

## Sponsorship Opportunities 2016-17

### Green Economy North

Launching on April 22, 2016, Green Economy North will empower businesses in Sudbury to improve their environmental performance and demonstrate that a more sustainable economy is possible. This new program features a comprehensive event season including Educational Forums, Technical Workshops and an Evening of Recognition attended by business and community leaders. Sponsors will be recognized at all events.



### Greater Sudbury Earth Day Festival

This year marks the 11<sup>th</sup> annual Greater Sudbury Earth Day Festival. Attended by about 500 people, this festival attracts families, community groups and grassroots leaders. Workshops, yoga, community art creation, multicultural entertainment, educational booths and ecological displays are all part of the fun. Mark your calendars for June 4, 2016!



GREATER SUDBURY EARTH DAY FESTIVAL  
FESTIVAL DE LA TERRE DU GRAND SUDBURY

## Sponsorship Levels

|                     |  | reThink Green<br>Event Season Sponsor |                          |                          |                  | Green Economy<br>North<br>Founding<br>Partner | Event Season<br>and Founding<br>Partner<br>Special Offer |
|---------------------|--|---------------------------------------|--------------------------|--------------------------|------------------|---|--|
|                     |  | Bronze                                | Silver                   | Gold                     | Platinum         |   |  |
| General             | Thank you on Twitter and Facebook, verbal recognition at all events and inclusion in the Annual report | Yes                                   | Yes                      | Yes                      | Yes              | Yes   | Yes  |
|                     | Visibility through our websites  | Logo                                  | Logo                     | Large Logo               | Large Logo       | Large Logo (for 2 years)                      | Large Logo (for 2 years)                                 |
|                     | Visibility through event marketing emails and posters  | Text                                  | Logo                     | Large Logo               | Large Logo       | Large Logo (for 2 years)                      | Large Logo (for 2 years)                                 |
| Green Economy North | Event passes (per event)   | 2                                     | 3                        | 5                        | 7                | 8 (for 2 years)                               | 10 (for 2 years)   |
|                     | Visibility through all events' slides  |                                       | Logo                     | Medium Logo              | Large Logo       | Large Logo (for 2 years)                      | Large Logo (for 2 years)                                 |
|                     | Booth space at Launch*   |                                       |                          | Yes                      | Yes              | Yes   | Yes  |
|                     | Banner on stage at Launch  |                                       |                          | Yes                      | Yes              | Yes   | Yes  |
|                     | Speaking opportunity on Main Stage at Launch   |                                       |                          |                          | Yes              | Yes   | Yes  |
| Earth Day Festival  | Booth space  |                                       | Yes                      | Yes                      | Yes              |   | Yes  |
|                     | Banner on stage  |                                       |                          | Yes                      | Yes              |   | Yes  |
|                     | Be a Naming Sponsor for one of the key areas   |                                       |                          |                          | Yes              |   | Yes  |
|                     | Speaking opportunity on main stage   |                                       |                          |                          | Yes              |   | Yes  |
|                     | <b>Investment</b>  | <b>\$500 - \$999</b>                  | <b>\$1,000 - \$2,999</b> | <b>\$3,000 - \$4,999</b> | <b>\$5,000 +</b> | <b>\$10,000</b>                               | <b>\$12,000</b>  |

\*Only members and sponsors may have booths at the Green Economy North launch.

### In-Kind Donations

reThink Green is seeking support through in-kind donations of event space, food, beverages and publicity. Recognition for in-kind donations will align with the sales value of the donations given. For example, if \$1,000 of event space is donated, then that sponsor will be recognized akin to a Silver Sponsor.

*If you're interested in sponsorship opportunities please contact Rebecca Danard, Executive Director.*

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### Expected Event Attendance

| Event Type                                 | Expected Attendance |
|--|---------------------|
| Green Economy North Launch Event           | 200 attendees       |
| Green Economy North Technical Workshops    | 20 attendees each   |
| Green Economy North Educational Forum      | 100 attendees       |
| Green Economy North Evening of Recognition | 200 attendees       |
| Earth Day Festival                         | 500 attendees       |