SUPPORTING

TEXAN by NATURE™
We know that our quintessential Lone Star Pride is rooted in our connection to our vast, rich landscapes as unique as every Texan. Whether hiking in Big Bend, gazing at the Hill Country wildflowers, enjoying vast grassland prairies, appreciating urban greenspace, or basking in the towering solitude of the Piney Woods, our team believes that it’s in our nature as Texans to take care of the land we love. Texas’s wildlife, native habitat, and natural resources breathe life into our communities and our economy.

We invite all who share our commitment to conservation, who want to ensure our natural resources continue benefiting our beloved Texas for future generations, to join us as official members of Texan by Nature!

With your help, we can provide broader, bolder support for conservation awareness and action across Texas. Your gift ensures focus on projects that return a measurable benefit to Texans, our economy, and our natural resources — a positive Return on Conservation. Every single dollar makes a difference and enables Texan by Nature to:

**SUPPORT 90+ CONSERVATION PARTNERS**
- Helping increase community awareness for conservation partner efforts through media outreach ensuring that conservation is part of the media conversation on a daily basis, events are well attended, and volunteer opportunities are fulfilled
- Providing strategic guidance, partner development, and ongoing resources to help partner organizations surpass impact goals

**DEEPEN INDUSTRY UNDERSTANDING AND COMMITMENT TO CONSERVATION IN TEXAS**
- Hosting leadership roundtables, bringing executive-level leadership together to encourage the implementation and inclusion of conservation efforts into long term business plans
- Tracking investment across all major industries in conservation on an annual basis, increasing cross-industry learnings and inspire more investment
- Pairing industry with conservation opportunities whether internal and operations based or external with community and conservation partners

**INCREASE COMMUNITY EDUCATION**
- Certifying efforts across the state and publishing best practices, from individual landowners to corporate-wide initiatives, with the TxD Certification program

**AMPLIFY CONSERVATION IMPACT**
- Supporting Conservation Wrangler projects through assistance with strategy, marketing and awareness, partner development, and replication

All members receive a subscription to our newsletter, invitations to events, opportunities for digital and in person education sessions, special project sneak peeks, partner updates, and more! Members can join starting at $20 annually online. **Annual members at $1,000+** will receive Conservation Wrangler Summit and Celebration dinner ticket, inclusion in TxD annual membership circle, recognition on our website and in our annual report, as well as a TxD merchandise gift box.
## TxN CONSERVATION CATALYSTS ANNUAL MEMBERSHIP

<table>
<thead>
<tr>
<th>Member Benefit</th>
<th>Catalyst $5,000</th>
<th>Collaborator $10,000</th>
<th>Partner $20,000</th>
<th>Leader $50,000</th>
<th>Legacy $100,000</th>
<th>Legend $200,000+</th>
</tr>
</thead>
<tbody>
<tr>
<td>Conservation Wrangler Summit and Celebration Dinner</td>
<td>2 tickets</td>
<td>4 tickets</td>
<td>4 tickets</td>
<td>8 tickets</td>
<td>8 tickets</td>
<td>8 tickets</td>
</tr>
<tr>
<td>Recognition in TxN newsletter and annual report</td>
<td><img src="image1.png" alt="TXN" /></td>
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<td><img src="image3.png" alt="TXN" /></td>
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<td><img src="image5.png" alt="TXN" /></td>
<td><img src="image6.png" alt="TXN" /></td>
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<tr>
<td>Impact language for CSR or annual report</td>
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<td><img src="image5.png" alt="TXN" /></td>
<td><img src="image6.png" alt="TXN" /></td>
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<tr>
<td>Logo or name on TxN website</td>
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</tr>
<tr>
<td>TxN Consultative work on in-house conservation project priorities</td>
<td>2 hours</td>
<td>5 hours</td>
<td>10 hours</td>
<td>10 hours</td>
<td>10 hours</td>
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<tr>
<td>First right of refusal for roundtable invitations throughout the year</td>
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<td><img src="image5.png" alt="TXN" /></td>
<td><img src="image6.png" alt="TXN" /></td>
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<tr>
<td>Photo opportunity</td>
<td>4 people</td>
<td>8 people</td>
<td>8 people</td>
<td>8 people</td>
<td>8 people</td>
<td><img src="image6.png" alt="TXN" /></td>
</tr>
<tr>
<td>Opportunity to serve on TxN20 or Conservation Wrangler Selection Committees</td>
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<tr>
<td>Business profile on business partner page, including language made available for CSR or other reporting needs</td>
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<tr>
<td>Invitations to private TxN events</td>
<td><img src="image1.png" alt="TXN" /></td>
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<tr>
<td>Formal creation of a white paper featuring an in-depth Texas-focused project completed or in-progress by the company, including research, design, and publication</td>
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<td><img src="image3.png" alt="TXN" /></td>
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<td><img src="image5.png" alt="TXN" /></td>
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<tr>
<td>Tailored package pending sponsor priorities</td>
<td><img src="image1.png" alt="TXN" /></td>
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<td><img src="image5.png" alt="TXN" /></td>
<td><img src="image6.png" alt="TXN" /></td>
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## CATALYZING POSITIVE RETURNS

Members are a driving force behind Texan by Nature’s work to conserve our state’s natural resources. Our supporters’ contributions allow us to develop transformative programs, form critical partnerships, and activate new investments in Texan-led conservation. In return, members gain valuable connections to like-minded businesses and leading conservation experts, as well as recognition of their own leadership. Together we are building a collaborative model of conservation that will endure for generations. When we work together to demonstrate that conservation is not only good for the environment, but also for our continued health and economic prosperity, we call that a positive Return on Conservation. Our vision is that every business in Texas, every Texan, is involved in catalyzing these positive returns.
Our annual Conservation Wrangler Summit and Celebration Dinner could not take place without the generous support of our sponsors.

Texan by Nature selects six projects each year and provides a project leader over the course of 18 months to help with strategic planning, marketing messaging, metrics capture and analysis, and partnership development. A professionally produced video is created for each project as well. Texan by Nature publicly announces projects annually on April 1st, and also highlights the projects at the annual Conservation Summit and Celebration.

With your help, we can provide broader, bolder support and awareness across Texas. If you’re looking for a way to make a big impact and reach both business and conservation audiences, contact Texan by Nature today to discuss the opportunities.

<table>
<thead>
<tr>
<th>Summit Donor Recognition</th>
<th>Bronze $5,000</th>
<th>Silver $10,000</th>
<th>Gold $20,000</th>
<th>Platinum $50,000</th>
<th>Underwriter $100,000</th>
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<tbody>
<tr>
<td>Tickets to Summit &amp; Dinner</td>
<td>2</td>
<td>4</td>
<td>4 PREMIUM SEATING</td>
<td>8 PREMIUM SEATING</td>
<td>8 PREMIUM SEATING</td>
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<tr>
<td>Photo opportunity</td>
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<td>Name and/or logo on all printed and online event materials</td>
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<td>Recognition in TxN newsletter and social media</td>
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<tr>
<td>Logo and/or name and link on TxN website for 12 months</td>
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<tr>
<td>Opportunity to deliver promotional item to each participant (350 count)</td>
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<tr>
<td>Special recognition in speaker’s remarks and on keynote main screen</td>
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<tr>
<td>Opportunity to have informational table during summit and networking hour</td>
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<td>Recognition in LinkedIn article and press release post-event</td>
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<tr>
<td>Opportunity to share promotional blog via TxN site and social media</td>
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</table>

BECOME A SPONSOR
ONLINE texanbynature.org/donate • BY PHONE 512-284-7482 • BY EMAIL info@texanbynature.org
BY MAIL 3500 Jefferson Street, Suite 301 • Austin, TX 78731
Program and Project Sponsorship

Program and project sponsors ensure Texan by Nature successfully moves forward our mission of advancing conservation.

Texan by Nature Conservation Wrangler

Texan by Nature Conservation Wrangler highlights the very best Texan-led conservation projects occurring in the state. Texan by Nature selects six projects each year and provides a project manager over the course of 18 months to help with strategic planning, marketing, messaging, metrics capture and analysis, partnership development, as well as creating a professionally produced video for each project. Texan by Nature spends ~$50-75K in support of each project annually, including staff time, collateral creation, video production, marketing, strategic planning services, and much more. Each year’s projects are announced April 1st, but project sponsors are awarded first right of refusal prior to the public announcement.

Opportunities range: $50K - $350K

Texan by Nature Certification

Texan by Nature Certification provides Texas employers, organizations, and individuals with recognition for meaningful conservation efforts. Qualifying projects are data based, successfully and positively involve or impact Texas’ people, produce economic prosperity, and conserve or restore natural resources. TxCertified projects act as models for others to learn from and replicate. Texan by Nature’s time is spent on case study creation, media distribution, and sharing of these worthy projects.

Opportunity of $20K

Conservation Partners

Texan by Nature has 90+ Conservation Partners across the state of Texas and beyond. Our Conservation Partner program accelerates projects and programs by acting as a free, strategic resource to partners for strategy, marketing, awareness/education, and partner development. Each month we do a media roundup so that partners can submit the latest news and events to be distributed to regional media. We meet with partners throughout the year to understand projects and goals and introduce them to other similar initiatives or funding sources so that efforts can be made broader and more impactful. We also provide resources and education opportunities such as fundraising best practices and DEI essentials.

Opportunity of $100K
**Program and Project Sponsorship**

Program and project sponsors ensure Texan by Nature successfully moves forward our mission of advancing conservation.

**BUSINESS ROUNDTABLES**

Each year, TxN hosts business leaders in major Texas metropolitan centers to discuss public-private partnership, their companies’ role in conservation, and how their company is measuring and reporting on Return on Conservation. We’re also working with partners across the state to understand the total spend on conservation in Texas and the impact from that spend. We will use this to standardize reporting and metrics for conservation moving forward. This series has resulted in strategic partnerships, TxN certifications, and the launch of the Texan by Nature 20 to date.

**Opportunities range: $10K – $50K (single event vs. series)**

**SYMPOSIA**

Texan by Nature’s symposia series identifies key topics related to natural resource conservation. The series connects experts, scholars, and policymakers to hold discourse on emergent issues and results in productive partnerships, research, and funding. The symposia series launched our Center for Health & Nature, a partnership between Texan by Nature, Texas A&M University, and Houston Methodist Hospital. The Center drives research to study the impact of nature on health with evidence-based programs that complement the full continuum of health care: prevention, treatment, and recovery. The symposia series has also produced ongoing work and collaboration to increase native pollinator habitat across Texas.

**Opportunities range: $15-$50K**

**TxN 20**

The TxN 20 recognizes and showcases the best conservation efforts coming from Texas-based businesses advancing innovation, commitment, and best practices in conservation and sustainability. The TxN 20 serve as inspirational examples for leaders across Texas and beyond. To select the TxN 20, the TxN Team evaluates submissions as well as conducts independent research across 2,000+ of Texas’ publicly traded and private companies within 12 industry sectors, evaluating them on an objective scoring system to narrow down the list of the top 50 companies in Texas. A selection committee of top industry leaders then evaluates the top 50 companies and selects the final 20. Honorees are highlighted at TxN20.org, in statewide publications, and at the annual Conservation Wrangler Summit.

**Opportunity of $100K**

**Opportunity of $100K**
LEGACY GIVING
At Texan by Nature, we are focused on accelerating effective conservation so that Texas remains as beautiful and bountiful tomorrow as it is today. Anytime is a good time to start thinking about the legacy you want to leave behind, and your legacy can be as big as Texas.

- Wills & Living Trusts
- Beneficiary Designations
- IRA Charitable Rollover
- Gifts of Real Estate
- Endowments or Fund Establishments

WAYS TO GIVE
ONLINE
DONATE VIA OUR WEBSITE
TexanByNature.org

AMAZON SMILE
smile.amazon.com
Designate Texan by Nature as your charity of choice!

BY MAIL
MAKE YOUR CHECK PAYABLE TO TEXAN BY NATURE
3500 Jefferson, Suite 301
Austin, TX 78731
Tax ID# 45-1864591