



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 Gauga Parks

BUSINESS PARTNERS and SPONSORSHIP FORM

Business Name: _____

Street: City: Zip Code: _____

Contact Name: Title: _____

Email: Phone (Office): _____

Signature (Required): _____

Date: _____

Please choose one
or more sponsorship
packages:

- ☐ **Annual Lead Business Partner** \$10,000 (\$9,200 tax deductible)
- ☐ **Annual Preservation Business Partner** \$5000 (\$4,400 tax deductible)
- ☐ **Annual Conservation Business Partner** \$3000 (\$2,600 tax deductible)
- ☐ **Annual Sustainability Business Partner** \$1,500 (\$1,300 tax deductible)

Business Partner packages include benefits for Caveman Crawl and Twilight Soiree

Caveman Crawl Sponsors June 12, 2022

- ☐ **"Mammoth" Sponsor** (\$2,500)
- ☐ **"Stone Age" Sponsor** (\$1,500)
- ☐ **"Cave Clan" Sponsor** (\$500)
- ☐ **"Fire Starter" Sponsor** (\$250)

Twilight Soiree Sponsors August 20, 2022

- ☐ **"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: _____ Date: _____

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.
www.foundationforgeaugaparks.org



2022 Sponsorship Opportunities

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)

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

Sustainability Business Partner \$1,500 (\$1,300 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
 - 2 tickets to Twilight Soiree



CAVEMAN CRAWL 5K TRAIL RUN

*Proceeds from the 2022 Caveman
Crawl 5K Trail Run will support
FGP's Pollinator Garden Project.
The pilot Pollinator Play Garden
is scheduled for installation in
GPD's Frohring Meadows in 2022.*

The West Woods • Sunday, June 12, 2022 foundationforgeaugaparks.org

Sponsorship Benefits

Sponsorship offers a positive public image boost by aligning your company with Foundation for Geauga Parks, the primary philanthropic organization supporting parks across Geauga County.

The Foundation for Geauga Parks is working in collaboration with the Geauga Park District to continue this popular race, now in its 11th 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 FGP's Pollinator Program, established in 2020 with support from the Cleveland Foundation Lake-Geauga Fund.

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

Sponsor benefits include:

- Logo on the roadside banner at The West Woods park entrance on the highly trafficked Route 87 (Kinsman Road)
- 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 Caveman Crawl Event Page
- Includes your business presence at The West Woods during the event (indoor table, or your own tent or mobile unit)

**\$2,500
Mammoth
Sponsor**

Sponsor benefits include:

- 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 Caveman Crawl Event Page

**\$1,500
Stone Age
Sponsor**

Sponsor benefits include:

- Name recognition on event registration form distributed online and on-site at races, running shops and 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 Caveman Crawl Event Page

**\$500
Cave Clan
Sponsor**

Sponsor benefits include:

- Logo recognition on event sponsor signage at the Race
- Name recognition in the FGP Annual Report
- Name recognition on the FGP website Caveman Crawl Event Page

**\$250
Fire Starter
Sponsor**



Foundation for
Gauga Parks

Foundation for Geauga Parks Pollinator Project

The Foundation for Geauga Parks (FGP) has been in the front lines of conservation-centered philanthropy since 1990, and has been instrumental in funding and protecting some of the most beloved signature parks and nature programs in Geauga County.



With support from the Cleveland Foundation Lake-Geauga Fund, FGP is leading a team of collaborators in an initiative to promote and protect native pollinators and their habitats. The Pollinator Project is in its early stages, with goals that include:

- Establishing one or more demonstration gardens
- Creating educational materials and signage
- Equipping our local citizens with the knowledge to protect pollinators in their own neighborhoods.

Pollinator Project Phase I

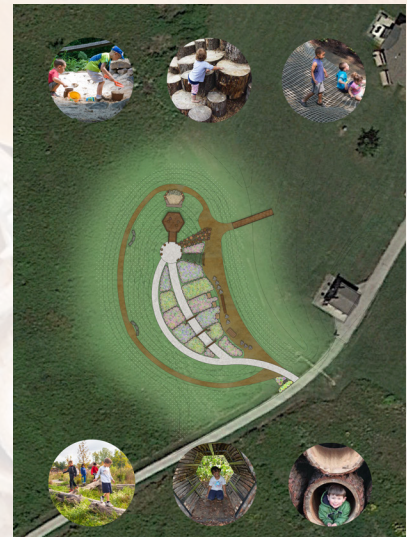
During 2020 and 2021, the Foundation for Geauga Parks worked in collaboration with Geauga Park District (GPD) to create a demonstration garden in Frohring Meadows, one of the GPD's most popular properties. Together we contracted with DERU Landscape Architecture to create a plan for a **Pollinator Garden & Nature Play** area where kids of all ages can:

- Learn about the benefits of protecting pollinator habitats
- Learn about birds, bees, butterflies and other pollinating species
- Climb, crawl, dig, balance and tunnel on nature-based play features

This signature garden is slated for construction in 2022, and we look forward to celebrating its opening. **To help underwrite this project and future gardens around the community, FGP is raising funds to support the Pollinator Program.**



Frohring Meadows
Pollinator Garden
& Nature Play



Why Pollinators?

Pollinators like birds, bats, bees, butterflies, beetles, and small mammals that pollinate plants are responsible for sustaining approximately 1/3 of our food sources and our planet's ecosystems. Pollinators around the world are facing threats from habitat loss, degradation, and fragmentation. We can help stem these losses.

- Between 75% and 95% of all flowering plants rely on animal pollinators for fertilization.
- More than 200,000 species act as pollinators. Of those, about 1,000 are hummingbirds, bats and small mammals, such as mice. Others are insects, such as beetles, bees, ants, wasps, butterflies, and moths.
- In the U.S., pollination produces nearly \$20 billion worth of products annually.
- Geauga County, Ohio is home to nearly 70,000 acres of farmland, roughly 20% of the county land use.

For updates follow the Foundation for Geauga Parks at <https://www.foundationforgeaugaparks.org/pages/pollinator-project>





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