



c/o Shenandoah Green, 202 S. Lewis St., Staunton, VA 24401-2121

## 2022 Earth Day Sponsorship Opportunities

**Theme: *Soil—Mother Earth from the Ground Up***

**Date: Saturday, April 23, 2022, 11AM-4PM (Rain Date: Sun., 4/24)**

Moore Farm, 272 Bells Lane, Staunton, Virginia

**Earth Day Staunton is joining forces with Kites & Critters this year to celebrate Earth Day with a family-friendly, fun-for-all day on the farm.** Earth Day Staunton is a popular event that draws and educates hundreds of people. Earth Day Staunton began in 2007. It includes interactive displays from local green organizations, native wildlife programs, Earth Hero Awards and more.

The event is hosted by Shenandoah Green and organized with the help of other local organizations including Friends of the Middle River, Valley Conservation Council, Mary Baldwin University, VA Soil & Water Conservation Districts, Headwaters Master Naturalists, Staunton Parks and Recreation, and Augusta Bird Club, Earth Day Staunton is now part of Shenandoah Green, a 501C-3 nonprofit organization. More at [www.ShenandoahGreen.org](http://www.ShenandoahGreen.org).

Earth Day Staunton posters are illustrated with drawings by area school kids and then displayed around the Staunton/Augusta/Waynesboro area. **Sponsor logos, depending on level, will be included on posters and banners if the sponsorship commitment is received before posters go to print at the end of March.**

### **Primary sponsorship includes:**

- Your logo in any print ads in the Staunton News Leader and any other print advertisement
- Your company mentioned as sponsor in any radio advertising
- Your company logo inclusion on posters and other printed material circulated throughout Downtown Staunton and displayed at the kiosks.
- Your logo, announcements and sponsorship featured on [www.earthdaystaunton.org](http://www.earthdaystaunton.org) and the Earth Day Staunton and Shenandoah Green Facebook pages.
- Press release with sponsor acknowledgement sent to media 2 weeks before the event
- Your sponsor announcement at the Earth Day Staunton event.
- Your logo displayed on event stage.
- Your logo on our event banner to be displayed during April.

**Primary Sponsorship ~ All benefits described above.**

**Cost: \$1,000 (Non-Profits \$500)**

### **Associate Sponsorship levels:**

- \$150 (Non-Profits \$50)** - Announcement on Facebook Page. Acknowledgement at Earth Day Staunton event.
- \$250 (Non-Profits \$100)** - Same as A, plus logo on poster (**if received by end of March**) & on Earth Day Staunton website.
- \$500 (Non-Profits \$250)** - Same as A & B, plus logo in Newspaper Ads.

**If these levels do not meet your needs, please do not hesitate to contact us.**

***Checks should be made payable to “Shenandoah Green” with “Earth Day” in the memo line and are tax deductible.***

Thank you for reviewing the proposal and for your support of Earth Day Staunton.

Please contact

Caroline Sheridan, Co-Chair, Earth Day Staunton, 540-885-0678 [caroline@sunspots.com](mailto:caroline@sunspots.com)