



## Great Outdoor Weekend 2018 Sponsorship Package



SPONSORSHIP OPTIONS	Green Sponsor	Biking Sponsor	Hiking Sponsor	Walking Sponsor
<b>DONATION LEVEL</b>	<b>\$7,500</b>	<b>\$3,500</b>	<b>\$1,500</b>	<b>\$500</b>
<b>Recognition on all TV, print and digital ads including:</b> <ul style="list-style-type: none"> <li>62 CET/ThinkTV spots during August and September (CET and ThinkTV combines to reach 1.3 million TV households weekly)</li> <li>Cincinnati Family and NKY Family magazines and <a href="http://www.cincinnatifamilymagazine.com">www.cincinnatifamilymagazine.com</a> (estimated reach of 150K+)</li> <li>Distributed posters (300) and brochures (12,000)</li> </ul>	<b>Top Row</b>	<b>1<sup>st</sup> Row</b>	<b>2<sup>nd</sup> Row</b>	<b>3<sup>rd</sup> Row</b>
<b>Recognition on all transit ads</b> (interior bus ads in all Metro buses for 1 month starting mid-August, ~1.3 million passenger trips)	Logo	Logo	Logo	Logo
<b>Recognition on event website for one year</b> ( <a href="http://www.greatoutdoorweekend.org">www.greatoutdoorweekend.org</a> , 8,000 page views estimated for just the month leading up to the event)	Logo and link to organization's website	Logo and link to organization's website	Logo and link to organization's website	Logo
<b>Name recognition in event press release</b>	Prominent recognition on press release	Prominent recognition on press release		
<b>Recognition on at least one email blast highlighting event</b> (5,000 subscribers)	Logo	Logo		
<b>Radio spots on WVXU/WGUC recognizing sponsorship</b> (weekly listenership of 230,900)	8	4		
<b>Social Media: Facebook and Twitter</b> (followers on Facebook: 5,400 and Twitter: 2,000)	Mentioned in posts promoting event at least 2x	Mentioned in posts promoting event at least 2x	Mentioned in posts promoting event at least once	

Commit by June 22, 2018 to receive maximum benefits described above.



## Sponsorship Registration

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

- \_\_\_\_\_ \$7,500 – Green Sponsor
- \_\_\_\_\_ \$3,500 – Biking Sponsor
- \_\_\_\_\_ \$1,500 – Hiking Sponsor
- \_\_\_\_\_ \$500 – Walking Sponsor
- \_\_\_\_\_ Other (Please indicate amount: \$\_\_\_\_\_)

### Sponsor Information:

Company Name: \_\_\_\_\_

Contact Name: \_\_\_\_\_

Address: \_\_\_\_\_

City: \_\_\_\_\_ State: \_\_\_\_\_ Zip: \_\_\_\_\_

Phone: \_\_\_\_\_ Email: \_\_\_\_\_

### Payment:

Credit Card: CC # \_\_\_\_\_ Exp. Date: \_\_\_\_\_

Cardholder's Name: \_\_\_\_\_ Verification Code: \_\_\_\_\_

Cardholder's Signature: \_\_\_\_\_

Check enclosed

Check to follow

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.

### Please return completed form to:

GOW c/o Green Umbrella  
5030 Oaklawn Drive  
Cincinnati, OH 45227  
Fax: (513) 297-7938

### For more information, please contact:

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Communications & Program Manager  
(513) 541-1538  
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