

# Chicago River Day 20/20: See What You Can Do April 23 - May 12, 2012



## Lead Sponsorship Opportunities

### SWAMP WHITE OAK - \$20,000

#### Chicago River Day 20/20

- Top billing as presenting sponsor on all Chicago River Day 20/20 promotions
- Company logo prominently featured at all Chicago River Day 20/20 events
- Opportunity to creatively cross promote your products or services with Friends' engaged and active participants
- Invitation to exclusive WBEZ Navy Pier terrace cocktail party with other sponsors
- Exclusive corporate rental and private guided tour of Friends' McCormick Bridgehouse & Chicago River Museum accompanied by a Bridgelifift Breakfast
- Four tickets to the Big Fish Ball, Friends' annual gala

#### Chicago River Day – May 12, 2012

- Company logo prominently featured on the Chicago River Day invitation, promotional gift for all participants, web page, and post-event report
- Clean up site named for your company for up to 100 of your employees/guests plus custom signage

### SHAGBARK HICKORY - \$15,000

#### Chicago River Day 20/20

- Featured as premier sponsor on all Chicago River Day 20/20 promotions
- Logo featured at all Chicago River Day 20/20 events
- Opportunity to creatively cross promote your products or services
- Invitation to exclusive WBEZ Navy Pier terrace cocktail party with other sponsors
- Complimentary corporate rental and private tour of Bridgehouse Museum
- Two tickets to the Big Fish Ball, Friends' annual gala

#### Chicago River Day – May 12, 2012

- Logo prominently placed on invitation, promotional gift, web page, and report
- Clean up site for up to 75 plus custom signage

### BLACK WALNUT - \$10,000

#### Chicago River Day 20/20

- Recognized among lead sponsors on all Chicago River Day 20/20 promotions
- Company name listed on all Chicago River Day 20/20 celebration events
- Company name on all other promotional materials as a lead sponsor
- Invitation to exclusive WBEZ Navy Pier terrace cocktail party with other sponsors
- Opportunity to creatively cross promote your products or services
- Guided tour of the Bridgehouse Museum for 25 people

#### Chicago River Day – May 12, 2012

- Logo featured on the invitation, promotional gift, web page, and report
- Clean up site for up to 50 plus custom signage

## EXPOSURE

### Invitation and report: 3,800

Mailed to Friends' members as well as our broader network of contacts

### Promotional Volunteer Gift: 4,000

Promotional gift for Chicago River Day participants such as T-shirt or tote bag

### Volunteers and Participants:

4,000++

Community and school groups, families, corporate teams, and countless others from throughout the Chicago metropolitan area representing a broad spectrum of cultural and economic backgrounds

### E-news alerts: 3,400 per alert

Three electronic news briefs sent to river enthusiasts who receive weekly updates from Friends

### Online Events Calendar: 2,900 hits

New online calendar for every 20/20 event listing



**Friends of the Chicago River**

