Sponsorship Proposal

2023

Youth Climate Action
Delivering Community-Based Education 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 Youth Climate Action Event

Making an Impact
Climate change is a great example of how human behavior can dramatically impact our natural world, and have serious consequences to our social, physical, and economic health.

By providing climate education with a strong civic engagement component, our youth will have the skills to enter a growing green workforce and the know-how to advocate for policies and practices that will keep them healthy, safe, and prosperous.

Youth Climate Action 2023
With your support, the Sustainable Living Association will be able to provide valuable training for 75 Fort Collins students ages 15–25 at our 2nd annual Youth Climate Action event on September 23rd.

Program Outcomes
Supporting climate literacy for our youth and teaching them how to work with local government in a meaningful way.

Every participant will develop an Action Plan to guide their efforts at home, in school, and in the community.

Program Highlights
Act on It – giving back by participating in community service projects

Talk About It – Engaging with local elected officials on the issue of climate change.

Learn About It – Featuring career opportunities in the environmental and sustainability fields.

Elevating the voices of our youth.
Opportunity

SLA is seeking sustainably-minded partners to sponsor the 2023 Youth Climate Action event, a break out event of the Impact Series which 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
• 23-year history of organizing engaging community events
Sponsorship

Choose your level of engagement

Planetary Sponsor $5,000
Global Sponsor $2,500
Ecosystem Sponsor $1,500
Grassroots Sponsor $500

Multiple Benefits for your Business

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

## Planetary Sponsor $5000
- Recognized as Title Sponsor on all marketing materials, including website, electronic advertising and promotional materials
- Opportunity to present to attendees during event
- Booth space at event with signage (optional)
- One free announcement in SLA monthly e-newsletter (5500+)
- Recognition as a Sponsor and banner placement at event
- Two Social Media features with link to your website

## Global Sponsor $2500
- Tiered Logo placement on website, electronic advertising, and promotional materials
- Booth space at event with signage (optional)
- One free announcement in SLA monthly e-newsletter (5500+)
- Recognition as a Sponsor and banner placement at event
- One Social Media features with link to your website

## Ecosystem Sponsor $1500
- Tiered Logo placement on website program page
- Recognition as a Sponsor at event
- Business name included on poster and in electronic media

## Grassroots Sponsor $500
- Business name listed on website program page
- Recognition as a Sponsor at event
Thank you! We look forward to the possibilities ahead!

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