



Great Outdoor Weekend 2019 Sponsorship Package



SPONSORSHIP OPTIONS	Trailblazing Sponsor	Biking Sponsor	Hiking Sponsor	Walking Sponsor
DONATION LEVEL	\$7,500	\$3,500	\$1,500	\$500
Recognition on all TV, print and digital ads including: <ul style="list-style-type: none"> 62 CET/ThinkTV spots during August and September (CET and ThinkTV combines to reach 1.3 million TV households weekly) Cincinnati Family and NKY Family magazines and www.cincinnatifamilymagazine.com (estimated reach of 150K+) Distributed posters (300) and brochures (12,000) 	Top Row	1st Row	2nd Row	3rd Row
Recognition on all transit ads (interior bus ads in all Metro buses for 1 month starting mid-August, ~1.3 million passenger trips)	Logo	Logo	Logo	Logo
Recognition on event website for one year (www.greatoutdoorweekend.org , 8,000 page views estimated for just the month leading up to the event)	Logo and link to organization's website	Logo and link to organization's website	Logo and link to organization's website	Logo
Name recognition in event press release	Prominent recognition on press release	Prominent recognition on press release		
Recognition on at least one email blast highlighting event (5,000 subscribers)	Logo	Logo		
Radio spots on WVXU/WGUC recognizing sponsorship (weekly listenership of 230,900)	8	4		
Social Media: Facebook and Twitter (followers on Facebook: 5,400 and Twitter: 2,000)	Mentioned in posts promoting event at least 2x	Mentioned in posts promoting event at least 2x	Mentioned in posts promoting event at least once	

Commit by June 20, 2019 to receive maximum benefits described above.



Sponsorship Registration

Yes, I want to sponsor the Great Outdoor Weekend at the following level:

- _____ \$7,500 – Trailblazing Sponsor
- _____ \$3,500 – Biking Sponsor
- _____ \$1,500 – Hiking Sponsor
- _____ \$500 – Walking Sponsor
- _____ Other (Please indicate amount: \$_____)

Sponsor Information:

Company Name: _____

Contact Name: _____

Address: _____

City: _____ State: _____ Zip: _____

Phone: _____ Email: _____

Payment:

Credit Card: CC # _____ Exp. Date: _____

Cardholder's Name: _____ Verification Code: _____

Cardholder's Signature: _____

Check enclosed

Check to follow

Checks should be made payable to Green Umbrella. Your sponsorship is tax deductible as provided by law. Sponsors will receive an official receipt for tax purposes outlining the tax-deductible portion of the sponsorship. Green Umbrella is a 501(c)(3) organization; our tax ID# is 31-1770299.

Please return completed form to:

GOW c/o Green Umbrella
5030 Oaklawn Drive
Cincinnati, OH 45227
Fax: (513) 297-7938

For more information, please contact:

Rashida Manuel
Director of Public Engagement
(513) 541-1538
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