logo placement and hyperlink on Alliance website and monthly e-newsletter	x	x	x	x
Use of Alliance logo on print and digital advertising (based on written agreement and pre-approval)	x	x	x	x

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Prefer to sponsor a specific event?

we'd love to have you

Wild & Scenic Film Festival On Tour: Sierra Nevada Alliance has hosted the Wild & Scenic Film Festival On Tour since 2006. The inspiring festival held in South Lake Tahoe, CA brings awe-inspiring films focused on the environment, local activism, and adventure. Approximately 175 Sierra-lovers attend.

Sierra Day at the Capitol provides a space for novice and seasoned environmental advocates to join together at the state capitol to push for critical actions to bring more protection, support, and funding to the Sierra Nevada region. Approximately 50-100 individuals and conservation groups participate.

Sierra Nevada Alliance Conservation Conference is a venue to deepen environmental conversations for the Sierra Nevada and move the needle on important initiatives. Approximately 100-200 naturalists, artists, outdoor enthusiasts, conservationists, agencies, nonprofits, tribal leaders, policy directors, communications professionals, environmental justice leaders, scientists, and friends of the Sierra attend this bi-annual conference.

Great Sierra River Cleanup is part of California Coastal Cleanup Day and is a region-wide, multi-site watershed cleanup event. Approximately twenty sites recruit hundreds of volunteers to remove thousands of pounds of debris and plastic pollution from Sierra waterways.

Donations and in-kind gifts make it all happen

We realize that some groups can't participate as a sponsor, but still want to donate or contribute. We appreciate your support, and all of our work is only possible because of your generosity.

Donate by check (please make payable to):

Sierra Nevada Alliance
PO Box 7989
South Lake Tahoe, CA 96150

Donate with a credit card: Please visit our website to make a secure donation at sierranevadaalliance.org/donate

In-kind goods or services: We accept in-kind gifts and services to help leverage funds for our programs. Ideas: Raffle or silent auction prizes, branded apparel for our staff and volunteers, photo and video production services. Please contact joinus@sierranevadaalliance.org

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Our audience

If you partner with us, who will you reach?

As an environmental nonprofit, you guessed it. Our fans are outdoor enthusiasts, conservation community members, and lovers of the Sierra Nevada - Lassen to the southeast by the Mojave Desert, Visalia to the southwest, and the Tehachapi Pass at the southern boundary.

Our website is a hub to connect the public with conservation efforts and to take action.

Yearly website analysis:

- 36,380 new users, 116 active users per day
- 52,466 sessions
- 53% female, 47% male
- Age: 18% 18-24, 22% 25-34, 20% 35-44, 18% 45-54, 13% 55-64, 9% 65+
- Top interests: Outdoor enthusiasts, cooking enthusiasts, green living enthusiasts, book lovers, art and theater aficionados

Social media platform insights:

- Facebook pages likes: 1,835 (@sierranevadaalliance)
- Instagram followers: 2,330 (@sierranevadaalliance)
- Twitter followers: 519 (@SNVAlliance)
- LinkedIn: 397 followers (@sierranevadaalliance)
- Total social media followers: 5,081

What's next?

you make it all happen

Thank you for taking the time to review this sponsorship packet. If you are interested in taking the next step to protect and preserve this treasured region - the Sierra Nevada - please reach out to your contact at the Sierra Nevada Alliance. Or, you may email us at joinus@sierranevadaalliance.org at any time. We look forward to hearing from you soon.

With gratitude,
Your friends at Sierra Nevada Alliance

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