



# 2021 OUTDOOR EVENT SERIES SPONSORSHIP PACKAGE

	TRAILBLAZING	BIKING	HIKING	WALKING
<b>Recognition on TV, print and digital materials*</b>	\$7,500 Top Row	\$5,000 1st Row	\$2,500 2nd Row	\$1,000 3rd Row
<b>Recognition on all transit ads *</b> <small>Interior bus ads in all Metro buses for 1 month starting mid-August, ~1.3 million passenger trips.</small>	Logo	Logo	Logo	Logo
<b>Recognition on event website for one year</b> <small>(www.greatoutdoorweekend.org, 8,000 page views estimated for just the month leading up to the event)</small>	Logo & link to organization's webpage	Logo & link to organization's webpage	Logo & link to organization's webpage	Logo
<b>Name recognition in event press release</b>	Prominant recognition on press release	Recognition on press release		
<b>Recognition on at least 1 email blast highlighting event (5K subscribers)</b>	Logo	Logo	Logo	
<b>Radio spots on WVXU/WGUC</b> <small>(weekly listenership of 230,900)</small>	8 mentions	4 mentions		
<b>Social Media: Facebook, Instagram and Twitter</b> <small>(followers on Facebook: 8,000 and Twitter: 3,000)</small>	Mentioned in posts promoting event at least 4x	Mentioned in posts promoting event at least 2x	Mentioned in posts promoting event at least	

\*Commit by June 30 to be included on transit ads and print materials.

# 2021 OUTDOOR EVENT SERIES SPONSORSHIP REGISTRATION

Register as a sponsor online or by  
completing this form.



## Sponsor Information

Company Name \_\_\_\_\_  
Contact Name \_\_\_\_\_  
Address \_\_\_\_\_  
City \_\_\_\_\_ ZIP \_\_\_\_\_  
Phone \_\_\_\_\_ Email \_\_\_\_\_

## Payment

Credit Card: CC # \_\_\_\_\_ Exp. Date \_\_\_\_\_  
Cardholder's Name \_\_\_\_\_ Verification Code \_\_\_\_\_  
Cardholder's Signature \_\_\_\_\_

Check Enclosed  Checks should be made payable to Green Umbrella. Your sponsorship is tax deductible as provided by law. Sponsors will receive an official receipt for tax purposes outlining the tax-deductible portion of the sponsorship. Green Umbrella is a 501(c)(3) organization; our tax ID# is 31-1770299.  
Check to Follow

Yes, I want to  
sponsor the Great  
Outdoor Weekend at  
the following level:

\_\_\_\_ \$7,500 - Trailblazing  
Sponsor  
\_\_\_\_ \$5,000 - Biking Sponsor  
\_\_\_\_ \$2,500 - Hiking Sponsor  
\_\_\_\_ \$1,000 - Walking Sponsor  
\_\_\_\_ Other (Please indicate  
amount: \$ \_\_\_\_\_)



Please return  
completed form to:  
GOW c/o Green Umbrella  
5030 Oaklawn Drive

Register Here  
<https://rb.gy/beounf>

For more information,  
please contact:  
Rashida Manuel  
Director of Public Engagement  
(513) 541-1538  
[rashida@greenumbrella.org](mailto:rashida@greenumbrella.org)