



2011 SPONSORSHIPS

Gainesville, Florida

Event Sponsorship

Sponsorship of *The Greening Journey Festival* is a mutually beneficial partnership at every level.

Value-added Exposure. Your company will gain value-added exposure while your support enables *The Greening Journey Festival* to educate consumers through a fun and informative festival.

Leader in environmental issues. Use this opportunity to let consumers know your company is a leader in environmental issues. Whether it be through products, finding sustainable solutions, or improving communities this is a chance to make your brand known as environmentally conscious.

Brand Awareness. An individual's *Greening Journey* is easier to navigate when they have trusted brands to guide them. Sponsorship with the Greening Journey puts your company brand at the top of consumers' minds as they plan purchases for their next step on their path to being green.

EVERGREEN SPONSOR: \$10,000

- FREE 20x20 exhibit space.
- Fifteen minute presentation time during festival.
- A prominent banner or sign at entrance of Festival thanking these three major sponsors.
- Listed as an **EVERGREEN** Sponsor in the Program Guide. Includes phone number or email and address.
- Full-page ad in event program guide.
- Company logo will be included on/in:
 - ✓ Signage at event
 - ✓ Event press kit
 - ✓ All print advertising
- FREE advertising on Festival website up to one year via company logo with link.
- Your company's name will be included in all radio and/or TV spot advertising.
- Logo and company profile in Sponsor section on website.

KID'S ZONE SPONSOR: \$7,500 in cash (or \$5,000 in cash plus \$2,500 in-kind services)

Kids zone can have one company for the entire zone or allow several booths to surround it.

- FREE space for kids activities.
- A prominent banner or sign on-site in the Kid's Corner designating your company as the sponsor.
- Listed as the **KID'S ZONE** Sponsor in the Program Guide. Includes phone number or email and address.
- Half-page ad in event program guide (maximum of 7 ads in program).
- Company logo will be included on/in:
 - ✓ Signage at event
 - ✓ Event press kit
 - ✓ All print advertising
- FREE advertising on Festival website up to one year via company logo with link.
- Your company's name will be included in all radio and/or TV spot advertising.
- Logo and company profile in Sponsor section on website.

FOREST GREEN SPONSOR: \$5,000

- FREE 10x20 exhibit space.
- Fifteen minute presentation time during festival.
- Listed as a **FOREST GREEN** Sponsor in the Program Guide. Includes phone number or email and address.
- Half-page ad in event program guide.
- Company logo will be included on event signage.
- FREE advertising on Festival website up to one year via company logo with link.
- Logo and company profile in Sponsor section on website.

LIVE OAK SPONSOR: \$2,500

- Listed as a **LIVE OAK** Sponsor in the Program Guide. Includes phone number or email and address.
- FREE 10x10 exhibit space.
- Company logo will be included on signage at event.
- Logo with link and company profile in Sponsor section on website.

TIP SIGN SPONSOR: \$1,200 (one sponsor per sign) 5'x2' Themed tip signs will be located throughout the Festival

- Company logo will be included on Tip Sign you are sponsoring.
- Tip sign will also be on website with your company Logo and link up to one year.
- Listed as a Tip Sign Sponsor in the Program Guide.
Contact event coordinator select tip sign you wish to sponsor.

PALM GREEN SPONSOR: \$1,000

- Listed as a **PALM GREEN** Sponsor in the Program Guide. Includes phone number or email and address.
- Logo with link and company profile in Sponsor section on website up to one year.
- Great for businesses who want some added exposure or who wish to support this event but do not need exhibit space.

POND LILY SPONSOR: \$100 - \$999

People/businesses who are interested in supporting changes to promote sustainability, are environmentally friendly, and want to reduce their foot print.

- Listed as a **POND LILY** Sponsor in alphabetical order in program guide and on the website sponsor section.

MEDIA PARTNER:

\$10,000 or more in donated media services

Media partners provide in-kind assistance to help *The Greening Journey Festival* reach its target audience: people who value a healthy, sustainable environment and who are interested and motivated to take action for their families, communities, and the environment. Media partners receive the following benefits:

- Logo in special Media Partner page in the Program Guide.
- Company logo will be included on/in:
 - ✓ Signage at event
 - ✓ All print advertising
 - ✓ Expo website with a link to your company's website up to one year.
- Logo and company profile in Sponsor section on website.

Media outlets contributing less than \$10,000

- Listed as a Media Partner in the Program Guide.
- Company logo will be included on/in:
 - ✓ Signage at event
 - ✓ Expo website with a link to your company's website up to one year.
- Logo and company profile in Sponsor section on website.

Booth space: Booth spaces are 10' x 10' and are assigned by topic areas. Sponsors will have booth in section in which company product is applicable.

General guidelines: All Sponsors agree to help promote the event to their constituents, members, and customers through newsletters, mailings, e-mail communications, events, flyer distributions, and other avenues.

Sponsorship Proposal and Agreement: Organizations interested in Sponsoring *The Greening Journey Festival* are invited to complete the Sponsorship Agreement and mail to:

The Greening Journey Expo	OR	email to: info@thegreeningjourney.com
Attn: Jackie Cassarly	OR	fax to: 352-378-2605
4525 NW 36 th Avenue		
Gainesville, FL 32606		

After specific advertising deadline dates, *The Greening Journey Festival* cannot guarantee all of the Sponsorship benefits described above. However, we will make every attempt to include Sponsors in all publications and provide other benefits based on when the Sponsorship Agreement was received. The deadline for ensuring on-site and program guide benefits is determined by event date.

For more information, please contact Event Coordinator:

Jackie Cassarly
info@thegreeningjourney.com
352-378-5995