

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.

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 314
City of Johnston 5,112
City of Pleasant Hill 1,980
Clive Parks and Recreation/Aquatics 2,909
Des Moines Parks and Recreation 10,448
Des Moines Public Works 2,039
Des Moines Water Works 3,386
Earth Day Network 370,097
Easter Lake Watershed Project 525
Gray's Lake 25,147
Greater Des Moines Botanical Garden 9,635
Iowa Natural Heritage Foundation 9,661
Metro Waste Authority 3,580
Polk County Conservation 7,366
Polk Soil and Water Conservation 431
Urbandale Parks and Recreation 2,324
West Des Moines Parks and Recreation 3,798

Twitter

City of Des Moines 1,180
City of Johnston 2,241
City of Pleasant Hill 690
Des Moines Parks and Recreation 3,180
Des Moines Water Works 2,620
Earth Day Network 47,900
Greater Des Moines Botanical Garden 852
Iowa Natural Heritage Foundation 1,568
Metro Waste Authority 986
Polk County Conservation 570
Urbandale Parks and Recreation 1,030
West Des Moines Park and Recreation 1,388

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.

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

Banner with company logo (company must provide vector-based artwork of 300 dpi or higher).

Verbal Promotion

All levels of sponsors will be read and recognized. Diamond level sponsors will have the opportunity to be recognized and share brief environmental messaging with event attendees. Please provide your messaging requests by March 31.

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
515.248.6380 desk

Julie Hempel
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PAYMENT

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

