



Dear Valued Sponsor:

Hope this finds you well. One of America's oldest, continually running environmental events is set to celebrate its 28th year when Earth Day Omaha returns to Elmwood Park on Saturday, April 22, 2017.

Every year, Earth Day Omaha features over 100 exhibitors, a multitude of children's activities, demonstrations, speakers and live music from top local bands. Over 100,000 consumers in the Omaha MSA will be exposed to our marketing and advertising and upwards of 8,000 active consumers and their families are expected to attend.

This year's event will build on that long tradition of success. We've added even more:

- Custom focus areas to maximize experiential marketing opportunities.
- "Tell Your Green Story" with video and sponsored content opportunities.
- A virtual Earth Day Every Day on our website, so not only will you sponsor the annual event, but you'll be recognized as a sponsor on our website year round at the Emerald Green or higher level.
- A new "special focus" area within the event -- Home Efficiency -- to join our Vehicle Showcase and Local Foodshed areas.

We'd love to have you back again for an Earth Day Omaha sponsorship!

Please find details in the attached Sponsorship Opportunities sheet. Our early deadline this year for sponsorships is February 3, 2017.

We are very excited for another great event and hope you can join us!

If you have any questions, or if we can be of any assistance in this matter, please do not hesitate to contact us.

Sincerely,

Liz Davis
Earth Day Omaha
Board President

John Heaston
Earth Day Omaha
Sponsorship & Stage Coordinator



Sponsorship Opportunities

April 22, 2017 in Elmwood Park

Earth Day Omaha is the region's premier environmental event, featuring educational activities, green information and entertainment for all ages. Reach up to 8,000 attendees and through our marketing and media partnerships, over 100,000 Omaha MSA consumers, targeting consumers most interested in the environment and sustainability.

- Up to 8,000+ attendees
- 100+ exhibitors
- 100,000+ media plan

Sponsorship Levels

Sustainable Presenter - \$10,000

• Presenting recognition in all materials, including flyers, print, billboard and digital advertising

Content & Digital

- Back Cover and 2-page sponsored content in program
- Premium video package, posted to Facebook and embedded on website, owned by you
- Prominent logo listing and custom page on website
- Quarterly blog post on sustainable activities
- 24 posts & monthly linked/graphic posts on social media

Event

- Prominent banner on main stage
- Speaking slot on the main stage during the event
- Focus area equivalent to 4 booths, logo marked on map
- Mention during every break

Forest Green - \$5,000

- Prominent logo recognition in all materials, including flyers, print, billboard and digital advertising
- 1-page sponsored content in program & blog post
- Basic video package, posted to Facebook and embedded on website, owned by you
- Prominent logo listing & description with backlinks on website
- Semiannual blog post on sustainable activities
- 12 posts and quarterly linked/graphic posts on social media
- Logo on MainStage banner
- Event area equivalent to 2 booths, listed on map
- Mention during every other break
- Area Sponsorship or Friend of the Environment Award Sponsorship

ASK ABOUT OUR CUSTOMIZED SPONSORSHIPS TO FIT YOUR SPECIFIC ORGANIZATION & GOALS!

Olive Green - \$2,500

- Logo recognition in all materials, including flyers, print, billboard and digital advertising
- 1/2-page sponsored content in program & blog post
- Logo listing and service sentence on website & program
- Ten recognitions on main stage during the event.
- Booth at Earth Day Omaha.
- 8 posts & semiannual linked/graphic posts on social media

Earth Green - \$1,000

- Name recognition in all materials, including flyers, print, billboard and digital advertising
- 1/4-page sponsored content in program & blog post
- Logo listing on program & website
- Five recognitions on main stage during the event.
- Booth at Earth Day Omaha.
- 4 posts on social media

Emerald Green: \$500

- Name listing on website & program
- Two mentions on main stage during the event
- Booth or vehicle display at Earth Day Omaha
- 2 posts on social media

Lime Green: \$350

- Name listing on program
- Booth or vehicle display at Earth Day Omaha

DISPLAY THE BADGE!

With every level of sponsorship, let customers and the community know your business is green friendly



**DEADLINE 2/28/17 • HALF DOWN UPON SIGNING, BALANCE DUE 3/17/17
LATE CHARGE EQUAL TO 10% OF SPONSORSHIP AFTER 2/28/17
ALL SPONSORSHIPS SUBJECT TO EARTH DAY OMAHA BOARD APPROVAL**

___ Yes! I want to be part of Omaha's Largest Environmental Event as a _____ Sponsor

PRINT NAME	TITLE	ORGANIZATION	SIGNATURE	DATE
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Make Payable and Send To: Earth Day Omaha, P.O Box 4183, Omaha, NE 68104

WE THANK YOU FOR YOUR TIME AND CONSIDERATION!

John Heaston • Sponsorships@EarthDayOmaha.org • 402-547-7319