



## EARTH DAY OMAHA SPONSOR FORM

### Dear Valued Sponsor:

Sustainability is a massively trending topic, but with the current state of our world, the sustainability market is just getting started.

According to Nielsen reports, [80% of Millennials](#) are willing to pay more for products that have social responsibility claims, [73% of consumers overall](#) say they would definitely change their consumption habits to reduce environmental impact, and the sustainable products market is estimated to reach [150 billion](#) in 2021.

While this shift may be new, Earth Day Omaha is one of America's oldest continually running environmental events. And this year we are celebrating National Earth Day's 50th anniversary (and our 31st year) at Elmwood Park on **Saturday, April 18!**

With exposure to over **100,000 people** and an expected **attendance of 8,000**, our event is the largest annual gathering in Omaha of sustainability-minded consumers.

Our traditional successful formula includes over 100 exhibitors and vendors, children's activities, eco-demonstrations, tree climbing, bike valet parking, speakers, and local food vendors.

To increase attendee retainage, improvements this year include **expanding the beer garden** and **partnering with Maha Music Festival** to select and present the live music acts. Plus, we're estimating that we'll reach our **Zero Waste** goal for the first time in Earth Day Omaha history.

Based upon the attributes of your organization, we feel our demographics are a match. By sponsoring Earth Day Omaha, you'll be sending a clear signal to eager sustainable consumers on where you stand while being able to actively engage with them.

We have a variety of sponsorship levels that you'll find attached. Early deadline to guarantee all sponsorship benefits is February 28, 2020.

We need organizations like yours to continue this tradition. We hope you'll sign on this year!

Sincerely,

**Brittany Dabestani**  
Earth Day Omaha  
Sponsorship & Logistics Coordinator

**Angie Remington**  
Earth Day Omaha  
Board Chair



## EARTH DAY OMAHA SPONSOR FORM

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

- Up to 12,000+ attendees
- 100+ exhibitors
- 100,000+ media plan

### Sustainable Presenter \$10,000

*All benefits from levels below, plus*

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

#### Content & Digital

- Full page of content in The Reader special section
- Prominent logo listing and custom page on website
- Quarterly self-submitted blog post on sustainable activities (subject to review by board)
- Mention during media promotion spots

#### Event

- Prominent logo/name feature on main stage LED screen
- Up to 10-minute commercial/presentation on the main stage during the event
- One-minute interview in Facebook live stream at the event
- Creation of up to a 3-minute video featuring your company/organization at Earth Day Omaha
- Focus area equivalent to 4 booths, logo marked on map
- Ten professional event photos

### Forest Green \$5,000

*All benefits from levels below, plus*

- Prominent logo recognition in all materials, including flyers, print, billboard and digital advertising
- Inclusion of ½-page of content in The Reader special section
- Semiannual self-submitted blog post on sustainable activities for website (subject to review by board)
- Prominent logo listing with backlink on website
- Logo on Main Stage LED Screen
- Mini interview via Facebook live stream at Earth Day Omaha
- Up to three-minute commercial/presentation on the main stage
- Event Zone Sponsorship -or- Friend of the Environment Award Sponsorship (assigned on a first come, first served basis)
- Five professional photos

### Sea Green \$2,500

*All benefits from levels below, plus*

- Logo recognition in all materials, including flyers, print, billboard and digital advertising
- Inclusion of ¼-page of content in The Reader special section
- Creation of up to a one-minute video featuring your company/organization at Earth Day Omaha
- Unique Facebook post/photo of your booth at Earth Day
- Self-submitted blog post on sustainable activities (subject to review by board)
- Three professional event photos

### Grass Green \$1,000

*All benefits from levels below, plus*

- Logo listing in The Reader's quarterly issue
- Logo with backlink on website
- Main stage recognition during the event

### Fern Green \$500

*All benefits from levels below, plus*

- Professional photo taken at event of your choosing
- Name listing with backlink on website
- Linked/graphic social media posting
- Appearance in Facebook live stream at event

### Moss Green \$350

- Name listing on website & digital program
- Booth or vehicle display at Earth Day Omaha
- Recognition on social media

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

**DEADLINE 2/28/20 • LATE SPONSORSHIPS MAY NOT RECEIVE ALL BENEFITS**

ALL SPONSORSHIPS SUBJECT TO EARTH DAY OMAHA BOARD APPROVAL

**DISPLAY THE BADGE!** With every level of sponsorship, let customers know you support Earth Day Omaha with our digital badge.

**Brittany Dabestani | [Sponsorships@EarthDayOmaha.org](mailto:Sponsorships@EarthDayOmaha.org) | 402-980-2818**

Earth Day Omaha Coalition, P.O. Box 4183, Omaha, NE 68104



## EARTH DAY OMAHA SPONSOR FORM

**Sponsorship Level:**

- |   |  |
|---|--|
| <input type="checkbox"/> Sustainable Presenter (\$10,000) | <input type="checkbox"/> Grass Green (\$1,000) |
| <input type="checkbox"/> Forest Green (\$5,000)           | <input type="checkbox"/> Fern Green (\$500)    |
| <input type="checkbox"/> Sea Green (\$2,500)              | <input type="checkbox"/> Moss Green (\$350)    |

**Company Name** (as it should be listed on all marketing and promotional materials):

**Sponsorship Representative** (main contact for sponsorship):

**Sponsor Rep Email:**

**Sponsor Rep Direct Phone Number:**

**Company Mailing Address, City, State, Zip:**

**Website to be Linked on Event Webpage:**

\_\_\_ Yes, I want to customize my sponsorship! Please provide any details below about how you would like to be involved with Earth Day Omaha 2020 and we will contact you with further information.

Please sign me up for my free:

- booth, -or-
- vehicle display, -or-
- donate my booth to \_\_\_\_\_

NON PROFIT ORGANIZATION OF YOUR CHOICE

Please note that this is a Zero Waste event. Please incorporate Zero Waste principles into your event giveaways by handing out ONLY compostable, recyclable, biodegradable, upcycled, or otherwise environmentally-friendly materials.

For ideas check out the SWAG Hierarchy:

[https://www.postlandfill.org/wp-content/uploads/2018/09/swag\\_24x36.pdf](https://www.postlandfill.org/wp-content/uploads/2018/09/swag_24x36.pdf)

**Upon agreeing to this sponsorship, please return this completed form, a high-res company logo, and check made payable to Earth Day Omaha.**

**Signature:** \_\_\_\_\_ **Date:** \_\_\_\_\_

**WE THANK YOU FOR YOUR SUPPORT!**

**Brittany Dabestani | [Sponsorships@EarthDayOmaha.org](mailto:Sponsorships@EarthDayOmaha.org) | 402-980-2818**

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