



Foundation for  
Gauga Parks

# 2022 Business Partners and Sponsorship Program

Align your business with The Foundation for Geauga Parks (FGP), Geauga County's leading nature-focused philanthropic organization. The FGP is a 501 (c)3 nonprofit organization established in 1990. Its mission is to fund community engagement with nature through education, preservation, conservation, and appreciation of the unique natural character of Geauga County. We raise funds to preserve and conserve Geauga County green spaces and to support nature education initiatives.

**AUDIENCE:** Our donors are civic-minded nature-lovers, conservationists, and outdoor enthusiasts. They represent over 2,000 households in Geauga and surrounding counties. 33% of FGP supporters reside in one of the top 15 wealthiest zip codes in Ohio; 45% of our supporters have household income greater than \$100,000/year.

**MARKETING:** FGP reaches audiences through print literature, signage, press releases, emails, website, Facebook, Instagram, and community outreach activities.

- We distribute monthly press releases to 32 media outlets serving northeast Ohio.
- We post up to five times each week, reaching a growing number of followers (currently more than 1,100 across platforms).
- We have an active email list of 1,200 households and typically send up to six emails each month.
- Our average website traffic is more than 1,200 pageviews per month.
- We not only reach hundreds of individuals through our annual fundraising event and monthly gatherings, but have an active presence at a variety of community events throughout the year.

## **BENEFITS:**

- **Alignment with a highly respected and trusted nonprofit, which has helped support some of Geauga County's most treasured parks, preserves and nature education programs.**
- **Recognition with logos and links on FGP website, social media and email communications.**
- **High visibility at live and virtual events**

## **2022 Planned Events:**

### **2022 Caveman Crawl 5K Trail Run and Fun Walk - Sunday, June 12, 2022**

The West Woods (held in collaboration with Geauga Park District)

**Commitment deadline to have corporate logo included on Race Shirts is Friday, May 6, 2022.**

### **2022 Twilight Soiree (includes online silent auction) - Saturday, August 20, 2022**

Veterans Legacy Woods

**Commitment deadline to have corporate logo included on event signage is Friday, July 22, 2022.**



# Foundation for Geauga Parks

## BUSINESS PARTNERS and SPONSORSHIP FORM

Business Name: \_\_\_\_\_

Street: City: Zip Code: \_\_\_\_\_

Contact Name: Title: \_\_\_\_\_

Email: Phone (Office): \_\_\_\_\_

Signature (Required): \_\_\_\_\_

Please choose one or more sponsorship packages:

- Annual Lead Business Partner** \$10,000 (\$9,200 tax ded.)
  - Annual Preservation Business Partner** \$5000 (\$4,400 tax ded.)
  - Annual Conservation Business Partner** \$3000 (\$2,600 tax ded.)
- Business Partner packages include benefits for Caveman Crawl and Twilight Soiree

### Caveman Crawl Sponsors

- “Mammoth” Sponsor** (\$2,500)
- “Stone Age” Sponsor** (\$1,500)
- “Cave Clan” Sponsor** (\$500)

### Twilight Soiree Sponsors

- “Presenting” Sponsor** \$5,000 (\$4,200 tax deductible)
- “Gold” Sponsor** \$2,500 (\$1,900 tax deductible)
- “Silver” Sponsor** \$1,500 (\$1,100 tax deductible)
- “Bronze” Sponsor** \$500 (\$300 tax deductible)

Check Enclosed

Mail with form to: 12375 Kinsman Rd, #H-10, Newbury, OH 44065

Please Invoice Me

Tax ID # 34-1677366

Make check payable to Foundation for Geauga Parks

Credit Card

Card Number: \_\_\_\_\_

Exp. Date: \_\_\_\_\_ CVC Code on Back: \_\_\_\_\_

Cardholder Name: \_\_\_\_\_

Billing Address: \_\_\_\_\_

Signature: \_\_\_\_\_

**Credit card payments may also be made securely online at <http://bit.ly/FGPPartners>**

If you have any further questions, please call: (440) 564-1048 or email [paige@foundationforgeaugaparks.org](mailto:paige@foundationforgeaugaparks.org).  
[www.foundationforgeaugaparks.org](http://www.foundationforgeaugaparks.org)

## **Annual Business Partners**

### **Lead Business Partner    \$10,000 (\$9,200 tax deductible)**

Commencing immediately through December 2022

- **Industry specific exclusivity**
- Media release and photo opportunity announcing annual partnership
- Recognition (logo and link) in all FGP electronic media
  - Website Home page
  - Website Partnerships page
  - Monthly email communications
  - Announcements on Facebook, Instagram
- Name and logo recognition on FGP Annual Report
- Enhanced recognition and logo presence at all Foundation events
  - Caveman Crawl 5K Trail Run – Sunday, June 12, 2022
    - Logo on the roadside banner at The West Woods park entrance on the highly trafficked State Route 87
    - Event signage
    - Caveman Crawl Event webpage
    - Email promotions
    - Print materials
    - Caveman Crawl Race T-shirts
  - Twilight Soiree annual gala – Saturday, August 20, 2022
    - Twilight Soiree Event webpage
    - Email promotions
    - Print materials
    - 8 tickets to Twilight Soiree
  - Community outreach events (materials and associated publicity)

*Includes your business presence at The West Woods during the Caveman Crawl and at Veterans Legacy Woods during Twilight Soiree (indoor table, or your own tent or mobile unit)*

## Annual Business Partners (cont.)

### **Preservation Business Partner \$5,000 (\$4,400 tax deductible)**

Commencing immediately through December 2022

- Recognition (logo and link) in all FGP electronic media
  - Website “Partnerships” page
  - Monthly email communications
  - Announcements on Facebook and Instagram
- Name recognition in FGP Annual Report
- Enhanced recognition and logo presence at Foundation events
  - Caveman Crawl 5K Trail Run – Sunday, June 12, 2022
    - Caveman Crawl Event webpage
    - Event signage
    - Email promotions
    - Print materials
    - Caveman Crawl Race T-shirts
  - Twilight Soiree – Saturday, August 20, 2022
    - Twilight Soiree Event webpage
    - Event signage
    - Email promotions
    - Print materials
    - 6 tickets to Twilight Soiree

### **Conservation Business Partner \$3,000 (\$2,600 tax deductible)**

Commencing immediately through December 2022

- Recognition (logo and link) in FGP electronic media
  - FGP Website “Partnerships” page
  - Monthly email communications
  - Announcements on Facebook and Instagram
- Name recognition in FGP Annual Report
- Recognition and logo presence at Foundation events
  - Caveman Crawl 5K Trail Run – Sunday, June 12, 2022
    - Event signage
    - Email promotions
    - Print materials
    - Caveman Crawl Race T-shirts
  - Twilight Soiree – Saturday, August 20, 2022
    - Email promotions
    - Print materials
    - 4 tickets to Twilight Soiree



## Caveman Crawl 5K Trail Run Sponsorships

Well-established Race and Family Friendly event

Sunday, June 12, 2022 – The West Woods

Anticipated Attendance – up to 400 athletes, families and park supporters

The Foundation for Geauga Parks is working in collaboration with the Geauga Park District to continue this popular race, now in its 11<sup>th</sup> year, which includes a rugged 5K for serious runners, a family-friendly one-mile “Fun Walk,” and costume contest. Proceeds from the Caveman Crawl support the FGP mission to “fund community engagement with nature,” by supporting programs like the Chip Henry Institute for Outdoor Adventure, youth education in the parks, and other park initiatives throughout the County.

**Commitment deadline for logo inclusion on race shirts is May 16, 2022.**

### \$2,500 “Mammoth” Sponsor

- Logo on the roadside banner at The West Woods park entrance on the highly trafficked State Route 87
- Logo recognition on Race t-shirts, distributed to all racers, volunteers and staff.
- Logo on event registration form distributed online and on-site at races, running shops and other athletic partner venues
- Name, logo and link in FGP email Newsletters and announcements
- Logo in Geauga Park District’s *Park Explorer Activity Guide*, distributed to 95,000 Geauga residents
- Logo recognition in all Race pre-event promotion posters and Ads
- Logo recognition on event sponsor signage at the Race
- Named in all FGP media releases to promote the Race
- Name recognition in the FGP Annual Report
- Name, logo and hotlink on the FGP website Race Event Page

*Includes your business presence at The West Woods during the event (indoor table, or your own tent or mobile unit)*

### \$1,500 “Stone Age” Sponsor

- Logo recognition on Race t-shirts, distributed to all racers, volunteers and staff.
- Logo on event registration form distributed online and on-site at races, running shops and other athletic partner venues
- Logo recognition in all Race pre-event promotion posters and Ads
- Name and logo in FGP email Newsletters and announcements
- Logo recognition on event sponsor signage at the Race
- Named in all FGP media releases to promote the Race
- Name recognition in the FGP Annual Report
- Name and hotlink on the FGP website Race Page

### \$500 “Cave Clan” Sponsor

- Name recognition on event registration form distributed online and on-site at races, running shops and other athletic partner venues
- Name recognition in all Race pre-event promotions
- Name in FGP email Newsletters and announcements
- Logo recognition on event sponsor signage at the Race
- Name recognition in the FGP Annual Report
- Name recognition on the FGP website Run Event Page



## **2022 FGP Twilight Soiree Sponsorships**

**FGP's Premier annual fundraising event**

**Saturday, August 20, 2022 – Veterans Legacy Woods**

**Anticipated Attendance – 250 donors, business leaders and park supporters**

This magical evening celebrates the parks and preserves of Geauga County. All proceeds support the Foundation's mission to fund community engagement with nature through education, preservation, conservation and appreciation of the unique natural character of Geauga County.

**Commitment deadline for logo inclusion on event banners is July 18, 2022.**

### **\$5,000 Presenting Sponsor (\$4,200 tax deductible)**

- Premier position of business logo in all Twilight Soiree pre-event promotions
- Premier recognition in FGP email Newsletters and announcements
- Premier logo recognition on event sponsor banner
- Named in all FGP media releases to promote Twilight Soiree
- Name and logo recognition in the FGP Annual Report
- Name, logo and hotlink on the FGP website Twilight Soiree Event Page
- 8 tickets to Twilight Soiree event

*Includes your business presence at Veterans Legacy Woods during the event (indoor table, or your own tent or mobile unit)*

### **\$2,500 Gold Sponsor (\$1,900 tax deductible)**

- Name recognition in all Twilight Soiree pre-event promotions
- Name and logo in FGP email Newsletters and announcements
- Logo recognition on event sponsor banner
- Named in all FGP media releases to promote the Twilight Soiree
- Name recognition in the FGP Annual Report
- Name, logo and hotlink on the FGP website Twilight Soiree Event Page
- 6 tickets to Twilight Soiree event

### **\$1,500 Silver Sponsor (\$1,100 tax deductible)**

- Name recognition in all Twilight Soiree pre-event promotions
- Name and logo in FGP email Newsletters and announcements
- Logo recognition on event sponsor signage
- Named in all FGP media releases to promote the Twilight Soiree
- Name recognition in the FGP Annual Report
- Name and hotlink on the FGP website Twilight Soiree Event Page
- 4 tickets to Twilight Soiree event

### **\$500 Bronze Sponsor (\$300 tax deductible)**

- Name recognition in all Twilight Soiree pre-event promotions
- Name and logo in FGP email Newsletters and announcements
- Logo recognition on event sponsor signage
- Name recognition in the FGP Annual Report
- Name and hotlink on the FGP website Twilight Soiree Event Page
- 2 tickets to Twilight Soiree event