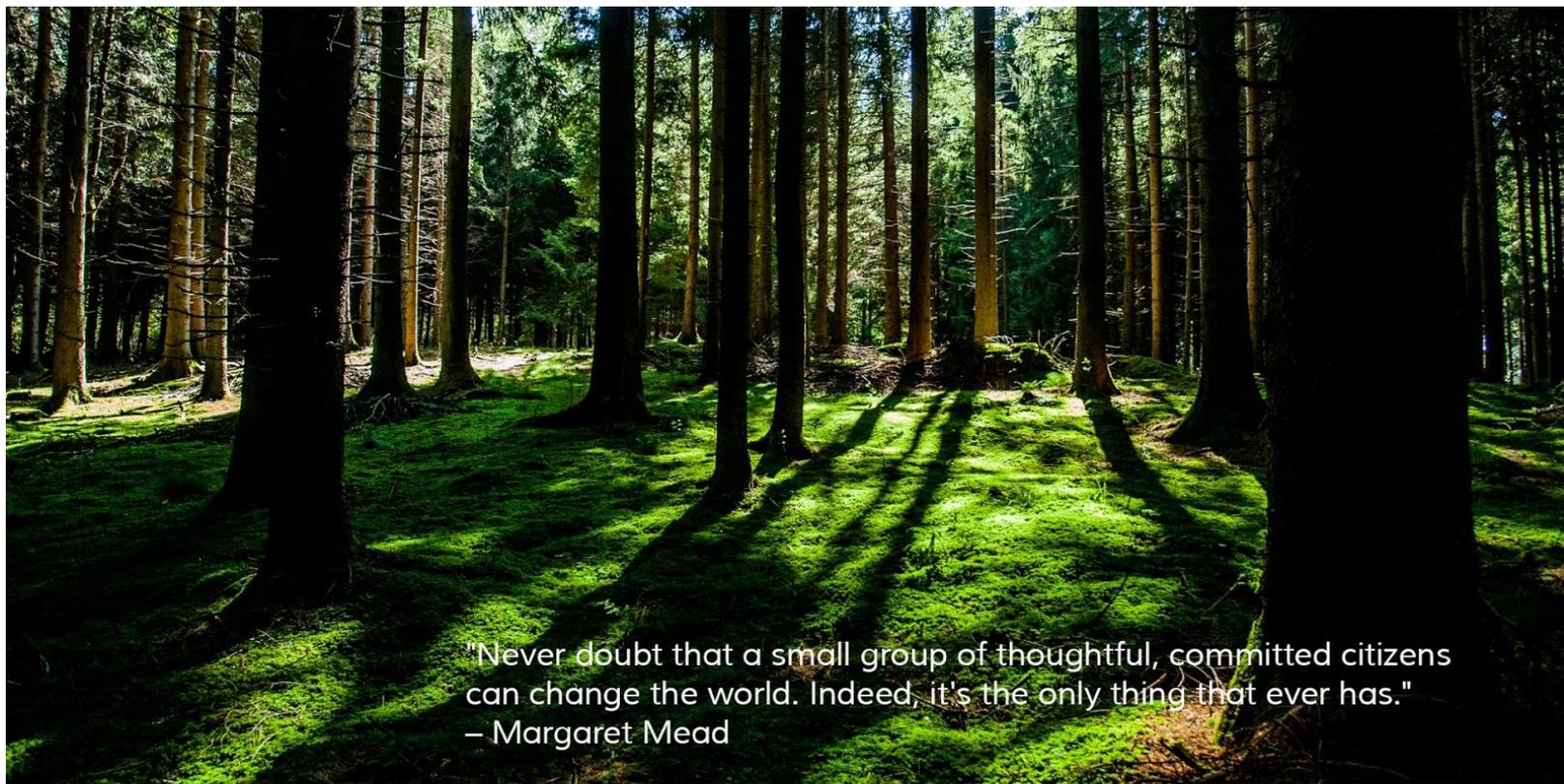




Sponsorship Packages



"Never doubt that a small group of thoughtful, committed citizens can change the world. Indeed, it's the only thing that ever has."
– Margaret Mead

A bit about Charlottesville Earth Week

Earth Week is Charlottesville and Albemarle's annual celebration of Earth Day and is an official affiliate of the Earth Day International network. Earth Week was formed in Fall 2001 by a small group of concerned citizens who wanted to reinstitute the local celebration of Earth Day and held its first public event, the Gaia Fair, in Lee Park the following April. Every year since then we have put on an Earth Day celebration encompassing and promoting both our own and other organizations' efforts to increase environmental activism and educate the community about environmental stewardship.

In 2006, Earth Week joined Virginia Organizing (then Virginia Organizing Project), a 501(c)(3) non-profit company located in Charlottesville, VA which serves as our fiscal agent. ***Therefore, all donations given to Earth Week are tax deductible.***

This year the Eco Fair will be hosted at the East end of the Downtown Mall and the N'telos Wireless Pavilion. We're working to secure the mall space for the event up to the parking garage on 5th St including the freedom of speech wall! We hope to have all exhibitors and sponsor booths on the mall and use the Pavilion for demonstrations. If it rains we'll put everyone under the pavilion.

Earth Week = Impact!

Earth Week reaches a LOT of people.

The average Eco Fair attendance in 2015 was approximately 1500 attendees. Years past we have seen an average of 800-1000 with our record attendance of several thousand attendees in a few years back.

We partner with local and regional media outlets in the months leading up to the Eco Fair, extending our reach beyond just the day of the event.

Your sponsorship donation ensures that we can provide worthwhile and engaging programming at the festival and affords the opportunity to have a wider marketing reach by allocating more funding to advertising.

Attendance, engagement, and the success of the Eco Fair relies on your support!

What's in it for you?

Earth Week wants to make sure that our partnership is beneficial for all parties involved!

So, in addition to the aforementioned reach, you can expect the following:

1. Online presence at www.EarthWeek.org
2. Print presence in local magazines and newspapers
3. Exposure on banners, posters and flyers advertising the Eco Fair
4. Radio mentions and the ever-effective word of mouth (this will be our 15th year so we've been talking this up for quite a while!)
5. Additional possibilities are in the works, but until we can guarantee it, we won't talk about it.

See the sponsorship benefit descriptions starting on page 6 for each donation.

Where Does your Money Go?

Production Costs

We have significant production costs for the Eco-Fair, from advertising fees, modest administrative fees, purchase of promotional items, maintenance expenses for outdated materials, etc. These are kept to a minimum, but still add up to a significant cost.

Programing

We have a great deal of support offered to us for free, but we don't like to ask people to give year after year for free. Time and money are forms of energy, and we like to repay in-kind, as we can.

It saves us much volunteer time (which is a scarce and precious commodity) and affords us much greater freedom in crafting the Earth Week offerings to be able to pay for some of the things we want to present.

As such, this year we are seeking support with many specific expenditures in mind:

- Honoraria for our speakers and presenters
 - Children's programming
 - Publicity
-

- A separate film screening
- And the potential for even more special features, which all depend on finding generous supporters like you!

Fiscal Agent

Virginia Organizing is our parent organization and fiscal agent, giving us 501(c)(3) status and providing immeasurable support. For their services, we give 3% of everything we take in to them.

*** All donations are completely tax-deductible as we are a 501(c)(3) non-profit ***

Please help us keep Earth Week a free and thriving event in our community!



Sponsorship Levels

Title / Presenting Sponsor - \$5,000

Flowering tree names given arbitrarily, but designed to remind us of our local natural heritage plants, rather than reiterate the relative value of “precious,” yet relatively worthless metals (gold, silver, bronze, ect).

Dogwood Sponsor - \$2,000

Our state flower and state tree has "flowers" which are small and inconspicuous, surrounded by four easily-recognized showy, white, notched petal-like bracts, which appear in early spring.

Redbud Sponsor - \$1,000

The redbud has bright pink to purple flowers clustered along the twigs and branches before the leaves in early spring and, as a member of the legume family, can actually improve the soil in which it grows!

Shadbush Sponsor - \$500

The shadbush (a.k.a. Juneberry, Sarvis, Serviceberry) has showy white petals in elongated, drooping bunches in spring before the leaves emerge, its common name given by settlers because blooming coincided with the shad migration.

Hawthorn Sponsor - \$200

The hawthorn blooms in late spring to early summer with white clusters of flowers which yield to cheerful red berries lasting into winter to provide tasty nutrition for birds.

* In the specific description of what we offer in exchange for various sponsorship donations, we only list what we can guarantee. You may, in actuality, get more exposure, more coverage, and more value. However, we won't say it until we can guarantee it.

Presenting Sponsor Benefits

Recognition everywhere:

- Everywhere you see “Earth Week Eco Fair 2016,” so shall you see “Presented by [your company’s name],” logo, and when online, a link to your website

On www.EarthWeek.org:

- Top Recognition on our “Sponsors” page
- Your logo on every page of the website (header)
- Personalized organization environmental efforts feature on www.EarthWeek.org - you can provide the content for this post or we’ll interview you to write one up

Print:

- Sponsorship recognition everywhere that we advertise in print, including all formally-produced flyers and posters
- Per “Everywhere” line item, any print in magazines and non-weekly papers will have your name and your logo, if we have any control over content

At the Eco-Fair:

- Table space (two table spaces included with sponsorship; more may be available)
- Extra-large banner at center stage of the Pavilion (banner itself provided by sponsor, and subject to approval by venue)
- MC will periodically thank the sponsors, with specific mention of all title sponsors

On the Air:

- Verbal mention in every local radio interview and appearance
- Possible mention on television - any television interviews will include a verbal mention

All this available for a \$5,000 sponsorship donation!

Dogwood Sponsor Benefits

On www.EarthWeek.org:

- Secondary Recognition on our “Sponsors” page
- Your logo on every page of the website (header)
- Featured sponsor post on www.EarthWeek.org detailing your efforts to aid the Earth
- Description on Sponsors page

Print:

- Sponsorship recognition everywhere that we advertise in print, including all formally-produced flyers and posters
- Print in magazines and non-weekly papers will have “with additional support by” or “sponsored by” and your name and logo, if we have this control over content

At the Eco-Fair:

- Table space (one table space included with sponsorship; more may be available)
- Large banner at center or side stage of the Pavilion (banner itself provided by sponsor, and subject to approval by venue, and center vs. side will depend on whether title sponsors have banners present)
- MC will periodically thank the sponsors, with frequent specific mention of the Dogwood level sponsors

On the Air:

- Verbal mention in every local radio interview and appearance
- Possible mention on television - any television interviews will include a verbal mention

All this available for a \$2,000 sponsorship donation!

Redbud Sponsor Benefits

On www.EarthWeek.org:

- Recognition on our “Sponsors” page
- Your logo on every page of the website (header)
- Featured sponsor post on www.EarthWeek.org detailing your efforts to aid the Earth
- Description on Sponsors page

Print:

- Sponsorship recognition everywhere that we advertise in print, including all formally-produced flyers and posters
- Print in magazines and non-weekly papers will have “with additional support by” or “sponsored by” and your name and logo, if we have this control over content

At the Eco-Fair:

- Table space (one table space included with sponsorship; more may be available)
- Medium banner at side stage of the Pavilion (banner itself provided by sponsor, and subject to approval by venue)
- MC will periodically thank the sponsors, with occasional specific mention of the Redbud level sponsors

All this available for a \$1,000 sponsorship donation!

Shadbash Sponsor Benefits

On www.EarthWeek.org:

- Recognition and description on our “Sponsors” page
- Your logo on every page of the website (footer)

Print:

- Posters may have sponsorship recognition and logo, depending on space available

At the Eco-Fair:

- Table space (one table space included with sponsorship; more may be available)
- Medium banner at side stage of the Pavilion (banner itself provided by sponsor, and subject to approval by venue)
- At least one mention from stage thanking Shadbush level sponsors

All this available for a \$500 sponsorship donation!

Hawthorn Sponsor Benefits

On www.EarthWeek.org:

- Recognition and logo on sponsors page
- Logo on every page of the website (footer)

Print:

- Posters may have sponsorship recognition and logo, depending on space available

At the Eco-Fair:

- Table space (one table space included with sponsorship; more may be available)
- At least one mention from stage thanking Hawthorn level sponsors

All this available for a \$200 sponsorship donation!

Earth Week + YOU = Partners?

Please remember that all donations are tax deductible.

In addition to the above sponsorship levels we are always open to donations both monetary, resources or other items that we could raffle off during Earth Week to help fundraise.

Thank you for considering a partnership with Earth Week.

It is because of our sponsors and our vibrant community that we are able to put on the Eco Fair each year.

If you'd like to sponsor the Eco Fair please complete the form on the Sponsors page of our website or email the Executive Director at director@earthweek.org

We look forward to working with you to make 2016 the best Eco Fair yet!

Other Questions?

If you still have questions, please contact:

Earth Week's Executive Director, Heather Phillips

director@earthweek.org (preferred contact method)
