



North American Lake Management Society

Sponsorship Packet



What is the North American Lake Management Society?

Mission: to forge partnerships among citizens, scientists, and professionals to foster the management and protection of lakes and reservoirs for today and tomorrow.

NALMS is not focused on professionals, academic researchers, or any smaller interest group along; rather, NALMS is a melting pot, welcoming anyone interested in lakes.

NALMS goals are:

- ◆ To promote the exchange of information on aspects of managing lakes and their watersheds.
- ◆ To promote public awareness of lake ecosystems.
- ◆ To encourage public support for promoting management of lakes and their watersheds.
- ◆ To provide guidance to agencies involved in management activities for lakes and their watersheds.
- ◆ To boost the professional status of those engaged in managing lakes and their watersheds.
- ◆ To identify needs and encourage research on lake ecology and watershed management.

When was NALMS formed?

The North American Lake Management Society (NALMS) was founded in Portland, Maine in 1980 as an organization with membership open to both professionals and citizens interested in applied lake management, while other organizations focused on either one or the other. This unique niche is reflected in our mission statement.



Why sponsor Lakes Appreciation Month?

Sponsorship to the important NALMS program, Lakes Appreciation Month, reveals your company as a top leader in the water resources industry.

In July 1998, NALMS launched Lake Awareness Week to focus attention on lakes and reservoirs and their unique value, as well as the management issues they face. In 2003, Lake Awareness Week became Lakes Appreciation Month, held annually in July. Lakes Appreciation Month has helped raise awareness on lake issues and helped local groups share their success stories with a broader audience.

A crucial part of Lakes Appreciation Month is the Secchi Dip-In, NALMS popular citizen science program.

The Dip-In was founded in 1994 by Dr. Robert Carlson and demonstrates the potential of citizen scientists working together to gather important information on our lakes and reservoirs. Individuals in volunteer monitoring programs across North America take a transparency measurement of their lake or reservoir in July to produce a continent-wide snapshot of water clarity. To date, over 50,000 Secchi readings have been collected as a part of the program, engaging hundreds of citizen scientists. The Dip-In is a leader in connecting lake lovers to water quality monitoring data.

How will my sponsorship funds be utilized?

- ◆ Marketing efforts to promote Lakes Appreciation Month
- ◆ Promote efforts to expand Lakes Appreciation Month educational resources
- ◆ Lakes Appreciation Month student poster contest
- ◆ Maintain the Secchi Dip-In website, database, and network of volunteers



Sponsorship Levels & Benefits

Platinum - \$2,000 and above

- ◆ Promotion of your brand on NALMS website - logo/website link up for one year*
- ◆ Promotion of your brand in two issues of NALMS e-newsletter, *NALMS Notes & Lake News*
- ◆ One free full-page advertisement in digital *LakeLine Magazine*

Gold - \$1,000 and above

- ◆ Promotion of your brand on NALMS website - logo/website link up for one year*
- ◆ Promotion of your brand in two issues of NALMS e-newsletter, *NALMS Notes & Lake News*
- ◆ One free half-page advertisement in digital *LakeLine Magazine*

Silver - \$500 and above

- ◆ Promotion of your brand on NALMS website - logo/website link up for one year*
- ◆ Promotion of your brand in one issue of NALMS e-newsletter, *NALMS Notes & Lake News*
- ◆ One free quarter-page advertisement in digital *LakeLine Magazine*

Bronze - \$250 and above

- ◆ Promotion of your brand on NALMS website - logo/website link up for one year*
- ◆ Promotion of your brand in one issue of NALMS e-newsletter, *NALMS Notes & Lake News*
- ◆ One free business card advertisement in digital *LakeLine Magazine*

Student Poster Contest - \$1,000 and above

- ◆ Your company/organization logo on poster contest marketing
- ◆ Your company/organization logo on winners' certificates
- ◆ Promotion of your brand on NALMS website - logo/website link up for one year*
- ◆ Promotion of your brand in one issue of NALMS e-newsletter, *NALMS Notes & Lake News*
- ◆ One free half-page advertisement in digital *LakeLine Magazine*

Social Media Challenge - \$300 and above

- ◆ Your company/organization logo on contest marketing
- ◆ Your choice of \$300+ gift card to be presented to challenge winner (i.e. REI, Cabela's, etc.)
- ◆ Promotion of your brand on NALMS website - logo/website link up for one year*
- ◆ Promotion of your brand in one issue of NALMS e-newsletter, *NALMS Notes & Lake News*
- ◆ One free quarter-page advertisement in digital *LakeLine Magazine*

*Your logo will appear on the Lakes Appreciation Month webpage - <https://www.nalms.org/lakes-appreciation-month> and the Secchi Dip-In webpage - <https://www.nalms.org/secchidipin/>

Sponsorship Commitment Form

Please return form to:

North American Lake Management Society
PO Box 14
Caledonia, MN 55921
sponsorship@nalms.org

Contact Name: _____

Company: _____

Mailing Address: _____

City: _____ **State:** _____ **Zip code:** _____

Phone: _____ **Email:** _____

Amount of Sponsorship: _____ **Sponsorship Level:** _____

An invoice will follow receipt of this commitment form. Please send your payment to NALMS, PO Box 14, Caledonia, MN 55921.

Sponsor profile, logos, and web links should accompany this form, and can be submitted as electronic attachments to sponsorship@nalms.org. Promotion on the website will commence upon delivery of payment and materials to NALMS.

