



Great Outdoor Weekend 2017 Sponsorship Package



SPONSORSHIP OPTIONS	Green Sponsor	Outdoor Recreation Sponsor	Biking Sponsor	Hiking Sponsor	Walking Sponsor
DONATION LEVEL	\$7,500	\$5,000	\$1,000	\$500	\$250
Recognition Type	Prominent recognition on all event signage, press release and radio advertising	Prominent recognition on press release and radio advertising	Logo	Logo	Name
Recognition on all print and digital ads (see detail below), distributed posters (250) and brochures (12,000)	Top Row	1st Row	2nd Row	3rd Row	4th Row
Recognition on all transit ads (see detail below)	X	X	X		
Organization profile on event website (greatoutdoorweekend.org)	X	X	X		
Recognition on email blasts highlighting event: (Green Umbrella <i>Insider</i>, <i>Green News You Can Use</i>, reaching 4,500 subscribers)	X	X			
Radio spot WVXU/WGUC recognizing sponsorship (read by announcer)	8 (valued at \$640)	4 (valued at \$320)			

Notes:

Digital, print and transit ads include:

- Print and online event advertising including Cincinnati Family and NKY Family magazine, and www.cincinnatifamilymagazine.com (estimated reach of 150,000+)
- Interior bus advertisements on Metro for one month (390 buses, all 54 routes, starting mid-August, estimated reach of 2 million passenger trip impressions)



Sponsorship Registration

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

- _____ \$7,500 – Green Sponsor
- _____ \$5,000 – Outdoor Recreation Sponsor
- _____ \$1,000 – Biking Sponsor
- _____ \$500 – Hiking Sponsor
- _____ \$250 – 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
4138 Hamilton Ave, Suite D
Cincinnati, OH 45223
Fax: (513) 297-7938

For more information, please contact:

Amy Yokel
Communications & Program Manager
(513) 541-1538
amy[at]greenumbrella.org

