

GREENING DETROIT



MEDIA SPONSORSHIP INFORMATION

FOR YEARS, GREENINGDETROIT.COM HAS AND CONTINUES TO ASSIST AND CREATE OPPORTUNITY FOR BUSINESSES, EDUCATORS, GOVERNMENT, HEALTH ORGANIZATIONS AND NON-PROFITS BY CONNECTING WITH THOUSANDS OF PEOPLE EVERY MONTH.

ABOUT

As Media Sponsors and promoters for hundreds of events since our beginning in 2010, we are known as “Connectors” for the community and all business relationships. We look forward to discussing synergies in order to create opportunities between us.





AS A MEDIA SPONSOR

WE PROVIDE YOU WITH CUSTOM SUPPORT AND STRATEGIES BASED ON YOUR EVENT NEEDS

- Your press release is sent to hundreds of local Media contacts and partners and when needed, a national press list of over 1200 and growing
- To our thousands of Newsletter subscribers
- Posted in the 'Green News You Can Use' Section of our website that has organically created top SEO capabilities
- Listed on the Events page in our Calendar and Events Section, (within the calendar and an Electronic Banner, both with links to your Registration Page)
- Through our Social Media, including several Facebook pages, Linked In, and Twitter

WHEN AVAILABLE, OUR WRITERS, AND WHEN NEEDED, PHOTOGRAPHERS, CAN COME PREPARED TO YOUR EVENT TO CREATE AN AFTERGLOW STORY. IN ORDER TO PROVIDE YOU THE BEST PROMOTION WE CAN, WE ASK YOU TO PLEASE:

1

Send us your Press Release in a format that can be edited. This Press Release will be posted and will remain as an archive in our "Green News You Can Use" section. Press Releases are sent to hundreds of local media contacts and partners.

2

Send us your Logo and Electronic Banner (suggested size, is 650 Pixels in Width by 200 Pixels in Height) in Vector, J PEG or PNG format with our logo in any corner. This Electronic Banner will be placed in our Calendar and Events section. The Banner is clickable to allow viewers to be linked off site to your website or the registration page. A PDF Flyer can also be sent and used to display information. The Electronic Banner remains posted as an archive in our Calendar section under the Archive of Past Events link.

3

PLEASE REMEMBER: Due to the time and nature of each event, details and arrangement of media sponsorship agreements are finalized through correspondence with the event director or marketing team. Upon verification of our logos placement as a sponsor and the receipt of the above, promotion will begin.





PLEASE NOTE

OUR SERVICES ARE VALUED AT APPROXIMATELY \$2,500.00 PER EVENT, (DETERMINED BY THE AMOUNT OF TIME GIVEN BEFORE THE EVENT DATE). AS A PORTION OF THIS 'ACT OF KIND' AGREEMENT, (THE NON-MONETARY EXCHANGE FOR OUR SERVICES), THE FOLLOWING CONSIDERATIONS APPLY:

The staff of GreeningDetroit.com are working professionals and are provided MEDIA entries at no monetary cost, especially when assisting with an afterglow article.

- **OUR LOGO** is provided and is placed as a Media Sponsor on all of the advertising material, including the digital banner. This assures that you have been given credibility by a third party as a contributor to the community and as a sustainability supporter.
- When available, a sponsorship booth is provided to GreeningDetroit.com or one of its members.
- All exposure is determined by the amount of time available to create this package. Events sponsored 4 weeks or less may miss the timeline of some of the promotional provisions.
- We urge you to contact us about your upcoming events during the planning stages.
- Any details or additions to this agreement are created between the decision making parties prior to the event shall be sent VIA email from the event coordinators.

For your convenience, please find the attached high resolution .jpeg and .png of our logo to be used within your marketing and production materials and website. These can be resized for anything you need with assurance of clarity.

***PLEASE NOTE *** THAT OUR NON-CASH AGREEMENT DEPENDS ON BOTH PARTIES COOPERATION AND ONGOING COMMUNICATION AS WELL AS OUR LOGO BEING PLACED ON THE EVENT MATERIALS. FAILURE TO USE OUR LOGO OR NAME AS A MEDIA SPONSOR, OR FAILURE TO HONOR ANY PORTION OF CROSS PROMOTION FOR THE EVENT CAN BE CONSIDERED A VOID OF THIS AGREEMENT.





AS YOU CAN SEE

Our team strives to bring you the best value from our many hours of service and is considered of huge value to our numerous partners. We look forward to working with you.

TO SEE THE LIST OF OUR PAST SPONSORED EVENTS, PLEASE FEEL FREE TO VISIT THE ARCHIVE OF BANNED EVENTS AT:

[HTTPS://WWW.GREENINGDETROIT.COM/COMMUNITY/EVENTCALENDAR/PAST-EVENTS/](https://www.greeningdetroit.com/community/eventcalendar/past-events/)



MEDIA SPONSOR

I look forward to further discussion to complete our agreement.

Please contact me directly at 248-818-4252

or email me at cathleen@greeningdetroit.com

Best Regards,

Cathleen Francois,

Executive Director

www.GreeningDetroit.com