# Great Outdoor Weekend 2019 Sponsorship Package

<table>
<thead>
<tr>
<th>SPONSORSHIP OPTIONS</th>
<th>Trailblazing</th>
<th>Biking</th>
<th>Hiking</th>
<th>Walking</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>$7,500</td>
<td>$3,500</td>
<td>$1,500</td>
<td>$500</td>
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</tbody>
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**Recognition on TV, print and digital materials:**
- 62 CET/ThinkTV spots August and September (networks reach 1.3 million TV households weekly)
- Cincinnati Family and NKY Family magazines and www.cincinnatifamilymagazine.com (est. reach of 150K+)
- Distributed posters (300) and brochures (12,000)

**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](http://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
- Recognition on press release

**Recognition on at least one email blast highlighting event (5,000 subscribers)**
- Logo
- Logo
- Logo

**Radio spots on WVXU/WGUC**
(weekly listenership of 230,900)
- 8 mentions
- 4 mentions

**Social Media: Facebook and Twitter**
(followers on Facebook: 8,000 and Twitter: 3,000)
- Mentioned in posts promoting event at least 4x
- Mentioned in posts promoting event at least 2x
- Mentioned in posts promoting event at least once

Commit by June 21, 2019 to receive maximum benefits described above.
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: $__________)

Register as a sponsor [online] or by completing this form.

Sponsorship Registration

Sponsor Information:

Company Name: ______________________________________________________________________________________________

Contact Name: ______________________________________________________________________________________________

Address: __________________________________________________________________________________________________

City: ______________________________________________________________________________ State: ___________ Zip: ___________

Phone: __________________________ Email: __________________________________________________________

Payment:

☐ Credit Card: CC # __________________________ Exp. Date: _______________

Cardholder’s Name: __________________________________________________________________________________________

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
rashida@greenumbrella.org