THIS LAND AND OUR LEGACY.

The choices we make about our land today will define what we preserve, what we lose, and the legacy we leave behind.





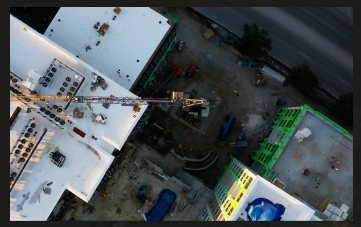
matchlight
PRODUCTIONS

PROBLEM

ARE WE SELLING TOMORROW TO BUILD TODAY?

In America, ~300 million acres of land are approaching an inflection point and this generation is facing a decision that will leave a devastating impact or leave a lasting legacy.





LAND PASSES DOWN AND SOLD OFF TO HIGHEST BIDDER

As land passes between generations, families face difficult decisions about its future. Usually sold to highest bidder, but at what cost?

DATA CENTERS, URBAN SPRAWL, AND INDUSTRIAL CREEP.

Community growth can be all-consuming, requiring more and more space for residential, commercial, and industry.

SELLING BRINGS PERMANENT CHANGE

For many landowners, selling makes financial sense. But once land is developed, familiar places may be changed forever.

OPPORTUNITY

THE LONGTERM LEGACY OF PRICELESS ACREAGE ACROSS OUR NATION IS NOW UP FOR GRABS.

~300M

ACRES CHANGING HANDS *

An estimated 300 million acres of farmland and ranch land could change hands over the next 20 years.

44M

ACRES DEVELOPED

About 44 million acres of U.S. land were developed between 1982 and 2017.

24–38M

ACRES OF FOREST AT RISK

An estimated 24–38 million acres of forest could be converted to other uses between 1997 and 2060.

*Decisions by land owners and families are happening and could reach and likely surpass 300M acres sold to commercial, mixed-use, or worse in the next 20 years alone.

SOLUTION

IT'S CRUCIAL WE MAKE AND SHARE THIS STORY OF LAND AND LEGACY.

matchlight PRODUCTIONS

Matchlight is an independent production company specializing in creating documentary films that connect people to the stories, places, and issues that matter.

WE HAVE A UNIQUE TRACK RECORD FOR IMPACTFUL STORYTELLING:

CF EVANS CONSTRUCTION

BRP

LOMA

MUSC Health Medical University of South Carolina

UNIROYAL

can-am

A BETTER WAY FORWARD

Key landowners across America realize there's another way and are committed to share.

Through a growing network of conservation tools and people committed to protecting land, families have more options for what happens to the places they love. For many, choosing conservation means walking away from significant financial gain to protect something they believe is worth more than money.

01

CONSERVATION EASEMENTS

Legal agreements that can protect land from certain future development.

02

LAND TRUST NETWORKS

Organizations helping landowners navigate conservation options.

03

CONSERVATION BANKS

Public funding programs that help make land protection possible.

04

PHILANTHROPISTS

Individuals and foundations investing in long-term conservation.

05

POLICYMAKERS

Leaders who can create incentives and support thoughtful land-use decisions.

THE FILM DOCUMENTARY VISION

Starting at the ranch lands of the Great Plains to the forests of the Southeast, we want to give audiences a window into the lives of families facing difficult decisions about their land.

We envision a feature-length documentary following a handful of these families in real time, with conservation experts helping us understand the bigger picture. Then we distribute with major streaming platform for a U.S. audience.

Our hope is to inspire people to think differently about the places worth protecting in their own communities.

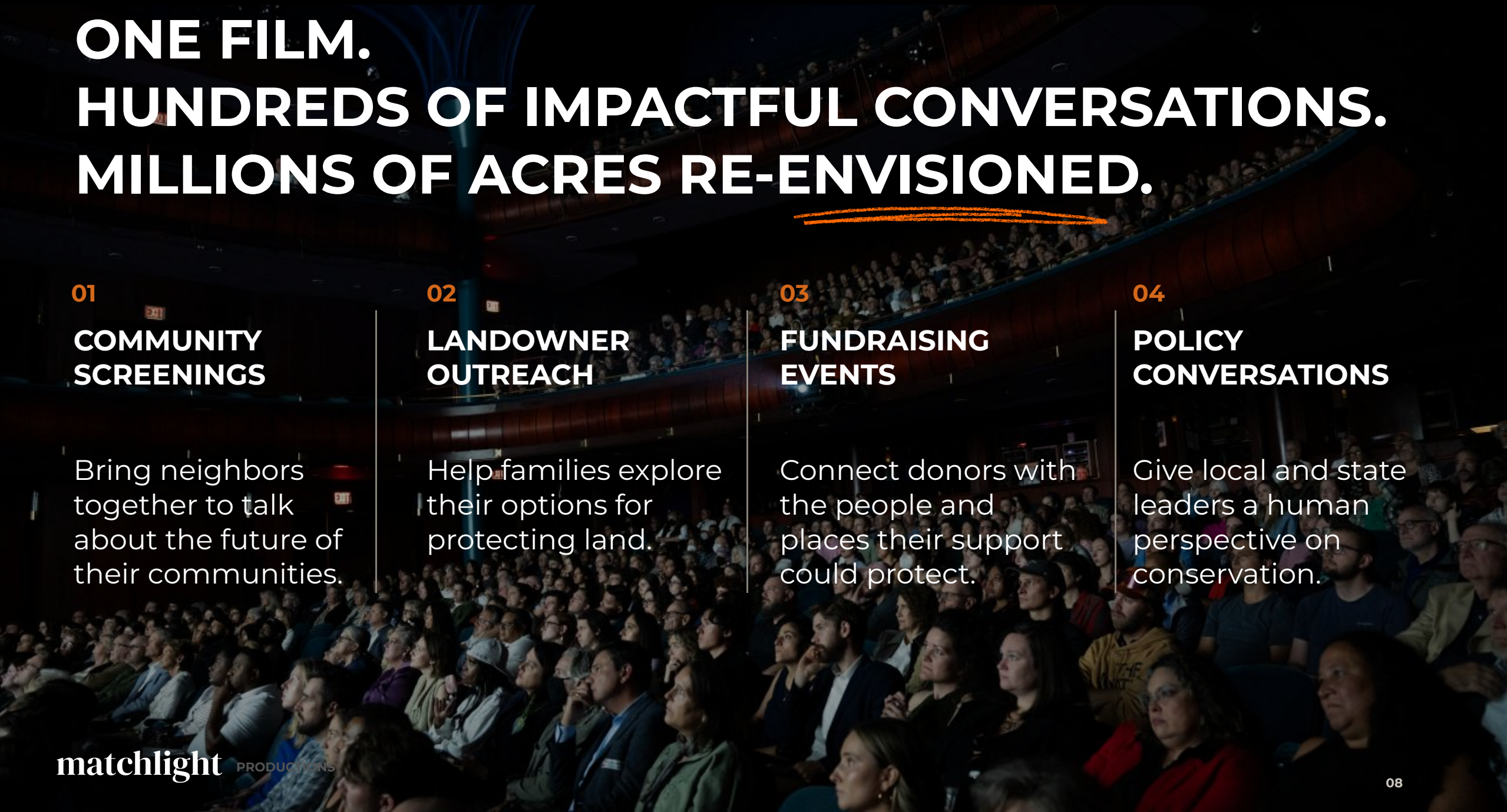
CAPTURING THE STORY IS JUST THE BEGINNING

We want this film to reach the communities where these decisions are being made.

By partnering with national conservation networks, we could give local organizations the film and resources they need to host screenings across America.



ONE FILM.
HUNDREDS OF IMPACTFUL CONVERSATIONS.
MILLIONS OF ACRES RE-ENVISIONED.



01

COMMUNITY SCREENINGS

Bring neighbors together to talk about the future of their communities.

02

LANDOWNER OUTREACH

Help families explore their options for protecting land.

03

FUNDRAISING EVENTS

Connect donors with the people and places their support could protect.

04

POLICY CONVERSATIONS

Give local and state leaders a human perspective on conservation.

A POWERFUL TOOL, A FILM FOR THIS GENERATION OF DECISION MAKERS, AND THE NEXT.

01

THE FILM

Feature documentary, with shorter versions for different events and audiences.

02

PROMOTIONAL MATERIALS

Trailer, posters, and social media assets to promote screenings.

03

DISCUSSION RESOURCES

Questions and conversation guides for hosts.

04

SCREENING PLAYBOOK

Event planning, inviting local speakers, and next steps.

WE'VE SEEN WHAT FILM CAN DO

NO PLACE TO GROW OLD | CASE STUDY

100M+
MEDIA IMPRESSIONS

10,000+
IN-PERSON ATTENDEES

40
PREMIERE CITIES

150+
COMMUNITY SCREENINGS



THIS PLACE

Our South Carolina conservation documentary introduced us to landowners making difficult decisions about the places they love. Their stories helped inspire this national film vision.

The decisions being made today will shape our landscape for generations. We'd love to be part of making those decisions count.

We're looking for partners who can help fund this documentary and bring it to communities across America.

Thank you again for the opportunity to build on the work we've already created together.

We're excited about what this campaign could become and would love the opportunity to bring it to life together.

— Team Matchlight

