



Earth Fair 2012 - SPONSORSHIP FORM

Friday, April 27 ♦ Saturday, April 28 ♦ Goodells County Park ♦ www.EarthDayFair.com

<p>RIVER BIRCH \$250</p> <ul style="list-style-type: none"> • Your logo with hyperlink on Earth Fair website and Facebook page • Logo on Program Guide • Exhibit space at Earth Fair (10' x 10') • 1 t-shirt 	<p>RED MAPLE \$500</p> <ul style="list-style-type: none"> • All the promotions of the \$250 level, plus: • Name in media press releases • 4 t-shirts 	<p>BLACK CHERRY \$1,000</p> <ul style="list-style-type: none"> • All the promotions of the \$500 level, plus: • Double exhibit space (10' x 20') • Logo on large-scale vinyl banners at event • 6 t-shirts 	<p>WHITE PINE \$2,000</p> <ul style="list-style-type: none"> • All the promotions of the \$1,000 level, plus: • Special recognition at Entertainment Stages • Your logo on the Earth Fair t-shirts • 8 t-shirts
--	---	--	---

SPONSORSHIP LEVEL DESCRIPTIONS

Website

The www.EarthDayFair.com website is a major resource for Earth Fair visitors receiving over 4,000 hits a year. All sponsors are acknowledged on the Home page and Sponsorship page. Your logo/name is linked to your website for easy click-through access. Logo size and placement are appropriate to the sponsorship level. Additionally, sponsors are mentioned on our Earth Fair Facebook page with name, logo and website hyperlink.

Program Guide

The Earth Fair Program Guide is a 2-page handout distributed during the Fair to 5,000+ families. The guide features the names of Earth Fair sponsors, a map of the Fair, stage schedules, and a list of vendors. All sponsors receive acknowledgement in the guide.

Exhibit Space

The best way to present your cause, product or service to Earth Fair visitors is to have an exhibit booth. The size of the exhibit space is determined by sponsorship level. We provide the tables, chairs and electricity needed for your booth.

Media

Earth Fair is heavily promoted through a variety of media outlets across Southeast Michigan in the months leading up to the event including, but not limited to: The Times Herald, St. Clair County radio stations (7 stations), WJR, The Voice (Macomb & St. Clair counties), Tri-City Times, (Lapeer County), Sarnia Observer (CA), Great Lakes Bay and Michigan Festivals & Events magazines, various Chamber of Commerce's and Visitor Bureau's, MI DNR & DEQ websites, and community access TV channels. This promotion is available to \$500+ level sponsors.

Entertainment Stages

Sponsorship is available for two Entertainment Stages which are set up in the common outdoor areas. Minimum sponsorship level for the stages is \$1,000. Sponsors will be recognized on signs at the stage and in the Earth Fair Program Guide stage schedule. Sponsors at the \$1,000 level will also receive recognition on large-scale vinyl banners placed throughout the event.

T-shirts

Earth Fair is produced by more than 150 volunteers and each one receives a t-shirt that is worn during the Fair. T-shirts are also sold to the general public. The t-shirt features a custom Earth Fair logo on the front and back and sponsor acknowledgements on the sleeve. All sponsors at the \$2,000+ level are acknowledged on the t-shirt.



Earth Fair 2012 Sponsorship Commitment Form

Company Name: _____

Name as you would like it to appear in print: _____

Contact Name: _____ Title: _____

Mailing Address: _____

City: _____ State: _____ Zip: _____

Website: _____

Email Address: _____ Phone: _____

Sponsorship Level

- River Birch, \$250
- Red Maple, \$500
- Black Cherry, \$1,000
- White Pine, \$2,000
- Other _____

➔ I will receive # _____ of t-shirts at these sizes(s): (S, M, L, XL, 2XL) _____

In-kind donations and underwriting are just as valuable to the production of Earth Fair. Please describe the nature of your in-kind donation or project underwriting and its value:

➔ Please email your logo in jpg format as you would like it to appear in marketing no later than **January 27th** to earthfair@stclaircounty.org.

Payment

- My check is included, made out to the **Friends of Earth Fair**.
- Please invoice me.
- I prefer to pay by credit card by phone. (An Earth Fair committee member will follow up with you).

Submit Form

Deadline: **January 27, 2012**

Mail: St. Clair Conservation District, Attn: Earth Fair, 2830 Wadhams Road, Kimball, MI 48074

Email: earthfair@stclaircounty.org

Fax: Attn Stacey Kautz, 810-984-2345

Questions?

Contact Sheri Faust, Earth Fair Committee Chair, at 810.987.5306 or earthfair@stclaircounty.org