



Michigan's Premier Green
Sponsorship Opportunity



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Introducing the MI Earth Day Fest

Over the weekend of April 26-28, 2013, the **MI Earth Day Fest** will bring to downtown Rochester an anticipated audience of over 50,000 people from all over Michigan who are eager to learn about green living and are seeking healthy, eco-friendly alternatives in food, energy, transportation, clothing, home, garden, finances and more. Sponsoring this family-friendly community event can help you to achieve your publicity and marketing goals, and will highlight your commitment to our environment and local economy.

Why Earth Day Matters



Monday, April 22nd, 2013 will mark the 43rd anniversary of the birth of the modern environmental movement. In 1970, pollution was

commonly accepted as the price of prosperity and "environment" was a word that appeared more often in spelling bees than on the evening news. Earth Day turned that all around...

U.S. Senator Gaylord Nelson proposed the first Earth Day and on April 22nd, 1970, 20 million Americans demonstrated for a healthy environment. What began as a protest has grown into the world's largest secular event, celebrated by over 1 billion people in 150 countries. Transcending political divisions, Earth Day has come to advance an inclusive agenda to promote the "triple bottom line" of environmental, societal and economic sustainability.

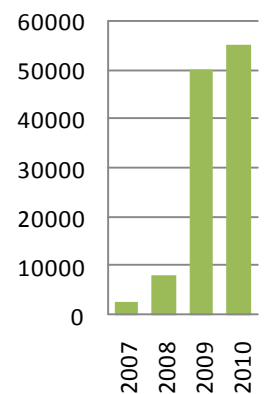


The Growth of Michigan's Largest Earth Day Event

One of the planet's largest Earth Day events was held in Rochester, MI for five years. In April 2006, the Earth Day Expo was co-founded by MI Green Team managers and the local publishers of Natural Awakenings Magazine. It was held at Oakland University and was attended by just over 1,000 visitors and 70 exhibitors. After three years of steady growth at OU, a partnership with the City of Rochester brought the event "to main street" in April 2009, where the event grew to over 50,000 attendees and 170 exhibitors. In 2010, the Earth Day event grew even larger. In 2011 & 2012, the event was moved later in the year and renamed the Green Living Festival. This left a void in local Earth Day observance, which MI Green Team will fill with the return of its **MI Earth Day Fest**.

MI Green Team L3C is a Michigan low-profit limited liability company, focused on sustainable business and community development. All profits of MGT events are donated to local green programs. For more information, visit www.migreenteam.com.

Attendance





Farmers' Row



Lt. Gov. Cherry



Chrysler ENVI



Food Vendor



Massage Tent



African Dance



Labyrinth

Exhibits

of green & wellness products, services & programs

Speakers

including educators, community leaders & VIPs

Displays

of alternative fuel & electric vehicles, and renewable energy systems

Food

area with a farmers' market and organic food service

Services

including free yoga, massage, prizes & contests and door

Music

dance, film and other entertainment on stage and on the streets

Kids Area

with crafts, petting farm, rides & family activities

Support Earth Day Activities

As you can see, the **MI Earth Day Fest** offers a wide variety of fun, informative, healthy and earth-friendly experiences.

Each year, new programming, exhibit areas and activities are added, including: a *Connections Cafe'* which offers greater networking and community-building opportunities, a parade and pep rally, kids art and other contests, a trail race, an art area, an Earth Day awards ceremony, and, new in 2013, a Friday-evening *Kickoff*.

Media Coverage



Media coverage has included live television news feeds, pre-event radio interviews, as well as many print and web articles before and after

the event. Most major Detroit area media outlets have provided coverage including Fox-2 TV, WXYZ-TV Channel 7, the Detroit Free Press, the Detroit News, the Oakland Press, CBS Detroit Radio and many others.

Leverage Earth Day Publicity

Media Sponsorships

Media sponsorships have grown significantly, resulting in wide variety of high-profile advertising. Sponsors included metro Detroit TV and radio, as well as leading Michigan wellness periodicals.

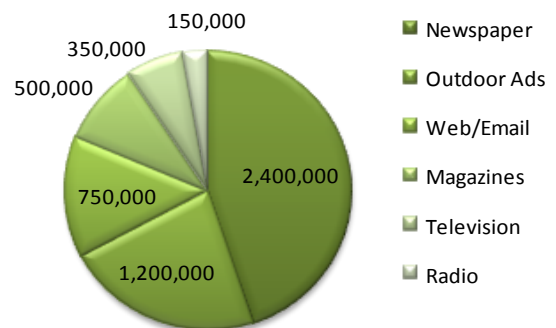


Since then, media sponsorships of MGT events significantly increased to include the leading local daily newspapers, additional major radio stations, and large general-audience magazines.

Make a Big Impression

Media sponsorships and coverage, along with outdoor advertising and web/email marketing, produce millions of marketing impressions every year. With additional sponsors and publicity, total impressions will continue to increase dramatically.

Marketing Impressions



Join with Community Leaders

The **MI Earth Day Fest** is a true community event, bringing together interests and leaders from across the political spectrum to promote sustainable economic and community development.



In 2009, U.S. Rep. Gary Peters provided the opening address and Oakland County Executive L. Brooks Patterson presented an Earth Day proclamation. Every year, partnerships are sought with local, county and state government.

As always, leading non-profit environmental, wellness, business and other community groups will play a major role in designing and delivering festival presentations and programming.

Connect with Michigan's Green Consumers



The transition of green consumerism from fad to market fundamental is well underway. In virtually every industry the green segment is expanding rapidly, despite the continuing recession. Green consumers - those interested in eco-friendly and healthy living - have become a driving force behind how many companies do business. They are creating a new economy based on corporate/consumer responsibility and ecological sustainability. These consumers put \$290 billion dollars into the economy last year—and those numbers are growing fast. To find this market, look no further than the **MI Earth Day Fest**, one of the largest gatherings of green and wellness consumers on the planet!

Gain the Benefits of Earth Day Sponsorship

Businesses and organizations committed to the triple bottom line – people, planet and prosperity - are invited to sponsor the **MI Earth Day Fest**. A limited number of sponsorships are available offering:

- ∞ **Exposure** to an anticipated audience of 50,000+ health- and eco-conscious consumers, eager to learn about your healthy, earth-friendly, and responsible products and services.



2009 Earth Day Expo Sponsors

- ∞ **Recognition** of your association with the premier Michigan green event and its publicity that will create millions of marketing impressions.
- ∞ **Sales** of your products or services at your booth, plus the opportunity to develop prospect lists.
- ∞ **Community Service** to foster a more sustainable future and educate the public about eco-friendly and healthy alternatives.
- ∞ **Networking** to connect with others that share your vision and values, and to learn what is available to improve the eco-friendliness of your organization.
- ∞ **Fun** at Michigan's largest Earth Day celebration!

Pick a Sponsorship Level

Each **MI Earth Day Fest** sponsorship level provides an effective promotional opportunity and an exceptional value.

The following levels, as well as custom packages including exclusive title sponsorship, are available to meet your marketing goals.

Contact Us Today!

The number of sponsorships is limited, so contact us today to express your interest or request further information. Call Dr. Kerrie Saunders at 248-808-3601 or email us at info@migreenteam.com. For the latest event news and information, visit our member website at www.migreenteam.com.

Feature	Sponsorship Levels			
Basics				
Sponsorship	Presenting	Event	Area	Program
Qty Available	1	5	5	5
Price	\$9,000	\$4,000	\$2,000	\$1,000
Pre-Event Promotions				
Annual Membership	All-Star	All-Star	Champion	Leader
Website Logo	All Pages, Top	All Pages	With Activity	With Program
Website Listing	Top Preferred	Preferred	Preferred	Preferred
Printed Materials	Top Logo	Logo	Activity Listing	Program Listing
Print/TV Ads *	Top Logo	Logo	No	No
Radio Ads *	Top Listing	Listing	No	No
Press Releases *	Top Listing	Listing	No	No
Media Interviews *	Priority	Preferred	Eligible	Eligible
Event Promotion				
Kickoff Ceremony	Presentation	Introduction	Mention	No
Official Video	Featured	Interview	Mention	Eligible
Event T-shirts	Top Logo	Logo	No	No
Event Signage	Top Logo	Logo	No	No
Event Banner	Top Logo	Logo	No	No
PA Announcements	8	6	With Activity	With Program

* using our best efforts with third parties



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