



PIEDMONT
ENVIRONMENTAL
ALLIANCE

Presents

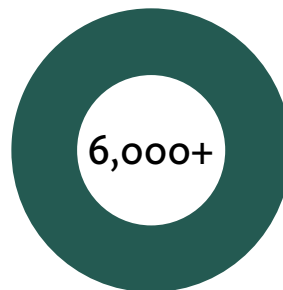
PIEDMONT EARTH DAY FAIR

2027 Sponsorship Opportunities

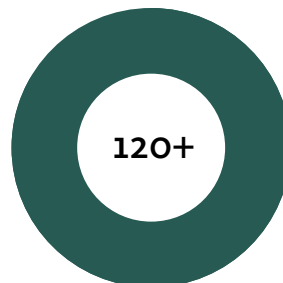
Build community and promote your mission
with 6,000+ attendees

Saturday, April 17
Winston-Salem Fairgrounds

The Piedmont Earth Day Fair is the largest Earth Day celebration in NC, bringing together the Triad's leading companies and organizations committed to a more sustainable future.



vendors and exhibitors
featured at the fair



vendors and exhibitors
featured at the fair

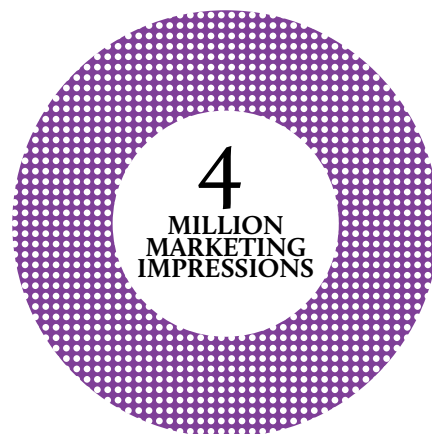


MARKETING AND PROMOTIONS

Our comprehensive marketing campaign will take your business to the next level. Get access to a targeted consumer base of people who support local organizations and green living. Brand your business as a green business, committed to our community.

Our annual marketing campaign includes the following:

- Premium TV and radio promotions, including on WXII, Fox8, Audacy Radio, 107.5 KZL, a/perture cinema, and other partner media sites
- King and Queen sized ads on Winston-Salem city buses
- More than 130 promotional spots on WFDD Public Radio for the Piedmont
- Thousands of flyers distributed to all elementary students attending Winston-Salem/Forsyth County Schools and select schools across the region
- Ads and a full spread in Forsyth Family Magazine, Triad Moms on Main, Best of Winston-Salem, and other local magazines, newsletters, and websites
- Banners displayed on the University Parkway overpass
- Paid social media and online advertising
- E-newsletter blasts to more than 6,000 targeted consumers on the PEA listserve 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, Triad Moms on Main, and other local outlets
- Attractive event posters displayed in businesses throughout Winston-Salem, Greensboro, and High Point



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



PRESENTING

\$8,500 cash – business

\$6,500 cash – nonprofit/government

- 20 x 20 tented exhibitor space in a premier location, with electricity
- Top billing with logo on all printed media including:
 - Print ads in the Forsyth Family Magazine, Triad Journal, and other outlets
 - 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 6,000 subscribers
- Company/organization profile and/or video included in one PEA Blog post, promoted through social media
- Sponsorship commitment featured in a PEA media release
- Opportunity to distribute company flyer or a giveaway item at the Fair entrance (provided by sponsor)
- Opportunity to be listed on the Kids Activity Card
- Sponsor recognition through PEA's social media sites
- Recognition as a PEA Business Member
- Industry exclusivity confirmed by January 16, 2027
- Recognition as a sponsor at your booth space (signage) and on the event map

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

\$3,000 cash – nonprofit/government

\$15,000+ in-kind

- 20 x 20 (or 10 x 30) tented exhibitor space in a premier location, with electricity
- Sponsor logo included in printed media including:
 - Print ads in the Forsyth Family Magazine, Triad Journal, and other outlets
 - 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 and/or video included in one PEA newsletter, reaching more than 6,000 subscribers
- Opportunity to be listed on the Kids Activity Card
- Sponsor recognition through PEA's social media sites
- Recognition as a PEA Business Member
- Recognition as a sponsor at your booth space (signage) and on the event map



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

GOLD

\$3,500 cash — business

\$2,000 cash — nonprofit/government

\$10,000 in-kind

- 10 x 20 exhibitor space in a preferred location (tent not included)
- Company/organization name included in the following printed media
 - Print ads in Forsyth Family Magazine and Triad Journal, and other outlets
 - 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
- One-third page ad in Piedmont Earth Day Fair program
- Company/organization profile included in one PEA newsletter, reaching more than 6,000 subscribers
- Opportunity to be listed on the Kids Activity Card
- Sponsor recognition through PEA's social media sites
- Recognition as a PEA Business Member
- Recognition as a sponsor at your booth space (signage) and on the event map



SILVER

\$1,500 cash – business

\$750 cash – nonprofit/government

\$5,000 in-kind

- 10 x 10 exhibitor space in a preferred location (tent not included)
- Company/organization name included in the following printed media
 - Event program distributed at the Fair entrance
 - Event banner displayed at Fair Entrance
- Company/organization name featured on PEA website home and Fair pages for 10–12 months
- One-sixth page ad on Piedmont Earth Day Fair Program
- Sponsor recognition through PEA's social media sites
- Recognition as a sponsor at your booth space (signage) and on the event map

BRONZE

\$1,000 cash – business

\$500 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
- Sponsor recognition through PEA's social media sites
- Recognition as a sponsor at your booth space (signage) and on the event map



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 4 to take advantage of all pre-event promotions.

CONTACT

Jamie Maier
Executive Director
jamie@peaNC.org
(617) 602-5262

Register your sponsorship at
www.peaNC.org/sponsor



For a more just, resilient, and sustainable community