

Charlotte Clean and Green

April 16, 2011

Sponsorship Prospectus



An Earth Day Celebration

Play **GREEN.** Live **GREEN.** Save **GREEN.**



Charlotte Clean and Green -
7000 people and growing !



Charlotte Clean and Green 2011

Play **GREEN**. Live **GREEN**. Save **GREEN**.

Charlotte Clean and Green – Delivers Growing Attendance

Charlotte Clean and Green is a not-for-profit 501(c)(3) organization founded in 2007 with the mission to reach out to all constituencies in the Charlotte-Mecklenburg region and beyond – individuals, families and businesses -- to educate, motivate and inspire them to live, work and play more sustainably and to provide practical and economical ideas and resources to help those constituencies achieve that goal. Charlotte Clean and Green’s annual learning festival known by the same name, is a community-wide Earth Day Celebration that inspires and motivates the general public to practice living more “green” in their everyday lives. More than passive education; *Charlotte Clean and Green* provides an entertaining and attractive setting for individuals, families and businesses to gain specific knowledge on making life changes to help the environment that are easy and economically smart. The *Charlotte Clean and Green* learning festival qualified the City of Charlotte to be named as one of the top 15 cities for Earth Day events according to the EcoFactory: (“Top 15 Cities on Earth Day”

<http://www.ecofactory.com/community/blogs/elizabeth-roller/top-15-cities-earth-day>)

First Year Attendance in 2008: 2000

Second Year Attendance in 2009: 4000

Third Year Attendance in 2010: 7000

Now in its fourth year, *Charlotte Clean and Green* expects to set yet another attendance record with our goal of 10,000 people. The word is out. *Charlotte Clean and Green* delivers:

- **A wide variety of FREE, info-packed classes taught by experienced pros.**
- **Low priced, fabulous food sourced from local growers. Fun entertainment for families.**
- **Convenient location at Central Piedmont Community College’s main campus in Charlotte.**
- **A multitude of vetted, green exhibitors showcasing a broad spectrum of quality goods and services.**

Presenting Sponsor

Charlotte Clean and Green 2011

Presenting Sponsorship: \$15,000 (Up to three available)

At this level, your company is branded as a premier level sponsor throughout the learning festival. Specific benefits include:

- Use of *Charlotte Clean and Green* logo on your website and approved Company materials.
- Most prominent, top billing Logo placement and link on *Charlotte Clean and Green* website, <http://www.charlottecleanandgreen.com>, commensurate with Presenting sponsorship level.
- Inclusion in multiple community press initiatives.
- Opportunity to post a relevant article or company spotlights (subject to organizing committee approval) on *Charlotte Clean and Green* website for specified time period.
- Your Logo placement on advertising materials, where appropriate, commensurate with space limitations and production deadlines.
- Your Logo placement on any social media e-marketing efforts, commensurate with sponsorship level and distribution deadlines.
- Your Logo placement in day of event program, with sponsorship level, including up to 100 word statement about your company's environmental and sustainability commitment.
- Signage recognition commensurate with sponsorship level.
- Logo placement on any ads and festival T-shirts where appropriate pending space limitation and deadlines.
- Opportunity for company representative to provide words of welcome and/or introduction for one of the track sessions.
- Opportunity to sample your company's products during the learning festival.
- 20x20 tent Exhibit Space within Educational Festival – placement commensurate with sponsorship level.
- First right of refusal for sponsorship in future years.

Presenting Sponsorship: \$15,000

Charlotte Clean and Green 2011

Play GREEN. Live GREEN. Save GREEN.

Gold Sponsor

Charlotte Clean and Green 2011

Gold Sponsorship: \$10,000 (Up to three available)

As this level, your company is branded as a second tier premier sponsor throughout all events and activities. Specific benefits include:

- Use of *Charlotte Clean and Green* logo on website and approved Company materials.
- Your Logo placement and link on *Charlotte Clean and Green* logo website, <http://www.charlottecleanandgreen.com>, commensurate with sponsorship level.
- Inclusion in multiple community press initiatives.
- Your Logo placement on all advertising materials, where appropriate, commensurate with sponsorship level, space limitations and pending deadlines.
- Your Logo placement on any social media e-marketing efforts, commensurate with sponsorship level and pending distribution deadlines
- Your Logo placement in day of event program and T-shirts, commensurate with sponsorship level.
- Signage recognition commensurate with sponsorship level
- Opportunity for company representative to provide words of welcome and/or introduction for one of the track sessions.
- Opportunity to sample your company's products during the learning festival.
- 20x10 tent Exhibit Space within Educational Festival, placement commensurate with sponsorship level.

Gold Sponsorship: \$10,000

Charlotte Clean and Green 2011

Play GREEN. Live GREEN. Save GREEN.

Silver Sponsor

Charlotte Clean and Green 2011

Silver Sponsorship: \$5,000

As this level, your company is branded as a higher level general supporter. This level also affords alignment with a specific component of the event equated to the value. Specific benefits include:

- Use of *Charlotte Clean and Green* logo on website and approved Company materials.
- Logo placement and link on *Charlotte Clean and Green* logo website, <http://www.charlottecleanandgreen.com/> commensurate with sponsorship level.
- Logo placement on select advertising materials, where appropriate, commensurate with sponsorship level, space limitations and production deadlines.
- Logo placement on any e-marketing efforts, commensurate with sponsorship level and pending distribution deadlines.
- Logo placement in day of event program and T-shirts commensurate with sponsorship level.
- Opportunity to sample your company's products during the learning festival.
- Signage recognition commensurate with sponsorship level.
- 10x10 tent Exhibit Space within Educational Festival - placement commensurate with sponsorship level.

Silver Sponsorship: \$5,000

Charlotte Clean and Green 2011

Play GREEN. Live GREEN. Save GREEN.

Supporting Sponsor

Charlotte Clean and Green 2011

Supporting Sponsorship: \$1,000

As this level, your company is branded as a general supporter. Specific benefits include:

- Use of *Charlotte Clean and Green* logo on website and approved Company materials.
- Your Logo placement and link on *Charlotte Clean and Green* logo website <http://www.charlottecleanandgreen.com>, commensurate with sponsorship level.
- Your Logo placement on select advertising materials, where appropriate, commensurate with sponsorship level, space limitations and pending deadlines.
- Your Logo placement in day of event program commensurate with sponsorship level.
- Signage recognition commensurate with sponsorship level.
- 10x10 tent Exhibit Space within Educational Festival - placement commensurate with sponsorship level.

Supporting Sponsorship: \$1,000

Charlotte Clean and Green 2011

Play GREEN. Live GREEN. Save GREEN.

Your *Charlotte Clean and Green* Opportunity

Sponsors. Sponsoring the *Charlotte Clean and Green* Learning Festival provides an engaging opportunity for companies and organizations to reach out to consumers and the general public while aligning with important green objectives. There are varying levels of sponsorship support, which are outlined above.

Exhibitors. There is an exhibit-only category for those unable to sponsor, but wanting to procure exhibit space to share their products and/or information. Please see the Exhibitor Page at

<http://www.charlottecleanandgreen.com> for more info and a downloadable Exhibitor Packet.

All exhibitors are vetted for appropriate products and message.

Zero Waste Initiative. *Charlotte Clean and Green* embraces a zero waste goal and encourages all sponsors, vendors and exhibitors to follow our zero waste guidelines available at

<http://www.charlottecleanandgreen.com>

For Sponsorship information

Chatham Olive, Committee Chair
chatham.olive@charlottecleanandgreen.com
704.953.3416

or

Bill Gupton
bill.gupton@charlottecleanandgreen.com
704-367-0068

For Exhibitor and Vendor information

The *Charlotte Clean and Green* website is: <http://www.charlottecleanandgreen.com/>

Charlotte Clean and Green 2011

Play **GREEN.** Live **GREEN.** Save **GREEN.**