

EARTH DAY TRASH BASH

DIAMOND BENEFITS (\$3000+)

Environmental Commitment

Thank you for sponsoring central Iowa's largest Earth Day volunteer event. Your company is demonstrating their commitment to our community and your donation will help volunteers improve habitat and water quality, remove litter from our streets, beautify trails and public spaces, and more. We anticipate over 1200 volunteers.

Website

Diamond level sponsor logos are featured on our website at <http://earthday.dmgov.org> and hyperlinked to sponsor organizations websites. The website will be on our promotional materials. We are also working with our partners to share information through their agencies/organizations.

Social Media

Des Moines Parks and Recreation will create an event page to promote Earth Day Trash Bash and their sponsors. Postings will thank sponsors before, during and after. Partner agencies will repeat posts and re-tweet. For Diamond sponsors, our marketing team will customize Earth Day related messaging for exclusive Diamond postings (at your request).

Earth Day Trash Bash, will be entered as an event on Earth Day Network further driving social media efforts. Earth Day teams are encouraged to utilize social media to make their team entries into our awards.

Facebook

Big Creek Lake Watershed Project 230
Clive Parks and Recreation/Aquatics 2,570
Des Moines Parks and Recreation 8,280
Des Moines Public Works 1,825
Des Moines Water Works 1,315
Earth Day Network 192,112
Easter Lake Watershed Project 525
Gray's Lake 24,232
Iowa Natural Heritage Foundation 9,172
Metro Waste Authority 3,238
Polk County Conservation 6,583
Polk Soil and Water Conservation 402
Trees Forever 2,856
West Des Moines Parks and Recreation 3,322

Twitter

Des Moines Parks and Recreation 2,760
Des Moines Public Works 579
Des Moines Water Works 2,370
Earth Day Network 44,053
Iowa Natural Heritage Foundation 1,444
Metro Waste Authority 712
Polk County Conservation 498
Trees Forever 1,405
West Des Moines Park and Recreation 1,242

Booth Space

On-site booth space to market and promote your product or brand. One rectangular portable table will be provided at the kick-off bash where the volunteers will receive lunch. Potential outreach 1200+ volunteers. Please reserve space with jmvanroekel@dmgov.org by March 31.

News Releases

News releases issued include sponsor names according to the level of investment. We can provide a customized Earth Day Trash Bash template for use at your request.

Captain's Meeting

Captains will receive a comprehensive guide of Earth Day Trash Bash logistical information which will have information about sponsorship at all levels.

Team captains will receive customized environmental outreach messages about Diamond Level sponsors and information to share with their teams.

On-Site Recognition

Banners

3'x 3' banner with company logo (company must provide vector-based artwork of 300 dpi or higher) for Platinum level and higher. Banner will be hung at kick off bash.

Verbal Promotion

All levels of sponsors will be read and recognized. Diamond level sponsors will be called to the stage for recognition and brief environmental messaging shared with event attendees, at their request.

CONTACT

City of Des Moines-Parks and Recreation
1551 E Martin Luther King Jr Pkwy
www.dmparks.org
trashbash@dmgov.org

Callie Le'au Courtright	Julie Hempel
515.248.6380 desk	515.248.6384 desk

PAYMENT

We will invoice your company.
Please reference on Check:
Earth Day Trash Bash
PK201275 484000

