

Sponsorship Proposal

2023

Impact Series

Delivering Community-Based
Educational Programs for Long-
Term Change

Sustainable Living Association
– since 2000

Contact

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About Us



The Sustainable Living Association (SLA) is dedicated to educating people and communities to make healthy sustainable choices. Since 2000, SLA has moved our community toward a more sustainable future in tangible ways. Through our outreach, programs, events, and strategic community partnerships; SLA has become known as the cutting-edge resource of the sustainability movement in Northern Colorado.

Our Impact

- Educated over 150,000 people about sustainable living practices through our flagship community event, the Sustainable Living Fair.
- Set the standard for zero-waste community events in Fort Collins, leading to city event-waste regulations. This effort was replicated at a national level by core SLA volunteers who founded Zero Hero Events.
- Served as the fiscal agent for the NoCo Rebuild Project after the High Park Fire; providing free workshops on how to re-build sustainably.
- Developed Earth Day Fort Collins 13 years ago to engage citizens in environmental protection and preservation.
- Initiated an annual community effort to clean up a collective 64 miles along the Poudre River corridor.
- Collaborated with industry partners to open Colorado's first biodiesel pump and to promote residential solar co-ops.
- Educated nearly 100 business and community leaders through the Sustainability Leadership Program since it launched in 2017.
- Engaged 50 high school students in the inaugural Youth Climate Action event in 2022.



77 percent of people want to learn how to live more sustainably. - Forbes

About the Impact Series



Earth Day Fort Collins 2023

The Impact Event Series kicks off with the annual **Earth Day Fort Collins** event on Saturday, April 22, 2023. This free event has a 12-year history in Northern Colorado and draws over 3,000 in attendance annually. *Earth Day Fort Collins* connects the community with activities and resources to promote environmental stewardship.

*In addition to **Earth Day Fort Collins**, **The Impact Series** features two, more intimate, events to raise climate awareness and promote local action. These gatherings attract an impassioned audience deeply committed to our mission.*

Bike-In Movie Night 2023

In August SLA will host the annual **Bike-in Movie Night** in partnership with Lyric Cinema, drawing participation from up to 200 community members who are committed to taking action against climate change.

Youth Climate Action 2023

In the Fall SLA will host the 2nd annual **Youth Climate Action** event designed to engage students in community service projects and outreach that will better the environment and give back to local organizations.



Program Highlights

Educating participants about living a sustainable lifestyle.

Working together to help solve the climate crisis.

Taking action to reduce our environmental impacts.

Elevating the voices of our youth.



Opportunity

SLA is seeking sustainably-minded partners to sponsor the 2023 Impact Event Series. Anchored by the annual *Earth Day Fort Collins* event, the Impact Series unites everyday citizens with resources to promote environmental justice and take climate action at the community level.

92%

of consumers say they're more likely to trust brands that are environmentally or socially conscious. – Forbes

Supporting Community-Based Events

- Builds Brand Purpose
- Improves Brand Perception
- Increases Brand Exposure
- Increases Employee Satisfaction



Our Reach

- 13,000 Friends, Fans & Followers on social media
- 5,500 e-newsletter subscribers
- 22-year history of organizing engaging community events

Sponsorship



Choose your level of engagement

Planetary Sponsor \$2,500 – Select 4 Tier One Options
Global Sponsor \$1,500 – Select 3 Tier One Options
Biosphere Sponsor \$1,000 – Select 4 Tier Two Options
Climate Sponsor \$750 – Select 1 Tier One Option
Ecosystem Sponsor \$500 – Select 2 Tier Two Options
Grassroots Sponsor \$250 – Select 1 Tier Two Option

Choose Your Options (on the next page)

90%

of consumers would switch brands to support a cause. - Forbes

We are happy to revisit offers if this does not meet your required branding objectives. Please get in contact with us to discuss custom sponsor packages.

Benefits for Sponsors



Tier One Options

BOOTHS

- ☐ Booth Space with Signage at Earth Day
- ☐ Booth Space with Signage at Bike-In Movie Night
- ☐ Booth Space with Signage at Youth Climate Action Event

ADDRESS ATTENDEES

- ☐ 30 Second Ad Spot at Bike-In Movie Night
- ☐ Present to Attendees at Earth Day

MARKETING

- ☐ Title Sponsor recognition on ALL marketing materials throughout the year including website, electronic advertising and promotional materials
- ☐ Logo on Banner at ALL EVENTS



Tier One ALWAYS Includes:

- Logo on SLA website for entire year
- Thank you message to SLA e-newsletter database
- Two Social Media features with link to your website
- Recognition as a Sponsor at all events

Tier Two Options

BANNERS

- ☐ Logo/Name on Banner at Earth Day
- ☐ Logo/Name on Banner at Bike-In Movie Night
- ☐ Logo/Name on Banner at Youth Climate Action Event

SOCIAL MEDIA

- ☐ Two Social Media features with link to your website
- ☐ Facebook Live video thanking sponsor for support

MARKETING

- ☐ Logo on SLA Website for entire year
- ☐ Thank you message to our e-newsletter database 5000+
- ☐ One free announcement in SLA monthly e-newsletter

AT EVENT PROMOS

- ☐ 150-word statement read aloud at event of your choosing



Tier Two ALWAYS Includes:

- Recognition as a Sponsor at all events



**Thank you! We
look forward to
the possibilities
ahead!**

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