

YES!

I want to help Images for Conservation Fund. Include me as a member.

Membership Levels

Corporate

- o \$500 Diamond
- o \$100 Sapphire

Individual

- o \$500 Gold
- o \$100 Silver
- o \$50 Family
- o \$25 Individual
- o \$15 Student

Pro-Tour Sponsorships begin at \$1,000. Call ICF for details.

Name

Company

Street

City

State / Zip

Phone

E-mail

- o I'm interested in volunteering
- o My employer will match this gift
- o Call me about a gift of securities
- o Call me about a foundation gift

Send Sam Mason
to: Images for Conservation Fund
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Images for Conservation Fund

Photography is the Most Powerful Conservation Tool on the Planet!

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John F. Martin, Chairman
Sam Mason, Executive Director
Connie K. Bransilver, Vice-Chair
Herm Wille, Corporate Sponsorship

OUR MISSION: To foster art, education, wildlife conservation, economic development, and natural history through the power of photography

WHO ARE WE?

Images for Conservation Fund (ICF) is a 501(c)(3) non-profit organization with a revolutionary plan to preserve wildlife habitat, create economic growth through new opportunities in ecotourism, and popularize nature photography throughout North America.

ICF is leading the new evolution in habitat conservation: the creation of significant economic incentives for private landowners who enhance and maintain native wildlife habitat.

Because 80% of the Western Hemisphere is privately owned, economic incentives hold the greatest promise for saving nature.

Through the development of major nature photography competitions, ICF promotes nature photography as the industry that can provide these incentives.

The world's top nature photographers become champions for conservation and inspire the participation of amateurs worldwide. Private lands can provide optimal venues for photography and thus create a supply for this demand, much like golf courses do for recreational golfers.

WHAT ARE WE TRYING TO ACCOMPLISH?

Private landowners hold the key to preventing mass extinction of plants and animals. Yet each decision involving the present or future use of land will be an economic one, even on government land. Therefore the decision to conserve and protect wildlife habitat on any piece of land will be economic as well. To create real value for wildlife habitat, there must be compelling economic incentives.

Nature photography has the unique ability to preserve habitat permanently by making it profitable. In 1996, the U.S. Fish & Wildlife Service estimated that more than 28,000,000 people photographed wildlife. Coincidentally, 26,000,000 people played golf that same year.

Golfers spend billions of dollars on their pastime each year and support thousands of golf courses around the world. Nature photographers have the potential to generate tremendous income for private landowners who lease professionally designed photo sites on prime habitat.

ICF proposes to create major events to galvanize nature photographers into an economic force for conservation. When landowners profit from conservation, then we shall see the long-term preservation of entire natural ecosystems.

ICF events and projects are designed to accomplish just that: the prosperity of wildlife and habitat on privately owned land throughout North America.

How We Support Conservation

THE PRO-TOUR OF NATURE PHOTOGRAPHY

By combining art, economics, education and conservation in competitive photographic events utilizing privately owned land, ICF will foster the protection of entire ecosystems throughout North America.

The Pro-Tour is our flagship event, a championship competition series that will attract the world's greatest nature photographers. For each event, photographers will be teamed with private landowners of prime habitat in a specific region of North America. During the one-month event, each photographer will produce a portfolio of 75 photographs. These images will promote the region as a destination for nature photographers and ecotourists.

The Pro-Tour offers the best of all worlds: the thrill of a challenging pro-level competition, the celebrity of its top contenders, and high-profile media exposure to showcase the photographers' strategies, efforts and images. ICF will leverage the event to promote nature photography as a rewarding activity, honor private landowners who support habitat conservation, and publicly recognize the Sponsors who make the Pro-Tour possible.

Following each competition, there will be a grand awards ceremony. This celebration is expected to attract significant local, regional, and national participation by nature photographers, private landowners, the media, and the public.

Outstanding images from the Pro-Tour will be published in a full-color commemorative coffee table book to be sold throughout the region and donated to local schools.

A display of breathtaking images will tour the region promoting nature photography and Pro-Tour Sponsors, and a special exhibit will be created to tour the finest museums in North America.

As ICF grows and the Pro-Tour matures, additional creative events may be developed: The Great Predator Photo Competition, The International Pro/Am Competition, The Pro/Celebrity Competition, and The International Youth Competition & Scholarship.

"A good photograph is one that communicates a fact, touches the heart, and leaves the viewer a changed person for having seen it."

Irving Penn

"In Photography is the preservation of the World."

Eliot Porter

LEGACY COMPETITIONS

An important goal of the Pro-Tour is to create Legacy Nature Photo Competitions in each region where the Pro-Tour is held. These can be Open Pro/Am, Small Tract/Amateur, or Youth competitions. Eventually, every region of the nation will hold nature photographic events.

NATURE PHOTOGRAPHY FESTIVALS

Photography Festivals are economic development tools that can market a region's natural diversity and private lands leasing programs.

THE ECO-PHOTOGRAPHY TOURISM INDUSTRY

Photography can create profitable business opportunities on privately owned lands and increase the value of land kept in natural habitat.

NATURE PHOTOGRAPHY HALLS OF FAME & MUSEUMS

Regional, national, and international nature photography Halls of Fame and museums that archive the finest images can be combined with wildlife preserves where nature photography is taught and promoted. All of these centers and activities will promote nature photography, ecotourism and conservation.

Support ICF

SPONSOR THE PRO-TOUR

A sponsorship in the Pro-Tour holds great value for the corporate world as well as individuals who want to support the single greatest conservation event in history.

● **CORPORATE AMERICA**

Sponsors receive a wide variety of benefits from being a part of this high-profile event. Opportunities are bountiful for promoting your corporation as an active supporter of nature, photography, and the future of wildlife. Several opportunities exist for branding and product exposure. Sponsors receive public recognition before, during and after the Pro-Tour competition, at the awards ceremony, in the touring exhibits, and in the coffee table books.

● **INDIVIDUAL SPONSORS**

Sponsors will receive prints of select images and public recognition.

BECOME A MEMBER

Membership contributions to Images for Conservation Fund enable us to create successful events and to reach our long-term conservation goals.

ESTATE PLANNING OPPORTUNITIES

If you would like the wealth you have worked so hard to accumulate to be used for protecting nature and wildlife, we will be happy to help you plan for that purpose and show you the benefits of a:

- Charitable Remainder Unitrust
- Charitable Annuity
- Charitable Lead Trust
- Endowed Gift
- Planned distribution of a retirement plan (i.e. IRA, 401(k), 403(b))