# Great Outdoor Weekend
## 2017 Sponsorship Package

<table>
<thead>
<tr>
<th>SPONSORSHIP OPTIONS</th>
<th>Green Sponsor</th>
<th>Outdoor Recreation Sponsor</th>
<th>Biking Sponsor</th>
<th>Hiking Sponsor</th>
<th>Walking Sponsor</th>
</tr>
</thead>
<tbody>
<tr>
<td>DONATION LEVEL</td>
<td>$7,500</td>
<td>$5,000</td>
<td>$1,000</td>
<td>$500</td>
<td>$250</td>
</tr>
<tr>
<td>Recognition Type</td>
<td></td>
<td>Prominent recognition on all event signage, press release and radio advertising</td>
<td>Prominent recognition on press release and radio advertising</td>
<td>Logo</td>
<td>Logo</td>
</tr>
<tr>
<td>Recognition on all print and digital ads (see detail below), distributed posters (250) and brochures (12,000)</td>
<td>Top Row</td>
<td>1st Row</td>
<td>2nd Row</td>
<td>3rd Row</td>
<td>4th Row</td>
</tr>
<tr>
<td>Recognition on all transit ads (see detail below)</td>
<td>X</td>
<td>X</td>
<td>X</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Organization profile on event website (greatoutdoorweekend.org)</td>
<td>X</td>
<td>X</td>
<td>X</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Recognition on email blasts highlighting event: (Green Umbrella Insider, Green News You Can Use, reaching 4,500 subscribers)</td>
<td>X</td>
<td>X</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Radio spot WVXU/WGUC recognizing sponsorship (read by announcer)</td>
<td>8 (valued at $640)</td>
<td>4 (valued at $320)</td>
<td></td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

**Notes:**
- Digital, print and transit ads include:
  - Print and online event advertising including Cincinnati Family and NKY Family magazine, and www.cincinnatifamilymagazine.com (estimated reach of 150,000+)
  - Interior bus advertisements on Metro for one month (390 buses, all 54 routes, starting mid-August, estimated reach of 2 million passenger trip impressions)
Sponsorship Registration

Sponsor Information:
Company Name: ______________________________________________________________________________________________
Contact Name: ______________________________________________________________________________________________
Address: __________________________________________________________________________________________________
City: _____________________________________________________ State: _____________ Zip: _____________________
Phone: _______________________________ Email: _______________________________________________________________

Payment:
☐ Credit Card: CC # ___________________________________________________________ Exp. Date: _________________
   Cardholder’s Name: __________________________________________________________ Verificaton 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.

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

☐ $7,500 – Green Sponsor
☐ $5,000 – Outdoor Recreation Sponsor
☐ $1,000 – Biking Sponsor
☐ $500 – Hiking Sponsor
☐ $250 – Walking Sponsor
☐ Other (Please indicate amount: $_____________)

Please return completed form to:
GOW c/o Green Umbrella
4138 Hamilton Ave, Suite D
Cincinnati, OH 45223
Fax: (513) 297-7938

For more information, please contact:
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Communications & Program Manager
(513) 541-1538
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