



## Introduction of Sponsorship Benefits

Many opportunities are available from \$50,000 to \$1,000.

**Enclosed in your Sponsorship Package you will find:**

- a. Letter from Mayor Franklin encouraging all to participate in our exciting educational and community embraced event
- b. "Arms Around Atlanta – Earth Day Celebration" flyer with overview of all the festivities for April 21 – 22 and Atlanta Recycles Day event on November 17, 2006.
- c. Introduction to sponsorship levels
- d. Listing of all potential benefits for sponsors
- e. Individual sheets for each sponsorship tier description
- f. Chart of potential benefits for sponsors

We hope you will join the City of Atlanta, Keep Atlanta Beautiful and BeltLine Partnership in creating a great opportunity for residents to learn more about how together we are working to preserve our environment and quality of life in Atlanta.

This is a great opportunity to get exposure and recognition for your company's environmental successes and stewardship. We will be promoting our events through the City's outreach lists and those of our sponsors. Outreach will continue through November 17, 2007 when we conclude our festivities during America Recycles Day.

Your donation will be spent primarily to provide recycled items, including park benches, picnic tables and rubberized jogging tracks, for our City Parks. Your donation to Keep Atlanta Beautiful is completely tax deductible.

For more information about how you can participate and take advantage of this opportunity, please call Susan McCray, Environmental Affairs, at 404.330.6850 or 678.878.1823 or email at [smccray@atlantaga.gov](mailto:smccray@atlantaga.gov).



## CITY OF ATLANTA

SHIRLEY FRANKLIN  
MAYOR

55 TRINITY AVE. S.W.  
ATLANTA, GEORGIA 30335-0300

TEL (404) 330-6100

January 2007

Dear Friends of Keep Atlanta Beautiful:

On Earth Day, April 21 – 22, the City of Atlanta, Keep Atlanta Beautiful and the BeltLine Partnership will join together to host “Arms Around Atlanta ~ Earth Day Celebration.” During this city-wide, community-based project, Atlantans will help clean up and refresh selected rights-of-way around neighborhoods and parks located on or close to the BeltLine.

We encourage you, your company, organizations and neighborhood associations and your friends and family to join us in a huge litter cleanup, tire roundup and electronics recycling event.

By working together, we will promote a sense of ownership and pride in our neighborhoods, our community parks, and the proposed investments of greenspace, multi-use trails and transit that will comprise Atlanta’s BeltLine.

Our goal is to remove 10,000 illegally dumped or used tires, clean up 6,000 bags of litter and collect more than 40,000 pounds of electronics scrap. All tires and e-waste collected will be recycled. The event is part of the Greener Atlanta initiatives that my Environmental Green Team is coordinating.

Sponsorships are available, with funding going to furnish our City parks with park benches, jogging tracks and other park items made from recyclable materials. Your donation to Keep Atlanta Beautiful is tax deductible.

I ask you to help support this effort by signing up your corporate team of volunteers, encouraging employees to help in the planning and implementation of this project or making a generous donation.

For more information about how you can help to support this effort, please call Susan McCray, Environmental Affairs, at 404.330.6850 or email her at [smccray@atlantaga.gov](mailto:smccray@atlantaga.gov).

I know collectively we can Keep Atlanta Beautiful and create a Greener Atlanta.

Sincerely,

  
Shirley Franklin



Saturday, April 21 & Sunday, April 22

## what

The Arms Around Atlanta Earth Day Celebration is a city-wide, community-based City of Atlanta, Keep Atlanta Beautiful, and BeltLine Partnership project to help clean up and refresh selected rights-of-way around neighborhoods and parks located on and close to Atlanta's BeltLine. With the help of community volunteers, we will clean up litter, round up tires and recycle old and unused computers, televisions, cell phones and other e-waste on Earth Day. In addition, we hope to instill and encourage a sense of ownership and pride in our neighborhoods, our community parks, and the proposed investments of greenspace, multi-use trails and transit that will comprise Atlanta's BeltLine.

Our goal is to remove 10,000 illegally dumped or used tires, clean up 6,000 bags of litter and collect more than 40,000 pounds of electronic waste. All tires and e-waste collected will be recycled. Sponsors will donate funds and equipment to furnish local parks with park benches, jogging tracks and other park items all made from recyclable materials based on what is collected.

In addition, festivities to celebrate our achievements will take place at Grant Park. There will be lots of entertainment with musicians, jugglers, drum circles, and ongoing earthy art projects – fun for the whole family!

Many environmental nonprofit groups and businesses in eco-friendly industries will provide opportunities to gain a greater understanding of what they do, how to contact them and how to get involved. Individuals can learn about what can be recycled, how and where to recycle and what products are made out of recycled products.

## when & where

**04.21.07:** 8:00 am – Noon ~ Litter Pickup, Tire Roundup and E-Waste Recycling ~ **Check-in at Grant Park**

**04.21.07:** Noon – 6:00 pm ~ After-Rally Celebration with Fun and Entertainment ~ **Grant Park Pavilion**

**04.22.07:** 1:00 pm – 6:00 pm ~ Environmental Education and Earth Day Celebration ~ **Grant Park**

**11.17.07:** 11 am – 5 pm ~ Atlanta Recycles Day ~ **Isabel Gates Webster Park**

## how

For more information, please call Peggy Denby at **Keep Atlanta Beautiful** at 404.249.5853 [www.KeepAtlantaBeautiful.org](http://www.KeepAtlantaBeautiful.org) or visit the City of Atlanta's "**Mayor's Greener Atlanta**" [www.atlantaga.gov](http://www.atlantaga.gov) (scroll down to link on left sidebar).

in partnership with



## who

Join in on the fun as a team or an individual.

- Families
- Neighborhood Associations
- Corporate teams
- Faith-based teams
- Students and school groups
- Many others are invited to participate

Teams that accomplish the most will be recognized for their good works by the City of Atlanta.

## Litter Cleanup will focus on

- 7 Neighborhoods:  
Peopletown, Pittsburgh, Adair Park, Mechanicsville,  
Capitol View, Oakland City and Grant Park

## Tire Roundup will focus on

4 drop-off locations in the 4 quadrants of the City. Atlanta residents may drop off up to 10 used tires each at Turner Field.

- 4 Neighborhoods:  
Summerhill, Adair Park, English Avenue, and Old Fourth Ward

## E-Waste Recycling

E-Waste recycling will be provided at Turner Field thanks to the City of Atlanta's Department of Solid Waste Services and Councilmember Carla Smith. "E-Waste" includes cell phones, computers, monitors, electronics, televisions, and stereos.

In 2005 alone, nearly 300 million computers, 250 million cell phones, and countless millions of other electronics were discarded. Electronics account for up to 5% of landfill volume, but contribute up to 70% of the toxins found in landfills. Last year, the City of Atlanta recycled 38,154 pounds of metal, plastic and glass computer housing and peripheral equipment that were used to manufacture recycled products for new uses.

## November – Atlanta Recycles Day

On November 17, the City will partner with Park Pride to install donated and sponsor purchased park benches, jogging tracks, and other park items all made from recyclable materials. Where: Isabel Gates Webster Park located in neighborhood Harland Terrace; Council District 10, Councilmember C.T. Martin.



City of Atlanta, Office of the Mayor  
55 Trinity Ave. SW, Ste. 2400  
Atlanta, GA. 30303  
404.330.6850

a  lanta  
earth day celebration   
*arms around atlanta – 2007*

printed on post-consumer recycled paper

# Potential Sponsor Benefits

## Two Major Environmental Events

- **Earth Day** is a major environmental event that has been celebrated annually on April 22 since 1970. Be an Atlanta leader by sponsoring the Earth Day festivities the weekend of April 21-22.
- **America Recycles Day** is celebrated annually on November 15. Be recognized for your donation towards recycled items, such as park benches, rubberized jogging tracks and picnic tables, for Atlanta Parks.
- Major Donors of \$40,000 will be recognized for both events.

## Commemorative Park Plaque

With a sponsorship of \$30,000 or more, or a joint sponsorship (call for information), the Department of Parks, Recreation and Cultural Affairs will request City Council approval to put a permanent plaque in a city park for the items donated.

## Radio

- **PSAs**  
Mayor Franklin visits four radio stations every second Tuesday of the month and three radio stations every third Wednesday of the month. She will speak about the event through November 2007, a potential 77 mentions prior to Atlanta Recycles Day. Major sponsors (\$40,000 or more) will be identified in her talking points.

## Television

- **City of Atlanta Channel 26 (Public Access Channel)**  
A PSA will run through November on Channel 26.  
Media coverage by Channel 26 April 21 and November 17.

## Logo Presence and Name Recognition

- Major sponsors will receive logo recognition for both the Earth Day festivities in April and Atlanta Recycles Day festivities in November. See the chart for specific information.
- As little as \$1,000 will allow your company name recognition for the Earth Day activities.

## Web Presence

- **Video on Demand**  
Media coverage by Channel 26 taken of event speeches scheduled for April 21 and November 17 will be available on the City's home page in the Video on Demand section.
- **City of Atlanta Newsbytes**  
More than 14,000 people receive the City of Atlanta's City Newsbytes. An article will be distributed monthly with a link to the Mayor's Greener Atlanta Webpage displaying event information with a link to detailed flyers including major sponsor's logos or names of businesses.
- **Mayor Franklin's Greener Atlanta Initiative Webpage**  
More than 20,000 people visit [www.atlantaga.gov](http://www.atlantaga.gov) weekly. A flyer of the Earth Day Celebration displaying major sponsor's logos will be linked to the Mayor's Greener Atlanta Webpage.
- **City Partners**
  - ***Keep Atlanta Beautiful and Keep Georgia Beautiful***  
More than 7,000 people will visit the Earth 911 website monthly between January – November for a total of more than 77,000 hits. Most people that visit this site live in the Atlanta Metro area.
  - ***Georgia Department of Community Affairs***  
The City of Atlanta's festivities will be listed under "Great American Cleanup" on the website "LitterItCostsYou.org." Most people who visit this site are in the Atlanta Metro area.
  - ***BeltLine Partnership***  
More than 5,000 people receive monthly updates from the BeltLine Partnership. Newsletter articles and email blasts will be sent monthly through April for the Earth Day festivities and then again in October and November for the park dedication festivities.
  - ***Atlanta Development Authority (ADA)***  
More than 13,000 people visit the ADA's website monthly. In addition, more than 12,000 people receive monthly newsletters from the ADA. Newsletter articles and email blasts will be sent monthly through April for the

# Potential Benefits for Sponsors

Earth Day festivities and then again in October and November for the park dedication festivities.

## **Environmental Organizations**

The City of Atlanta is working with Keep America Beautiful, Keep Georgia Beautiful, Georgia Recycling Coalition, Atlanta Recycles, Clean Air Campaign, Georgia Interfaith Power and Light, Earth Share of Georgia and many other groups that will place the event logo banner and link on their websites. This banner will lead them to Mayor Franklin's Greener Atlanta webpage linking them to event flyers. Articles will be distributed to our partners to print and distribute event news articles via hard copy and soft copy to their subscribers.

## **Print**

- **Atlanta Planning Advisory Board (APAB)**

25 NPU leaders around the City of Atlanta will receive flyers monthly. The events will also be listed through April and then again in October and November. Major sponsors will be verbally recognized. This monthly meeting is aired monthly on Channel 26.

- **Neighborhood Planning Units (NPU) Meetings**

Targeting 4 NPUs with approximately 50 members each in the cleanup areas. A total of 250 NPU members will receive flyers with event listings and web links and displaying major sponsor logos each month through November. Major sponsors will be verbally recognized at each NPU meeting through April and then in October and November. The additional 21 NPU's will also receive monthly notices and will be encouraged to reach out to their communities. More than 5,000 agenda notices, which, in turn, are forwarded to more than 5,400 MPU members, listing these events will be mailed monthly.

- **150 Neighborhood Associations**

150 neighborhood associations will be emailed monthly through April. Each association has approximately 30 households (h.h.) with an average of 4 people per h.h. for a total of 18,000 people.

- **All Other Outreach**

Flyers, posters, door hangers, water bills, event banners and all other printed materials

## **Public Appearances**

- **Public Speaking** opportunity for a C level executive from your company to speak at media-attended events planned for both Earth Day and Atlanta Recycles Day.

- **5 City Council Representatives: Litter & Tire Cleanup and Electronic (E-Waste) Recycling**

The litter cleanup/tire roundup and E-Waste Recycling occurs in five City Council Districts (#1 Carla Smith, #12 Joyce Sheperd, #4 Cleta Winslow, #3 Ivory Young, #2 Kwanza Hall). Keep Atlanta Beautiful will work with each Council Member's office and supply flyers and emails updates for their constituents. In addition, all City Councilmembers will be encouraged to participate in the event by creating neighborhood litter cleanups supported by Keep Atlanta Beautiful.

- **Atlanta Recycles Day**

On November 17, we will celebrate the fruits of our labor and dedicate the results of our Earth Day electronic and tire recycling by partnering with Park Pride to install donated and sponsored park benches, jogging tracks, and other park items all made from recyclable materials at Isabel Gates Webster Park located in neighborhood Harland Terrace. Keep Atlanta Beautiful will work with Councilmember C.T. Martin's office, Council District 10 and supply flyers and email updates for his constituents.

*Major sponsors contributing \$40,000 or more will receive the benefit of being a sponsor for both the Earth Day festivities scheduled for April 21-22, 2007, and the Atlanta Recycles Day festivities November 17, 2007.*

- **Booths available for Earth Day Festivities**

2,000 volunteers are expected to participate in the cleanup in addition to those who come for the Earth Day festival activities. This is a great opportunity to receive exposure for your company's environmental successes.

# Potential Benefits for Sponsors

- **City of Atlanta ~ Other Earth Day and Recycles Day activities**

Major sponsors will have access to more than 8,000 city employees. Booths will be available for a variety of other Mayor Franklin Green Team activities that will occur during the months of April and November.

- **Your Participation and Corporate Team**

A company representative will have the opportunity to participate on one of the 7 committees involved in the planning process. Sign up your corporate team and get your message out by participating in the cleanup and recycling activities. Take the corporate challenge – prizes will be awarded.

- **Photo Opportunities**

A variety of photo opportunities are available depending on your level of sponsorship. Atlanta's "Earth Benefactors" will have photos taken during the speaking engagements and will be sent copies of digital photos. Selected photos will go on the Mayor's Greener Atlanta Webpage after the event and will remain through 2007. Other opportunities include photos of your company's booth and event activities depending on your company's participation level.

# Atlanta's Earth Benefactor

Your donation of \$50,000 or more will provide you with the benefits of all Earth Day and Atlanta Recycles Day sponsorship benefits listed for Atlanta's Earth Leader and also the benefits listed below.

**Your special benefits at this tier also include:**

- **Public Speaking**

YOUR C LEVEL REPRESENTATIVE will have the opportunity to speak at media-attended events planned for Earth Day and Atlanta Recycles Day events.

- **Video on Demand**

Media coverage by Channel 26 taken of event speeches scheduled for April 21 and November 17 will be available at on the City's home page in the Video on Demand section.

- **Booth at Grant Park - Earth Day Festivities**

YOUR COMPANY will receive a 20X20 BOOTH. 2,000 volunteers are expected to participate in the cleanup in addition to those who come for the Earth Day festival activities. This is a great opportunity to receive exposure for your company's environmental successes.

- **Digital Photo Opportunities**

Atlanta's Earth Benefactors will receive professional digital photos taken during all speaking engagements. Professional photos of your company's booth and event activities such as corporate volunteer teams for the cleanup and educational activities will be sent to you for your company newsletter and website. Selected photos will be linked to the Mayor's Greener Atlanta Webpage after the event and will remain throughout 2007.

# Atlanta's Earth Leader

Your donation of \$40,000 to \$50,000 will provide you with the benefits of all Earth Day and Atlanta Recycles Day sponsorship benefits listed for Atlanta's Earth Patron and also the benefits listed below.

## Your special benefits at this tier also include:

- **Your donation as will be recognized for both events – almost a year of recognition for your contribution.**
  - *Earth Day* is a major environmental event that has been celebrated annually on April 22 since 1970. Be an Atlanta leader by sponsoring the Earth Day festivities the weekend of April 21-22.
  - *America Recycles Day* is celebrated annually on November 15. Be recognized at the Atlanta Recycles Day event on November 17 for your donation towards recycled items, such as park benches, picnic tables and rubberized jogging tracks, for Atlanta Parks.
- **Radio PSAs**

Mayor Franklin visits four radio stations every second Tuesday of the month and three radio stations every third Wednesday of the month. YOUR COMPANY will be noted as a major sponsor in her talking points for both the Earth Day festivities in April and America Recycles Day festivities in November.
- **Television - City of Atlanta Channel 26 (Public Access Channel)**

A PSA will run through November on Channel 26. Media coverage by Channel 26 will cover April 21 and November 17. A link to Mayor Franklin's Greener Atlanta Web page will be displayed in the PSA for both events through November.
- **Water Bill Messaging**

Receive name recognition via the City's water bills for both the Earth Day festivities in April and Atlanta Recycles Day festivities in November.
- **Logo Presence and Name Recognition via joint Media Releases**

Joint media releases with YOUR LOGO for both the Earth Day festivities in April and Atlanta Recycles Day festivities in November.
- **Logo Presence and Name Recognition via Print**

Major sponsors will receive logo recognition for both the Earth Day festivities in April and America Recycles Day festivities in November. This will include event banners, flyers, and posters.
- **Logo Presence and Name Recognition via Web**

City of Atlanta, Keep Atlanta Beautiful, BeltLine Partnership, Atlanta Development Authority, Keep Georgia Beautiful, Georgia Interfaith Power & Light, Clean Air Campaign, Earth Share of Georgia, Park Pride and many more event partners (see 'Potential Benefits for Sponsors') will provide links for both the Earth Day festivities in April and Atlanta Recycles Day festivities in November.
- **Logo Presence and Name Recognition via Marketing Premiums**

YOUR LOGO will appear on the event t-shirts for both the Earth Day festivities in April and Atlanta Recycles Day festivities in November.

# Atlanta's Earth Leader (cont.)

- **Name Recognition via E-newsletters**

The City of Atlanta and its partners (see 'Potential Benefits for Sponsors') will include pre- and post-event news articles for the Earth Day festivities in April and Atlanta Recycles Day festivities in November.

- **Digital Photo Opportunities**

Selected photos will go on the Mayor's Greener Atlanta Webpage after the event and will remain through 2007. Your photo opportunities include photos of your company's booth and event activities depending on your company's participation level.

- **Developer's Day Event**

Your sponsorship of \$40,000 or more will also provide you with recognition at our April Developer's Day event which is a quarterly event for developers, contractors, builders, engineers, and architects held by the City of Atlanta's Department of Planning and Community Development and other City Departments involved in the building and site permitting process. The April 2007 Developer's Day event, which will be held in partnership with Southface, will focus on Green Development.

# Atlanta's Earth Patron

Your donation of \$30,000 to \$40,000 will provide you with the benefits of All Earth Day sponsorship benefits (does not include Atlanta Recycles Day) listed for Atlanta's Earth Partner and also the benefits listed below.

**Your special benefits at this tier also include:**

- **Commemorative Plaque in Park**

The Department of Parks, Recreation and Cultural Affairs will request City Council approval to put a permanent plaque in a city park for the items donated. Plaques are made of bronze and mounted on granite pillars.

- **Recognition as a Major Sponsor for Earth Day Activities**

This includes the litter cleanup, tire roundup, and Earth Day Festival activities for both April 21-22.

- **PSA's**

Mayor Franklin visits four radio stations every second Tuesday of the month and three radio stations every third Wednesday of the month. YOUR COMPANY will be identified as a major sponsor in her talking points for the Earth Day festivities in April.

# Atlanta's Earth Partner

Your donation of \$15,000 to \$30,000 will provide you with the benefits of all Earth Day sponsorship benefits (does not include Atlanta Recycles Day) listed for Atlanta's Earth Contributor and also the benefits listed below.

**Your special benefits at this tier also include:**

- **Television - City of Atlanta Channel 26 (Public Access Channel)**

A PSA with a link to Mayor Franklin's Greener Atlanta Web page will be displayed in the PSA. This link will go to the Earth Day event flyer that will display YOUR LOGO as a sponsor for the Earth Day festivities.

- **Logo Presence and Name Recognition for Earth Day Festivities**

- *Media Releases*
- *Earth Day event banner, flyer, and poster (see distribution in the detailed pages for a sponsorship tier description).*
- *Web presence via links through City of Atlanta, Keep Atlanta Beautiful, BeltLine Partnership, Atlanta Development Authority, Keep Georgia Beautiful, Georgia Interfaith Power & Light, Clean Air Campaign, Earth Share of Georgia, Park Pride and many more (see partnership listing in the detailed pages for a sponsorship tier description).*
- *Event t-shirt for Earth Day*
- *Corporate team*

- **Name Recognition for Earth Day festivities**

News articles in City of Atlanta Newsbytes and partnering e-newsletters

- **City of Atlanta ~ Other Earth Day Festivities**

Major sponsors will have access to more than 8,000 city employees. Booths will be available in April at City Hall for a variety of other Mayor Franklin Green Team activities.

- **Booth at Grant Park - Earth Day Festivities April 21-22**

YOUR COMPANY will receive a 20X10 BOOTH. 2,000 volunteers are expected to participate in the cleanup in addition to those who come for the Earth Day festival activities. This is a great opportunity to receive exposure for your company's environmental successes.

# Atlanta's Earth Contributor

Your donation of \$5,000 to \$15,000 will provide you with the benefits of All Earth Day sponsorship benefits (does not include Atlanta Recycles Day) listed for Atlanta's Earth Family Member and also the benefits listed below.

**Your special benefits at this tier also include:**

- **Name Recognition for Earth Day Festivities**

- *Event t-shirt for Earth Day*

- **Booth at Grant Park - Earth Day Festivities**

- YOUR COMPANY will receive a 10X10 BOOTH, 2,000 volunteers are expected to participate in the cleanup in addition to those who come for the Earth Day festival activities. This is a great opportunity to receive exposure for your company's environmental successes.

- **Digital Photos of Earth Day Festivities**

- Professional photos of your company's booth and event activities, such as corporate teams, educational activities, etc., will be sent to you for your company newsletter and website.

# Atlanta's Earth Family Member

Your donation of \$1,000 to \$5,000 or more will provide you with the benefits of All Earth Day sponsorship benefits (does not include Atlanta Recycles Day) listed for Atlanta's Earth Family Member and also the benefits below.

**Your special benefits at this tier also include:**

- **Name Recognition for Earth Day Festivities**
  - *Event flyer*
  - *Web presence* via links through: City of Atlanta, Keep Atlanta Beautiful, BeltLine Partnership, Atlanta Development Authority, Keep Georgia Beautiful, Georgia Interfaith Power & Light, Clean Air Campaign, Earth Share of Georgia, Park Pride and many more (see listing of all in the detailed pages for a sponsorship tier description).
  - *Corporate team*



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<b>SPONSORSHIP BENEFITS</b>	<b>Atlanta's Earth Benefactor \$50,000+</b>	<b>Atlanta's Earth Leader \$40K - \$50K</b>	<b>Atlanta's Earth Patron \$30K - \$40K</b>	<b>Atlanta's Earth Partner \$15k - \$30k</b>	<b>Atlanta's Earth Contributor \$15k - \$5k</b>	<b>Atlanta's Earth Family \$5K - \$1k</b>	<b>Atlanta's Earth Friend Under \$1,000</b>
<b>PUBLIC APPEARANCES</b>							
Your C Level Staff representative to speak at all media events	X						
<b>RECOGNITION AS MAJOR SPONSOR</b>							
Both Earth Day and Atlanta Recycles Day	X	X					
Earth Day only			X				
<b>PARK COMMEMORATIVE PLAQUE</b>							
A permanent plaque will be installed in a park for your donation of recycled park items (i.e. jogging track) upon City Council approval.	X	X	X				
<b>RADIO</b>							
7 Monthly PSA's by Mayor Franklin Both Earth Day and Atlanta Recycles Day	X	X					
Earth Day Weekend only			X				
<b>TELEVISION</b>							
Video on Demand - Both Earth Day and Atlanta Recycles Day	X						
Public Access Channel 26 PSA Link to Mayor's Greener Atlanta Webpage - Both Earth Day and Atlanta Recycles Day	X	X					
Earth Day Festivities only			X	X			

<b>SPONSORSHIP BENEFITS</b>	<b>Atlanta's Earth Benefactor \$50,000+</b>	<b>Atlanta's Earth Leader \$40K - \$50K</b>	<b>Atlanta's Earth Patron \$30K - \$40K</b>	<b>Atlanta's Earth Partner \$15k - \$30k</b>	<b>Atlanta's Earth Contributor \$15k - \$5k</b>	<b>Atlanta's Earth Family \$5K - \$1k</b>	<b>Atlanta's Earth Friend Under \$1,000</b>
<b>WEB PRESENCE</b>							
<b>Your Company Logo:            Event link on Mayor's Greener Atlanta Webpage and Partnering websites            Both Earth Day and Atlanta Recycles Day</b>	X	X					
<b>Earth Day Weekend only w/Logo</b>			X	X			
<b>Earth Day Weekend only, Name Only</b>					X	X	
<b>City of Atlanta Newsbytes and participating partners e-newsletters            Both Earth Day and Atlanta Recycles Day</b>	X	X					
<b>Earth Day Weekend only</b>			X	X			
<b>PRINT</b>							
<b>Your Company Logo All Printed Materials including Flyers &amp; Posters            Both Earth Day and Atlanta Recycles Day</b>	X	X					
<b>Earth Day Weekend only</b>			X	X			
<b>Your Company Name on Posters</b>					X	X	
<b>Water Bill Messaging            Both Earth Day and Recycles Day</b>	X	X					
<b>Event Banners with Your Logo            Both Earth Day and Recycles Day</b>	X	X					
<b>Earth Day Only</b>			X	X			

<b>SPONSORSHIP BENEFITS</b>	<b>Atlanta's Earth Benefactor \$50,000+</b>	<b>Atlanta's Earth Leader \$40K - \$50K</b>	<b>Atlanta's Earth Patron \$30K - \$40K</b>	<b>Atlanta's Earth Partner \$15k - \$30k</b>	<b>Atlanta's Earth Contributor \$15k - \$5k</b>	<b>Atlanta's Earth Family \$5K - \$1k</b>	<b>Atlanta's Earth Friend Under \$1,000</b>
<b>MEDIA RELEASES</b>							
Joint Media Release with Your Logo Both Earth Day and Atlanta Recycles Day Earth Day only	X	X	X	X			
<b>DIGITAL PHOTO OPPORTUNITIES</b>							
Photos taken of Speaking Opportunity	X						
2 Photos on City Green Webpage Post Both Events	X	X					
Corporate Team & Booth	X	X	X	X	X		
<b>MARKETING MATERIALS</b>							
Event T-Shirts - Logo Both Earth Day and Atlanta Recycles Day Earth Day only Event T-Shirts - Name only	X	X	X	X	X		
<b>CORPORATE TEAM</b>							
With Your Corporate Volunteer Team participating in the Earth Day litter cleanup and tire roundup, we will recognize your efforts with your Company LOGO via link the Mayor's Greener Atlanta Webpage	X	X	X	X			
Corporate Team Name Only					X	X	X
<b>BOOTH EARTH DAY WEEKEND FESTIVAL</b>							
One 20 x 20 booth	X						
One 20 x 10 booth		X	X	X			
One 10 x 10 booth					X		
Booth at other City Events in April	X	X	X	X			
<b>DEVELOPER'S DAY EVENT - LOCATION TBD</b>	X	X					