



JOSHUA TREE NATIONAL PARK ASSOCIATION

SPONSORSHIP & MEMBERSHIP OPPORTUNITIES

WWW.JOSHUATREE.ORG

WELCOME TO JOSHUA TREE NATIONAL PARK ASSOCIATION

The Joshua Tree National Park Association has been supporting programming at Joshua Tree National Park since 1962. As the park's primary non-profit partner, we operate four visitor centers and two park stores that are often the first stop for visitors from around the world; offer a field institute with classes taught by experts in natural sciences, cultural history, the arts, and wellness; and raise funds via donations and our membership program.

JTNPA works diligently to provide Joshua Tree National Park with the funds needed for important programs and projects within the park. Some of these programs and projects include the Desert bighorn sheep monitoring program; the Desert tortoise tracking program; science research grants for post-graduate students; the Joshua Tree seed collecting initiative; and Junior Ranger program materials – just to name a few.

Our Mission: Joshua Tree National Park Association works in partnership with Joshua Tree National Park to help in its achievement of programming goals in education and interpretation, along with scientific and historical research and activities.



OUR PILLARS AT JTNP

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Preservation



Passion



Places



People





JTNPA BY THE NUMBERS

6

Park stores and visitor centers operated by JTNPA

17

Board and Council Members - bringing perspective from different experiences and backgrounds

22

Park Lovers - business community supporters

280

JTNPA Lover Members - growing each month

150K

Funds needed to provide aid to JTNP for important programs and projects



JOSHUA TREE NATIONAL PARK ASSOCIATION: ORGANIZATION HISTORY



1962

Joshua Tree National Park History Association was born.



1994

JT National Monument becomes a national park and Joshua Tree National Park History Association turns into JTNPA.



2006

JTNPA buys Joshua Tree Visitor Center, the top performing visitor center often being the first stop for visitors.



2022

JTNPA becomes a Friends Group, allowing it to actively fundraise for specific park programs and projects.



DESERT INSTITUTE

SPONSORSHIP

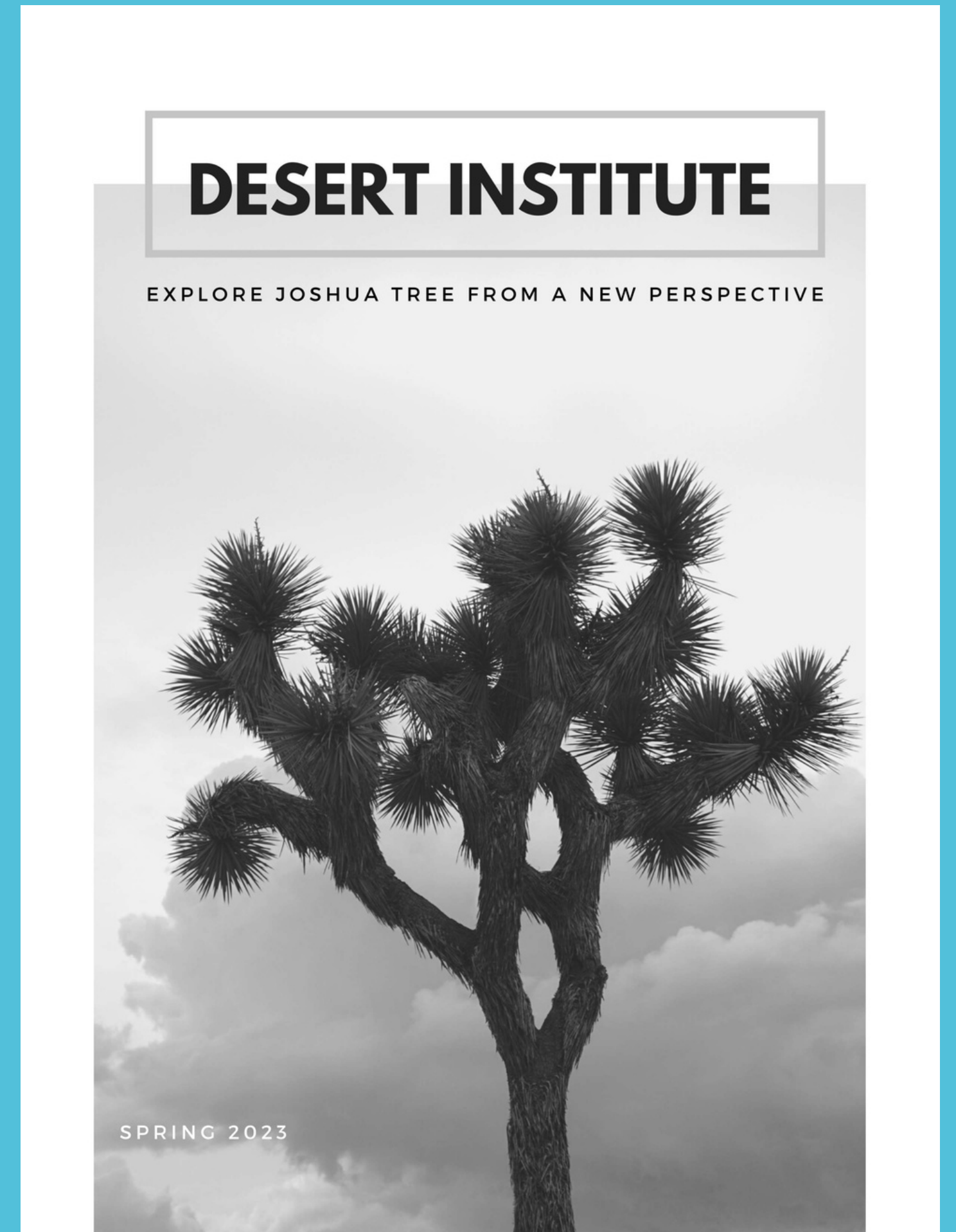
Desert Institute is not a school in itself; rather, we contribute to the national park's education and interpretation programming goals. Throughout the year, we offer field classes, recreational adventures, and social events that span a wide spectrum of disciplines and formats. Natural science courses such as geology, bird and wildflower identification, and nature photography make up the backbone of our programming--however, the desert also supports an abundance of cultural activities, which are just as much our identity and as valuable as the wild lands of the park. Our programming works to articulate and animate the rich resources of not only the national park, but of our surrounding desert environs and the community of people that make Joshua Tree the unique place it is. All proceeds from courses and Desert Institute activities go right back into the park.

Sponsor a Desert Institute Season: \$15,000

- Acknowledgement at each Desert Institute activity
- Opportunity to provide giveaways to Desert Institute activity attendees
- Logo placement on all Desert Institute marketing and digital promotion materials
- Business banner on Desert Institute page located on [joshuatree.org](https://www.joshuatree.org)
- Eventbrite acknowledgement in every Desert Institute activity description

Sponsor a Desert Institute Activity: \$500 - \$750

- Acknowledgment during sponsored Desert Institute activity
- Opportunity to provide giveaways to sponsored Desert Institute activity attendees
- Logo placement on all marketing and digital promotional materials for sponsored Desert Institute activity
- Eventbrite acknowledgement in sponsored Desert Institute activity description page



JTNPA EVENT SPONSORSHIP

We offer event specific sponsorships for Beneath the Desert Sky Concert, Annual Benefit Dinner & Auction, and Desert Discussions. Sponsoring these events helps JTNPA achieve fundraising goals for JTNP's ongoing programming and projects.

Presenting Sponsor: \$2,000 - \$5,000

- Opportunity to speak on stage
- A booth at the event
- Acknowledgment during event in form of signage and stage shoutouts
- Opportunity to provide giveaways to attendees
- Logo placement on all digital promotion

Event Sponsor: \$750 - \$1,500

- A booth at the event
- Acknowledgment during event in form of signage and stage shoutouts
- Opportunity to provide giveaways to attendees
- Logo placement on all digital promotion



DESERT DISCUSSIONS

Join us for a casual networking hour hosted monthly at rotating locations. Desert Discussions allow for you to get to know JTNPA, our team, and our park partner, Joshua Tree National Park! Get involved in this "no-ask zone".

If your business is interested in hosting or attending our next Desert Discussion, contact our Outreach Coordinator at edgar@joshuatree.org.



JTNPA PARK LOVER

- An official Joshua Tree National Park Association Park Lover membership card
- 10% discount in our visitor centers, park stores, and online shop
- Reciprocal discounts at other participating Public Land Alliance stores around the country (over 400 nationwide)
- \$10 off Desert Institute classes
- Access to our Key's Views quarterly publication
- Access to our monthly newsletter with Park & JTNPA updates
- Invitations to special events
- Park Lover sticker pack
- 5% off discount at Joshua Tree Distilling Co. tasting room

PARK LOVER

Individual Member

\$35 per year

Help preserve and protect Joshua Tree National Park by joining or renewing your membership today. By doing so, you support JTNPA in funding top priority projects and programs at Joshua Tree National Park.



JTNPA PARK PARTNER

- Everything in Supporter and Protector +
- 8 tickets to annual fundraising events
- Board seat eligible
- Park exclusive employee day opportunities

DEFENDER

Supporting Business Member
\$5,000 per year

- Everything in Lover, Follower, Admirer, and Supporter +
- The opportunity to promote an event, sale, staff, product, etc.
- 4 employee Lover Memberships
- 4 tickets to annual fundraising events
- Invitation to annual Park Lover recognition party
- Highlight video of your business on joshuatree.org

PROTECTOR

Supporting Business Member
\$2,500 per year

- Everything in Lover, Follower, and Admirer +
- Social Media shout-outs
- Features in E-blasts and monthly newsletters
- Access to the most current park updates
- Early access to annual fundraising events
- JTNP Annual Pass

SUPPORTER

Supporting Business Member
\$1,000 per year

- Everything in Follower and Lover +
- Your business logo & website link on joshuatree.org

ADMIRER

Rising Business Member
\$750 per year

- Everything in Lover +
- Recognition as part of the Park Lover Member's Circle in our quarterly publication, Keys Views
- Opportunities to attend and host Desert Discussions
- Recognition in JTNPA Annual Report

FOLLOWER

Rising Business Member
\$500 per year

Park Partners are a special group of business members who purchase an annual membership ranging from \$500-\$5000. Their contributions make a true impact and remarkable difference in the future of Joshua Tree National Park.



THANK YOU



TOGETHER WE CAN MAKE A DIFFERNECE!

