

SATURDAY, APRIL 18
EARTH DAY
2020
EARTHDAYCHICAGO.ORG



CHICAGO PARK DISTRICT
FRIENDS OF THE PARKS
CITYWIDE
PARKS &
PRESERVES
CLEANUP

50th Global Celebration of Earth Day Parks
& Preserves Cleanup & Celebration
Saturday, April 18, 2020

Sponsorship Opportunities

Friends of the Parks
17 N. State St., Suite 1450 | Chicago, IL 60602
Phone (312) 857-2757 x 5
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www.fotp.org
Friends of the Parks is a 501(c)3 organization | Tax ID #36-2844241



Earth Day 2020

Saturday, April 18

50th Anniversary: Climate Action

50 years ago, Earth Day prompted the creation of the Environmental Protection Agency and the passage of the Clean Air, Clean Water and Endangered Species Acts.

1970, millions of people stood to protect our planet. In 2020, let's do it again.

For over 30 years, Friends of the Parks mobilizes community members to take action by volunteering for the Earth Day Parks & Preserves Clean-Up. In fact, Friends of the Parks was the first organization to organize Earth Day in Chicago. This year, we celebrate the 50th Global Anniversary of Earth Day!

Join us this year as we take on the international theme of Climate Action by caring for our parks. As the National Recreation and Parks Association shares:

“While the impacts of climate change are daunting, there is growing recognition that parks can be part of the climate solution. Parks reduce harmful carbon pollution that is driving climate change; they protect people and infrastructure from increasingly severe storms, sea-level rise [or lake-level rise], heat waves and droughts; and they also directly reduce some of the primary public health challenges that are exacerbated by climate change.”

Friends of the Parks' 50th Global Anniversary of Earth Day Parks & Preserves Clean-Up is done in partnership with the Chicago Park District, the Forest Preserves of Cook County and many community groups across Chicagoland. Join us in this year's Earth Day Parks & Preserves Clean-Up!



Earth Day 2020 Sponsorship Opportunities

Level	Amount	
Title	\$20,000	This sponsor will receive the dominant position at Earth Day events and on materials. Exclusive right to use the phrase "Official Title Sponsor"
Presenting	\$10,000	Right to use the phrase "Official Presenting Sponsor"
Supporting	\$5,000	Right to use the phrase "Official Supporting Sponsor"
Sponsor	\$2,500	Right to use the phrase "Sponsor"
Friend	\$1000	Right to use the phrase "Friend Sponsor"

Benefits of Sponsorship	Title	Presenting	Supporting	Sponsor	Friend
Recognized as "Friends of the Parks' Earth Day Parks & Preserves Clean-Up, Presented by XYZ" on all print and electronic marketing materials	x				
Opportunity for company speaker to address attendees at Celebration at Humboldt Park	x				
Brand logo on www.fotp.org with link to sponsor's web site	x	x			
Press release announcing your company's involvement	x	x			
Prominent placement of your company on our Facebook page for Earth Day 2020	x	x	x		
Brand logo or company name prominently displayed in Friends of the Parks' e-newsletter with more than 12,000 readers	x	x	x		
Special mention of your company in Friends of the Parks' newsletter, e-newsletter with more than 12,000 readers	x	x	x	x	x
Mention of company on www.fotp.org	x	x	x	x	x



In-Kind Donations

Friends of the Parks offers a variety of benefits for companies to support Earth Day with donations of products or services. In-kind sample donations can be distributed to site volunteers and/or at the Celebration at Humboldt Park.

Donations valued at \$1,000 or more will receive the following benefits:

- Company name displayed on www.fotp.org
- Special mention in Friends of the Parks newsletter and eblast

Samples of most needed In-Kind donations include:

- Gloves
- Energy bars
- Bottles of drinking water
- Bananas & fruit
- Packaged cookies and snacks
- Landscape materials
- Plants
- Garbage bags
- First Aid Kits

For all sponsorship levels, Friends of the Parks offers opportunities for sampling, information distribution, and additional exposure opportunities for monetary sponsors. Please contact us for additional information at (312) 857-2757 x3

Contact Information

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