



April 20, 2024

3rd Annual Charlotte Earth Day
at The Charlotte Museum of History



CHARLOTTE EARTH DAY CELEBRATION

2024 Sponsorship Packages & Opportunities

Co-hosted by:



clean
AIRE
nc



ABOUT

Charlotte Earth Day engages a wide range of environmental, advocacy, and social justice nonprofits, artists, and local organizations across the city looking to raise awareness of their mission, connect with their community, and provide fun environmental education activities to families! We look forward to building another inclusive space for creativity, connection, and education for the Charlotte-Mecklenburg community members.



HISTORY

Charlotte Earth Day is the largest Earth Day celebration in the City of Charlotte. Previously hosted downtown as a component of the Charlotte SHOUT! Festival, the attendance of local families and organizations to this event grew.

This year's 3rd annual celebration, now hosted by CleanAIRE NC and Sol Nation will be held on Saturday, April 20th from 12 pm-4 pm at The Charlotte Museum of History.



Our Target Audience

This event's target audience is Charlotte families. Our planning team engages with libraries Charlotte-Mecklenburg schools, youth organizations, local businesses, and environmental nonprofits to ensure a well-rounded, inclusive, and engaging event for the community.

The Earth Passport will guide youth through environmental activities and workshops.





Sponsorship Opportunities

See how you can get your brand in front of hundreds of employees and executives.

Plan Options	Knowledge Hub	Platinum	Gold	Community Partner
Logo on Charlotte Earth Day website	✓	✓	✓	✓
Logo on Earth Day Passport	✓	✓	✓	✗
Recognition from Main Stage	✓	✓	✗	✗
Ad in Event Digital Guide Book	✓	✗	✗	✗
Premier Table in Knowledge Hub	✓	✗	✗	✗

SPONSORSHIP PACKAGES

Knowledge Hub: \$5000

- Recognition endorsement within NC environmental organizations as a good partner
- Organizational logo featured on the Charlotte Earth Day event webpage
- Organizational logo on the CleanAIRE NC and Sol Nation webpage sponsorship level
- A quarter, half, or full page highlight in the event guidebook
- Organizational logo highlighted on the Earth Passport
- Recognition during the event with 30-second overview of organization
- Premier central location at the front of the Knowledge Station and highlight in large scale programming activity.

SPONSORSHIP PACKAGES

Platinum: \$2500

- Recognition endorsement within the state-level environmental organizations as a good partner
- Organizational logo featured on the Charlotte Earth Day event webpage
- Organizational logo on the CleanAIRE NC and SOL Nation webpage sponsorship level
- A quarter, half, or full page highlight in our guidebook
- Recognition during the event with 20-second overview of organization

SPONSORSHIP PACKAGES

Gold: \$1500

- Recognition endorsement within the state-level environmental organizations as a good partner
- Organizational logo featured on the Charlotte Earth Day event webpage
- Recognition during the event with 15-second overview of organization

INDIVIDUAL SPONSORSHIPS

Named Sponsorship During Program:

- Exhibitor Supplies Support Sponsorships: \$1500
- Artist/Program Stipend Sponsorship: \$1500
- Children's Meal Sponsorship (100 children): \$1000
- Land Acknowledgement: \$850
- Water Station: \$750





SPONSOR BENEFITS

Fresh social media content
and engagement

Hundreds of customer leads
for each sponsor

Highly visible marketing
on a cheerful event for positive
brand feelings



EARTH DAY

CHARLOTTE

We hope you'll join us
for an unforgettable
day of team spirit and
company pride.



CONTACT

Madison Fragnito
madison@cleanairenc.org
704-307-9528

Visit us at:
CharlotteEarthDay.org

Thank you for listening!

Got any questions? Feel free to call us, email us,
or hit us up on social media.