



# PIEDMONT EARTH DAY FAIR 2018 Sponsorship Opportunities

Join us at the  
Annual Piedmont Earth Day Fair

Saturday April 21, 2018  
Winston-Salem Fairgrounds

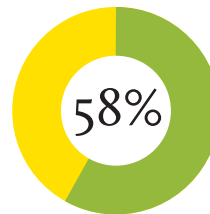




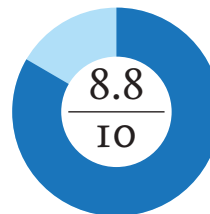
## WHY BECOME A SPONSOR

The Piedmont Earth Day Fair brings together the Piedmont Triad's leading companies and organizations committed to a sustainable future.

As the largest Earth Day Celebration and environmental education event in the region, we hosted nearly 8,000 people and more than 125 exhibitors at last year's Piedmont Earth Day Fair.



of surveyed 2017 fair attendees had attended the fair before



surveyed fair attendees gave an average experience rating of 8.8 out of 10

Through sponsorship of the 2018 Piedmont Earth Day Fair, your business or organization will benefit from direct exposure to thousands of community members who are interested in environmentally-friendly products or services and committed to green living. Your company's association with the PEA brand — known and respected in the community for the highest standards of sustainability — will help strengthen the community's positive image of your business.



## We can help take your business to the next level by offering the following:

- A comprehensive media campaign including exposure on radio, tv, newspapers and magazines, web and social media.
- Access to a targeted consumer base of individuals committed to sustainability, environmental causes and green living.
- An opportunity to brand your business's sustainability efforts, social responsibility and commitment to our community.



3.5 million marketing impressions

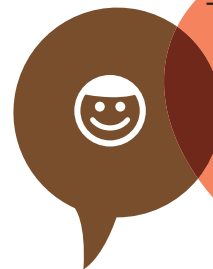


## MARKETING AND PROMOTIONS

The Piedmont Earth Day Fair's comprehensive marketing campaign, led by the marketing team at Kilpatrick Design, has helped PEA draw record crowds year after year. In 2017, we hosted an estimated 8,000 people, thanks in large part to our marketing campaign that boasts an estimated 3.5 million local media impressions.

### The 2017 marketing campaign included the following:

- Promotional spots on WXII News
- Ads on Winston-Salem city buses
- More than 130 promotional spots on WFDD 88.5
- Fliers distributed to all elementary students attending Winston-Salem/Forsyth County Schools
- Feature article in Winston-Salem Monthly Magazine
- Ads and a full spread in Forsyth Family Magazine
- Banners displayed on the University Parkway overpass
- Sponsored ads on social media
- Nine e-newsletter blasts to more than 3,000 targeted consumers in the weeks leading up to the fair
- Calendar listing in dozens of print and online media
- Saturated coverage on PEA's social media sites
- Pre- and post- event media coverage in the *Winston-Salem Journal*, *Camel City Dispatch* and *Piedmont Parent*.
- Attractive event posters displayed in businesses throughout Winston-Salem



The Fair exceeded expectations! You did an amazing job, from clear communication throughout the process to wonderful support the day of the fair.



## GREEN

\$8,000 cash – business

\$6,000 cash – nonprofit/government

- 20 x 20 tented exhibitor space in a premier location, with electricity if desired
- Top billing with logo on all printed media including:
  - Print ads in the Forsyth Family Magazine
  - City of Winston-Salem Bus Ads
  - University Parkway Banner
  - Event posters distributed throughout Winston-Salem
  - Event banner displayed at Fair entrance
- Sponsor banner displayed near the Fair entrance (provided by sponsor)
- Logo on banner at Fair entrance
- Logo on PEA website home and Fair pages for 10–12 months
- Logo included in Piedmont Earth Day Fair program distributed at the fair entrance
- Full-page ad in Piedmont Earth Day Fair program
- Company/organization profile included in two PEA newsletters, reaching more than 3,000 subscribers
- Company/organization profile included in one PEA Blog post, promoted through social media
- Sponsorship commitment featured in a PEA media release
- Opportunity to distribute company flier or a giveaway item at the Fair entrance (provided by sponsor)
- Sponsor recognition through PEA's social media sites a minimum of four times
- Opportunity to provide demonstration and contribute to the fair programming, as appropriate and subject to approval from event committee
- Recognition as a PEA Green Business Member in Annual Report and on the website
- Industry exclusivity (must be confirmed by January 9, 2018)

PEA created a fun family day that's consistent with being gentle with our earth! What better way to help educate the whole family on the importance of being mindful of how our choices impact our world. Bravo!





Great turnout!  
Families were  
interested in the topics  
and information we  
shared.



## PLATINUM

\$5,000 cash – business

\$3,500 cash – nonprofit/government

\$15,000+ in-kind

- 20 x 20 (or 10 x 30) tented exhibitor space, with electricity if desired
- Sponsor logo included in printed media including:
  - Print ads in the Winston-Salem Journal and Forsyth Family Magazine
  - Event posters distributed throughout Winston-Salem
  - Event banner displayed at Fair entrance
  - Event program distributed at the Fair entrance
- Sponsor banner displayed near the fair entrance (provided by sponsor)
- Logo on PEA website home and Fair pages for 10–12 months
- Half-page ad in Piedmont Earth Day Fair program
- Company/organization profile included in one PEA newsletters, reaching more than 3,000 subscribers
- Sponsor recognition through PEA's social media sites a minimum of two times
- Recognition as a PEA Green Business Member in Annual Report and on the website



## GOLD

\$2,500 cash — business

\$1,000 cash — nonprofit/government

\$10,000 in-kind

- 10 x 20 exhibitor space
- Company/organization name included in the following promotional items:
  - Print ads in the Winston-Salem Journal and Forsyth Family Magazine
  - Event posters distributed throughout Winston-Salem
  - Event banner displayed at Fair Entrance
  - Event program distributed at the Fair entrance
- Company/organization name featured on PEA website home and Fair pages for 10–12 months
- Quarter-page ad in Piedmont Earth Day Fair program
- Company/organization profile included in one PEA newsletters, reaching more than 3,000 subscribers
- Sponsor recognition through PEA's social media sites
- Recognition as a PEA Business Member in Annual Report and on the website



Wonderful day, wonderful people! We are so thankful for you giving us the opportunity to participate. We will gladly do again next year!



# SILVER

\$1,000 cash – business  
\$500 cash – nonprofit/government  
\$5,000 in-kind

- 10 x 10 exhibitor space (tent not included)
- Company/organization name included in the following promotional items:
  - Event posters distributed throughout Winston-Salem
  - Event program distributed at the Fair entrance
- Company/organization name featured on PEA website home and Fair pages for 10–12 months
- One-quarter page ad in Piedmont Earth Day Fair program
- Sponsor recognition through PEA’s social media sites
- Recognition as a PEA Business Member in Annual Report and on the website





## BRONZE

\$500 cash – business

\$250 cash – nonprofit/government

\$2,500 in-kind

- 10 x 10 exhibitor space (tent not included)
- Company/organization name included in the event program distributed at the Fair entrance
- Company/organization name featured on PEA website home and Fair pages for 10–12 months
- Recognition as a PEA Member in Annual Report and on the website



Thanks to you and all your colleagues for creating such a fabulous family and earth friendly event. We were delighted to participate and found the fair to be well organized, with clear communication, both prior to and during the fair. The support during the fair was amazing, with many folks stopping by our booth to ensure we had everything we needed.



Reserve your sponsorship by January 9 to take advantage of all pre-event promotions.

## CONTACT

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Register your sponsorship at  
[www.peaNC.org/sponsor](http://www.peaNC.org/sponsor)

