



17th Annual

PIEDMONT EARTH DAY FAIR 2022 Sponsorship Opportunities

Build community and promote your mission
with 8,000+ attendees

Saturday April 23, 2022

Winston-Salem Fairgrounds



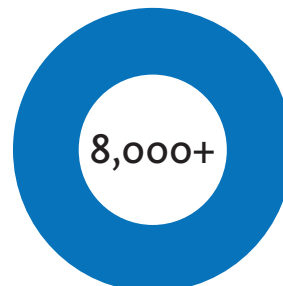


WHY BECOME A SPONSOR

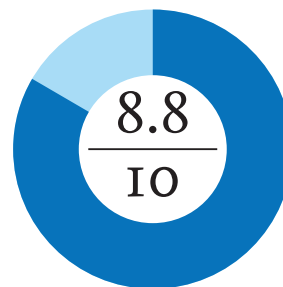
The Piedmont Earth Day Fair brings together the Triad's leading companies and organizations committed to a sustainable future.

As the largest Earth Day Celebration and environmental education event in the region, we anticipate hosting **8,000 people** and **more than 125 exhibitors** this year.

Through sponsorship of the 2022 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.



people expected at the fair

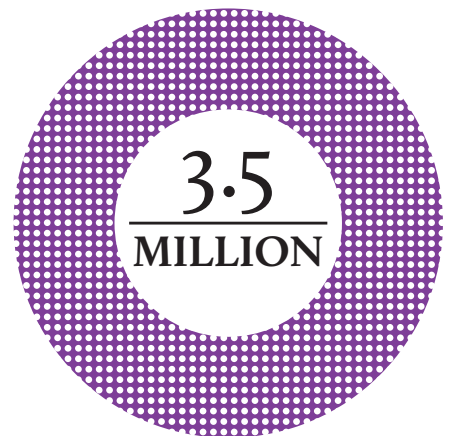


surveyed fair attendees gave an average experience rating of 8.8 out of 10



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 is responsible for record crowds year after year. We host an average of 6,000-8,000 people, thanks in large part to our marketing campaign that boasts an estimated 3.5 million local media impressions.

Our annual marketing campaign includes the following:

- Promotional spots on WXII News, Radio.com, and other partner media sites
- Ads on Winston-Salem city buses
- More than 130 promotional spots on WFDD 88.5
- Flyers distributed to all elementary students attending Winston-Salem/Forsyth County Schools
- Ads and a full spread in Forsyth Family Magazine
- Banners displayed on the University Parkway overpass
- Sponsored ads on social media
- E-newsletter blasts to more than 4,000 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*, *Piedmont Parent*, *Triad Moms on Main* and other local outlets
- Attractive event posters displayed in businesses throughout Winston-Salem and Greensboro



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, 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 4,000 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)
- 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, eligible for PEA's Green Business of the Year
- Industry exclusivity (must be confirmed by January 9, 2022)

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 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 4,000 subscribers
- Sponsor recognition through PEA's social media sites a minimum of two times
- Recognition as a PEA Green Business Member, eligible for PEA's Green Business of the Year



GOLD

\$2,500 cash — business

\$1,000 cash — nonprofit/government

\$10,000 in-kind

- 10 x 20 exhibitor space (tent not included)
- Company/organization name included in the following promotional items:
 - 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 newsletters, reaching more than 4,000 subscribers
- Sponsor recognition through PEA's social media sites
- Recognition as a PEA Business Member



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



Great exposure, great location. Thank you!



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-sixth page ad on Piedmont Earth Day Fair Program
- Sponsor recognition through PEA's social media sites
- Recognition as a PEA Business Member



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



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 5 to take advantage of all pre-event promotions.

CONTACT

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Register your sponsorship at
www.peaNC.org/sponsor



creating a more sustainable community
peaNC.org