

GREENSBORO BEAUTIFUL AND PARKS AND RECREATION

EVENT SPONSORSHIP PACKAGES

Incorporated in 1968, Greensboro Beautiful, Inc. (GBI) is a nonprofit, 501(c)3 organization which partners with the City of Greensboro and residents of Greensboro to conserve and enhance the beauty and ecology of our community.

Greensboro Parks and Recreation is dedicated to enhancing and expanding parks, facilities, and programs, and reconnecting Greensboro into a healthy community for all generations and neighborhoods.

GBI and Greensboro parks and Recreation have collaborated for more than 50 years for the development and enhancement of Greensboro's four public botanical gardens: Tanger Family Bicentennial Garden, The Bog Garden at Benjamin Park, Gateway Gardens, and the Greensboro Arboretum.

Greensboro Beautiful and Greensboro Parks and Recreation department co-plan three major events throughout the year and have an average reach of 3,000 people in attendance on event day.



MARKETING REACH

Combined GBI and Parks and Recreation have a combined reach of approximately:

- 13.5k Newsletter subscribers
- 38k Social Media followers on Facebook and Instagram.
- An average of **3,000** people in attendance on event day.





Use this opportunity to get your brand in front of thousands of city residents throughout the year with the following sponsorship opportunities.

Event Sponsorship

FEATURES	TIER 1 \$500 (\$1250 FOR ALL 3)	TIER 2 \$1000 (\$2750 FOR ALL 3)	TIER 3 \$1500 (\$4250 FOR ALL 3)	TIER 4 \$2500 (\$7000 FOR ALL 3)
Logo on social media		✓	✓	✓
Newsletter mention 1 month prior to event and 1 month post event		✓	✓	✓
Branding on signage during event day	✓	✓	✓	✓
Individual stage mention with business information				✓
Branding on websites	✓	✓	✓	✓
10x10 space at all events			✓	✓



LET'S CONNECT!



SPONSORS LIKE YOU HELP US KEEP THE GREEN IN GREENSBORO.
YOUR TAX DEDUCTIBLE DONATION SUPPORTS OUR MISSIONS WITHIN
THE GREENSBORO COMMUNITY AND WILL ALLOW US TO ENGAGE
RESIDENTS THROUGHOUT GREENSBORO AND THE TRIAD.
WE CANNOT WAIT TO HEAR FROM YOU!

THANK YOU,

Amanda Garner

GREENSBORO BEAUTIFUL

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GREENSBORO
Parks & Recreation

WE HOPE YOU JOIN US ON THIS JOURNEY!