

# Sponsorship Proposal

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2024

## Youth Climate Action

Delivering Community-Based  
Education for Long-Term Change

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**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 14 years ago to engage citizens in environmental protection and preservation.
- Initiated an annual community effort to clean up a collective 84 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 120 business and community leaders through the Sustainability Leadership Program since it launched in 2017.
- Engaged 100 high school students in Youth Climate Action events.



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

# Meet Our Team



**Kellie Falbo**  
Executive Director



**Kat Ernst**  
President, CSU



**David Nebel**  
Vice President, Ball Corp



**Henry Mouton**  
Treasurer, TWP



**Lindsey Singleton**  
Secretary, OtterBox



**Mike Soderholm**  
Board, Talk Socket



**Megan DeMasters**  
Board, City of Fort Collins



**Andrew Magana**  
Board, CSU



**Matt Bailey**  
Board, Odell Brewing



**Nick Pederson**  
Board, PSD



**Rebecca Lampl**  
Board, Youth Rep.

# 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.

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## Youth Climate Action 2024

*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 28th.*

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## 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

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

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

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Elevating the voices of our youth.



## Opportunity

SLA is seeking sustainably-minded partners to sponsor the 2024 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 youth attendees during event
- ☐ Logo on Youth Climate Leader T-shirts
- ☐ 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!**

## **Contact**

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