

# The St. Louis Earth Day Festival

reaches thousands of people every year with a message of celebration and respect for our environment. Partnerships with sponsors and the generosity of donors ensures that the Festival remains free to all and enables our year-round mission through programs like Recycling On the Go, Earth Day Action Grants and the Green Dining Alliance.



Sunday, April 24, 2016 • 10 am - 6 pm

SPONSORSHIP  
OPPORTUNITIES



## Why Sponsor Earth Day?

**Promote** your brand, products, and services to a highly-educated, consumer-conscious audience.

**Support** environmental sustainability in St. Louis.

**Network** with other like-minded businesses and consumers.

**Increase** your brand's visibility, strengthening its association with environmental sustainability.

**Highlight** what your company is doing to support community efforts and environmental stewardship.

### 2015 By The Numbers

- 50,000 attendees
- 245 booths
- 264 volunteers
- 2,483 Twitter followers
- 3,886 Facebook "likes"
- 285,839 website visits in April
- 68,528 page views in April
- 17 million media impressions
- \$271,000 marketing value

For more information and to receive the full sponsorship prospectus, contact Jen Myerscough | [Jen@stlouisearthday.org](mailto:Jen@stlouisearthday.org) | (314) 458-5367

# Sponsorship Opportunities



## Global - \$40,000

Billboards, web/print ads, website, posters, e-blast

## Oceanic - \$20,000

Web/print ads, website, posters, e-blast

## Continental - \$10,000

Website, posters, e-blast

## Ecosystem - \$5,000

Posters, e-blast

## Community - \$3,000

## Neighborhood - \$1,500

See page 4 of sponsorship prospectus for a full list of benefits at each level.

Recognition and booth location/size are determined by sponsorship level.

## All sponsorships include:

- Booth space in prime location, tent, tables and chairs
- On-site logo placement at Festival
- Recognition on the St. Louis Earth Day website and event program
- Vouchers for commemorative St. Louis Earth Day t-shirts
- Complimentary tickets to the Earth Day Eve fundraiser the evening before the Festival (VIP or General Admission)
- Ability to use St. Louis Earth Day and St. Louis Earth Day Festival logos and branding on company promotional materials
- Recognition in Festival report and St. Louis Earth Day annual report

Deadline for commitment: March 1, 2016.  
(Benefits begin as early as October 15, 2015.)



## Targeted Sponsorship Packages

*Receive recognition in a unique way, reaching your targeted audience or aligning with a special event attraction.*

- Earth Day Stage, Presenting Sponsor - \$5,000
- Cafe Stage, Presenting Sponsor - \$5,000
- Event Greening Sponsor - \$5,000
- Volunteer Sponsor - \$5,000
- MetroBus Painting, Presenting Sponsor - \$5,000
- Experience, Presenting Sponsor - \$3,000
- Earth Day Challenge - \$2,000
- Bike Parking, Presenting Sponsor - \$2,000
- Youth Corner Package - \$10,000
  - STEM Activities - \$7,000
  - Community Stage - \$3,000
  - Children's Eco-Art - \$2,000

## Connect:

[www.stlouisearthday.org](http://www.stlouisearthday.org)



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St. Louis Earth Day



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