

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

## Sponsorship Opportunities



### **WHITE ASH - \$5,000**

#### Chicago River Day 20/20

- Company name featured as spotlight sponsor for one of a select list of Chicago River Day 20/20 celebration events and its promotional materials
- Company logo featured on web page of spotlight event

#### Chicago River Day – May 12, 2012

- Company logo on Chicago River Day invitation, promotional gift to all participants, and post-event report
- Company name on Chicago River Day web page
- Chicago River Day clean up site for up to 50 of your employees/guests plus custom signage

### **QUAKING ASPEN - \$2,500**

#### Chicago River Day – May 12, 2012

- Company logo on promotional gift to all Chicago River Day participants
- Company name on Chicago River Day invitation, web page, and post-event report
- Clean up site for up to 35 plus custom signage

### **SILVER MAPLE - \$500**

#### Chicago River Day – May 12, 2012

- Inclusion in credit line on Chicago River Day web page and post-event report

### **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

