



2021 OUTDOOR EVENT SERIES SPONSORSHIP PACKAGE

	TRAILBLAZING	BIKING	HIKING	WALKING
Recognition on TV, print and digital materials*	\$7,500 Top Row	\$5,000 1st Row	\$2,500 2nd Row	\$1,000 3rd Row
Recognition on all transit ads * <small>Interior bus ads in all Metro buses for 1 month starting mid-August, ~1.3 million passenger trips.</small>	Logo	Logo	Logo	Logo
Recognition on event website for one year <small>(www.greatoutdoorweekend.org, 8,000 page views estimated for just the month leading up to the event)</small>	Logo & link to organization's webpage	Logo & link to organization's webpage	Logo & link to organization's webpage	Logo
Name recognition in event press release	Prominant recognition on press release	Recognition on press release		
Recognition on at least 1 email blast highlighting event (5K subscribers)	Logo	Logo	Logo	
Radio spots on WVXU/WGUC <small>(weekly listenership of 230,900)</small>	8 mentions	4 mentions		
Social Media: Facebook, Instagram and Twitter <small>(followers on Facebook: 8,000 and Twitter: 3,000)</small>	Mentioned in posts promoting event at least 4x	Mentioned in posts promoting event at least 2x	Mentioned in posts promoting event at least	

*Commit by June 30 to be included on transit ads and print materials.

2021 OUTDOOR EVENT SERIES SPONSORSHIP REGISTRATION

Register as a sponsor online or by
completing this form.



Sponsor Information

Company Name _____
Contact Name _____
Address _____
City _____ ZIP _____
Phone _____ Email _____

Payment

Credit Card: CC # _____ Exp. Date _____
Cardholder's Name _____ Verification Code _____
Cardholder's Signature _____

Check Enclosed Checks should be made payable to Green Umbrella. Your sponsorship is tax deductible as provided by law. Sponsors will receive an official receipt for tax purposes outlining the tax-deductible portion of the sponsorship. Green Umbrella is a 501(c)(3) organization; our tax ID# is 31-1770299.
Check to Follow

Yes, I want to
sponsor the Great
Outdoor Weekend at
the following level:

____ \$7,500 - Trailblazing
Sponsor
____ \$5,000 - Biking Sponsor
____ \$2,500 - Hiking Sponsor
____ \$1,000 - Walking Sponsor
____ Other (Please indicate
amount: \$ _____)



Please return
completed form to:
GOW c/o Green Umbrella
5030 Oaklawn Drive

Register Here
<https://rb.gy/beounf>

For more information,
please contact:
Rashida Manuel
Director of Public Engagement
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rashida@greenumbrella.org