

Youth of the Earth Day 2016

Sponsorship Packet



What is Youth of the Earth Day?

Youth of the Earth (YOTE) Day is an annual celebration of sustainability, resiliency, and eco-friendly living, centered on teaching our children how to best care for the earth. We believe that not only do we have things to teach them, but they have a tremendous amount to teach us. Not only do we include local Environmental Educators at our event, but we encourage local kids to work on and share a project of their own to help our planet. The 2nd annual Youth of the Earth Day event is once again being organized by local environmental group, Sustainable Revolution Longmont.

This year's event will be at the Boulder County Fairgrounds on Saturday, April 16th in conjunction with the Longmont Farmer's Market. Last year's event had over 1000 people in attendance, and with between 2000 and 3000 coming to the farmer's market on any given Saturday, we expect to have a great crowd this year.

Who is Sustainable Revolution Longmont?

Sustainable Revolution Longmont (www.SRLongmont.org) is a local environmental group dedicated to improving the environment in Longmont and beyond. We learn, teach, advocate and act, working collaboratively and inclusively with all ages and backgrounds. Our primary focus is on public environmental education, as the foundation for change. We hold quarterly environmental education talks, volunteer at various outreach events and are the lead planners for Longmont's Youth of the Earth Day 2016. Our team works with activists, elected official, and prominent community members to advance an effective transition to a resilient economy. We are a volunteer run, grassroots organization that values the ideas, skills, and enthusiasm of individuals in our community.

Who else is involved?

This year, we are partnering with Boulder County Farmer's market, Boulder County's Sustainability office, Eco-Cycle, and the City of Longmont's Children, Youth, and Families department to make YOTE 2016 a success. We hope that you will join us.

The Youth of the Earth Day committee is comprised of representatives from the above organizations, as well as local committed Longmont citizens. Additionally, we have continued support from Longmont's Youth Council in both funds and youth outreach.

Why be a sponsor?

The Youth of the Earth Committee, organized by Sustainable Revolution Longmont, is completely volunteer-run. Your sponsorship dollars help to ensure that we are able to effectively market and successfully run this year's event. This is a great way to support the innovation and creativity of youth who are actively engaged in solutions. Show that your organization cares by offering a cash or in-kind donation of services or products.

We anticipate at minimum 1,000 to 2,000 people to attend this year's event. This is a great opportunity to get your brand and/or message to Eco-Friendly Longmont area residents.

Sponsorship Levels:

Silver Level-\$150

What you get:

- Logo on Youth of the Earth day website
- Announced as a sponsor from stage
- Literature included in goodie bags

Gold Level-\$250

What you get:

- All the benefits of Silver level sponsorship
- Included on Youth of the Earth Day 2016 banner
- 3-minute announcement by you from the stage!
- Booth Space (Only available to sponsors*)

Green Level-\$500

What you get:

- All the benefits of Silver and Gold level sponsorship
- Included in SRLongmont monthly newsletter for all of 2016
- Included in press release as a top level sponsor.
- 10- minute presentation by your team from the stage!

**Only Env. Educators, Youth, and Sponsors will have booths. There will be no regular vendors at the event.*

How to become a sponsor?

There are a number of ways to become a sponsor:

- Feel free to email earthday2016@srlongmont.org with your intent to become a sponsor (or to ask questions.)
- You may also fill out our online form which can be found here: <http://goo.gl/forms/avs0rAL8PL>.
- You can mail checks and the bottom form to PO Box 1764, Longmont, CO, 80502.
- Please make all checks payable to Sustainable Revolution Longmont
- We are also open to in-kind donations if you have a service that would benefit the event.

Company/Organization Contact Information

Organization Name: _____

Contact Name: _____

Address: _____

City/State/Zip: _____

Phone: _____

Email Address: _____

Website: _____

Social Media Handles: _____

Notes: _____