



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

2023 Earth Day Sponsorship Opportunities

Event Date: Saturday, April 22, 2023, 11AM-4PM

Gypsy Hill Park Bandstand (Rain location: Gypsy Hill Park Gym)

Earth Day Staunton 2023 is happening on the date of the worldwide Earth Day celebration—April 22nd falls on a Saturday next year! 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. In 2022, when we returned to an in-person event, over 600 people attended.

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, Headwaters 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.

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 March 1, when posters go to print.**

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 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 and included in the event passport handed out at the event.
- Your logo on our event banner to be displayed 4-6 weeks prior.

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 March 1**) & on Earth Day Staunton website. Your logo included as "Sponsor" in event passport handed out at the event.
- \$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