



mi green team



MI Earth Day Fest™

Michigan's Premier Green
Sponsorship Opportunity



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Announcing the 11th Annual MI Earth Day Fest

Over the weekend of April 22-24, 2016, the 11th annual **MI Earth Day Fest** will bring tens of thousands of people to Rochester, MI to learn about green and healthy living and to discover eco-friendly alternatives in food, energy, transportation, clothing, home, garden, finances and more. Sponsoring this high-profile, community event will help your organization achieve its green publicity and marketing goals, and will highlight its commitment to a sustainable environment and economy.

Located in Rochester, MI

Rochester combines great natural beauty with a vibrant downtown, 2013 winner of the Great American Main Street Award. Rochester Hills was recently honored by CNN Money Magazine as a 2014 *Top 10 Best Places to Live* and leads the nation in curbside recycling. It is located in Oakland County, among the wealthiest counties per capita in the US. The Rochester area attracts well over 2 million event attendees annually, from SE Michigan and beyond.



Growth of an Earth Day Event

One of the planet's largest Earth Day events is held annually in Rochester. In April 2006, the Earth Day Expo was co-founded by MGT managers. It was held at Oakland University and was attended by 1,000 visitors. In 2009, the event moved to downtown Rochester and was renamed the **MI Earth Day Fest**, to highlight its diversity and celebration. The event grew exponentially, attracting as many as 70,000 attendees and 200 exhibitors. This year, the event will return to Rochester's beautiful and busy City Center and Municipal Park, on the banks of the Paint Creek and near a popular trail.

The festival is produced by MI Green Team L3C, whose mission is to promote green & healthy living, business & community. Net profit is donated to local green programs.

Earth Day Opportunity

Opening day, April 22nd, 2016 will mark the 46th anniversary of the birth of the modern environmental



movement. In 1970, pollution was commonly accepted as the price of prosperity and environmental concerns were seldom in the news. Earth Day turned that all around...

U.S. Senator Gaylord Nelson proposed the first Earth Day and on April 22nd and 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 a billion people in 150 countries. Earth Day has come to advance an inclusive agenda to promote the "triple bottom line" of environmental, societal and economic sustainability.



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

Food
area with a farmers' market and organic food service

Services
including free yoga, massage, prizes & contests

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

Kids Area
with wall & straw bale climbs, arts & crafts, & family fun

Support Earth Day Programs

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 have been added, including: the *Connect Café*, offering great networking and community-building opportunities at NPO round tables, a pep rally and parade, RARA 5K Run, Party for the Planet, a kids' art contest, the MI Green Hall of Fame, and a Kickoff & Awards Ceremony.

Leverage Earth Day Publicity

Media Sponsorships

Media sponsorship has grown consistently, resulting in a wide variety of high-profile advertising. Sponsors included major Detroit TV and radio, as well as leading MI wellness periodicals. In the past few years, media sponsorships of the festival has significantly increased to include the leading local daily newspapers, additional major radio stations, and large general-audience magazines.



The Macomb Daily



Media Coverage

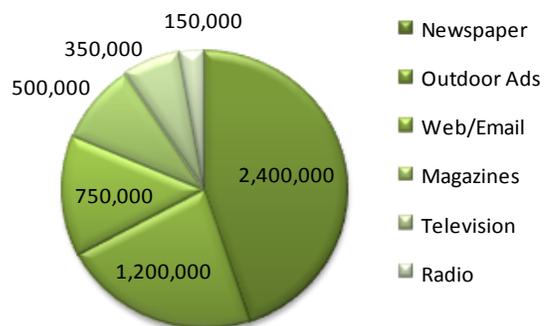
Media coverage has included live television news feeds, pre-event radio interviews, as well as many print and web articles before and during the event. Metro Detroit media outlets have provided extensive coverage including Fox-2 TV, WDIV, WXYZ-TV Channel 7, the Detroit Free Press/News, the Oakland Press, CBS Detroit Radio and many others.



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 continue to increase each year.

Marketing Impressions



Join with Community Leaders

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

Oakland County Executive L. Brooks Patterson (R) has endorsed the festival and also presented an Earth Day proclamation. Michigan's Senator from Rochester, Gary Peters



(D), has also generously supported the event, including recognition in the US Congressional record. Every year, partnerships are made with local, county and state government, to promote green and wellness programs.



Dozens of leading non-profit environmental, wellness, business and community groups participate each year. Many have played a role in designing and delivering festival programming, promotion & special events.

Connect with Michigan's Green Consumers



In virtually every industry the green segment is expanding steadily, despite the slow recovery of our national economy. Green consumers - those

interested in eco-friendly and healthy living - have become a driving force behind how many companies do business. These consumers put \$300+ billion into the US economy annually—and those numbers are growing rapidly. 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 *Making Every Day Earth Day* are invited to sponsor the **MI Earth Day Fest**. A limited number of exclusive sponsorships are available offering:

- ∞ **Recognition** of your support of one of the planet's largest and liveliest Earth Day celebrations and Michigan's largest green event

- ∞ **Exposure** through a dedicated advertising and publicity campaign that creates millions of marketing impressions annually

- ∞ **Contact** with thousands of health- and eco-conscious consumers, eager to learn about your healthy, earth-friendly, and responsible products, services and programs



- ∞ **Community Service** to foster a more sustainable future and educate the public about eco-friendly and healthy alternatives



1st Year Sponsors

- ∞ **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** and celebration at one of the planet's largest Earth Day celebration!

Select Your Sponsorship

Each sponsorship offers an exceptional promotional opportunity and an excellent value. The following sponsorship levels, as well as custom packages, are available.

Event Level

The Event sponsorship level offers the greatest brand promotion and closest association with the event through top placement in publicity, top logo on marketing materials, advertisements and signage, top logo/listing on event website, presentation at the kickoff/awards ceremony, and much more.

Area Level

The Area sponsorship level offers excellent brand promotion and close association with the event through preferred placement in publicity, logo on all marketing materials, advertisements and signage, prominent logo/listing on event website, introduction at the kickoff/awards ceremony, and much more. Exclusive branding is offered for a selected area, such as Auto Alley, Food Court, Green Home, Green Living, Local Lot, Renewable Road, Recycle Region and Wellness Way shopping areas, and program areas such as Main Stage, Kids Korner, Connect Cafe, learning stage and Trailhead.

Program Level

The Program sponsorship level offers brand promotion and association with a selected event program or activity through program-related publicity, logo/listing on the website's program pages, announcement at the Main Stage, introduction at the program venue, and more. Available programs include kids' activities, headliner entertainment, climb tower, straw-bale climb, and many others.

Service Level

The Service Level sponsorship offers Program Level benefits to providers of free event services, such as massage, water stations, and recycling at half the price.

Sponsorship Features

Use the table on the following page and sponsorship feature descriptions below to review the benefits of each level.

- ✓ Marketing Investment - total investment for all services, paid upon agreement
- ✓ Annual Membership – MI Green Team membership benefits listed at www.migreaenteam.com/jointheteam
- ✓ Press Releases (10+) – press releases including major sponsor listing sent to 100+ media contacts and PR newswire
- ✓ Website Logo – major sponsor logo in header of all event webpages; program/service sponsor logos placed with associated listings
- ✓ Website List – sponsor listing and exhibitor listing webpages, both include sponsor logo and are sorted by level
- ✓ Social Media Posts (50+) – over 50 total Facebook posts on the MI Earth Day Fest and MI Green Team pages with 5,000+ combined Likes (at event date)
- ✓ Flyers/Postcards (25k+) – color flyers and postcards distributed at 200+ area businesses, including large chain stores
- ✓ Posters (250+) – color posters prominently placed at 200+ businesses
- ✓ Print Ads (20+) – color magazine and color and b&w newspaper ads, with combined total readership of 500k+
- ✓ Radio/TV Ads (100+) – over 100 total 15 & 30 second spots on several major Detroit metro radio and TV stations
- ✓ Outdoor Ads (50) – Event sponsor logos on yard signs and on 8' sign at both Rochester welcome standards
- ✓ Kickoff/Awards – recognition at the kickoff and awards ceremony, attended by media, dignitaries, award-winners, participants and hundreds of others

- ✓ Official Video – event video, including kickoff/awards ceremony, by CMN-TV
- ✓ Media Interviews (10+) – many in-studio and on-site interview opportunities with major newspaper, radio and TV outlets
- ✓ Event T-shirts (50+) – color logos on official event staff/volunteer T-shirts
- ✓ Event Signs (30+) – color logos on all event signs including directional, area, program and hospitality signs
- ✓ Event Banners (5+) – color logos on 8’ event banners placed at major entrances

- ✓ PA Announcements – public address announcements from the Main Stage
- ✓ Exhibit Services – prominent placement of a large exhibit space with included tent coverage, table(s), chair(s) and electric service

Contact Us Today!

The number of sponsorships is limited, so contact us today to express your interest or request further information. Contact John Batdorf at john@migreenteam.com or 810-908-9976. For the latest event news and information, visit the MI Earth Day Fest or MI Green Team Facebook pages and the event website at www.miEDF.com.

Feature	Imp ¹	Sponsorship Levels			
Basics					
Sponsorship Name		Event	Area	Program	Service
Marketing Investment		\$10,000	\$5,000	\$2,500	\$1,250 ²
Pre-Event Promotions					
Annual Membership		All-Star	Champion	Leader	Leader
Press Releases (10+)		Top Listing	Listing	No	No
Website Logo	100k	All Pages, Top	All Pages	On Program	On Service
Website List	10k	Top	Second	Preferred	Preferred
Social Media Posts (50+)	5k	10+	5+	2+	2+
Flyers/Postcards (25k+)	25k	Top Logo	Logo	No	No
Posters (250+)	35k	Top Logo	Logo	No	No
Print Ads (20+)	750k	Top Logo	Logo	No	No
Radio/TV Ads (100+)	350k	Top Logo/List	Logo/List	No	No
Outdoor Ads (20+)	500k	Logo	No	No	No
Event Promotion					
Kickoff/Awards		Presentation	Introduction	Mention	Mention
Official Video		Featured	Interview	Mention	Eligible
Media Interviews (10+)		Priority	Preferred	Eligible	Eligible
Smartphone Map App	10k	Top Logo	Logo	Listing	Listing
Event T-shirts (50+)	50k	Top Logo	Logo	No	No
Event Signs (30+)	50k	Top Logo	Logo	No	No
Event Banners (5+)	50k	Top Logo	Logo	No	No
PA Announcements	15k	5+	2+	1+	1+
Exhibit Services					
Placement	50k	Main Entrance	Area Entrance	Preferred	Preferred
Size		30’	20’	20’	20’

1 - estimated minimum impressions, 2 - includes \$1,250 discount for service provision