

# EARTH DAY TRASH BASH

## PLATINUM BENEFITS

(\$1000-\$2999)

### 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.

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

Platinum level sponsor logos are featured on our website at [www.dmparks.org](http://www.dmparks.org). Earth Day Trash Bash website featured on all 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.

### 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.

### 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.

### CONTACT

City of Des Moines-Parks and Recreation  
1551 E Martin Luther King Jr Pkwy  
[www.dmparks.org](http://www.dmparks.org)  
[trashbash@dmgov.org](mailto:trashbash@dmgov.org)

Callie Le'au Courtright  
515.248.6380 desk

Julie Hempel  
515.248.6384 desk

### PAYMENT

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

