



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

2025 Earth Day Sponsorship Opportunities

Event Date: Saturday, April 26, 2025, 11AM-3PM

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

Earth Day Staunton is a popular event that draws and educates hundreds of area families. Earth Day Staunton began in 2007. It includes interactive, kid-friendly displays from local green organizations, tree giveaways, native wildlife programs from the Wildlife Center of Virginia, Earth Hero Awards and more. In 2024, we had beautiful weather and an estimated 800 plus people attended—an increase from previous years.

The event is hosted by Shenandoah Green and organized with the help of other local organizations including Friends of the Middle River, Shenandoah Valley Conservancy (formerly 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 by February 28th, or before posters go to print.**

Primary sponsorship includes:

- Your logo in any print or online ads.
- Your company mentioned as sponsor in any radio advertising
- Your company logo included posters and other printed material (eg., hand flyers) circulated throughout Downtown Staunton and displayed at the kiosks.
- Your logo, announcements and sponsorship featured on www.earthdaystaunton.org and included on Shenandoah Green website (www.ShenandoahGreen.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 banners to be displayed 4-6 weeks prior in Staunton.

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 February 28th**) & 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 on event hand flyer and in any print or online 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