

GREENSBORO Beautiful

GREENSBORO Parks & Recreation

EVENT SPONSORSHIP PACKAGES

Be Seen Where Greensboro Comes Together



GREENSBORO BEAUTIFUL

Greensboro Beautiful, Inc. is a nonprofit organization established in 1968, dedicated to enhancing our city’s beauty and ecology through community engagement and active conservation efforts.

PARKS & RECREATION

Greensboro Parks & Recreation fosters vibrant community connections by providing diverse recreational opportunities, encouraging an active lifestyle, and maintaining the city's parks and natural spaces for everyone to enjoy.

TOGETHER, WE BRING COMMUNITY TOGETHER

Every year, thousands of families, neighbors, and visitors gather in Greensboro’s most beautiful public spaces — to celebrate art, culture, and community.

When you sponsor these events, your business is seen supporting the moments people love most — not through ads, but through presence.

Your brand becomes part of the experience.

Your commitment to environmental impact.

LITTER CLEANUPS AND BEAUTIFICATION

Greensboro Beautiful works to conduct public litter cleanups, murals, and reducing waste contamination to our streams and waterways.

PUBLIC GARDENS

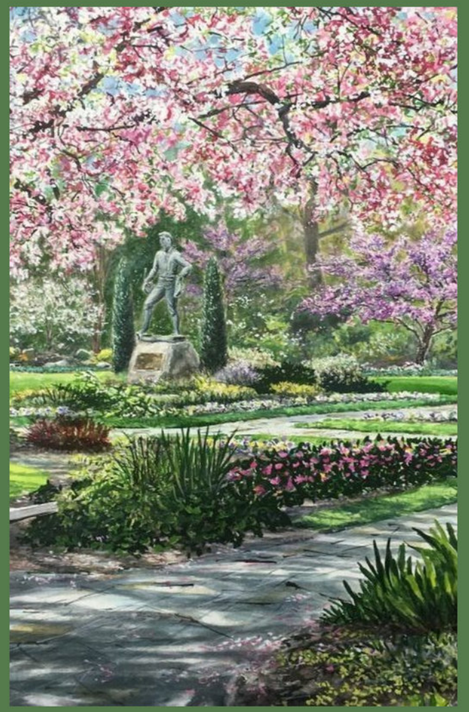
Greensboro features four beautiful public gardens, each of which are free and open to the public. These gardens attract visitors annually from all over the world. Greensboro Beautiful works to fund these gardens.

TREE PLANTINGS

Annually, Greensboro Beautiful works with both the City and private residents to plant more trees in our community and mainatian our Tree City designation.

YOUR SUPPORT

Your support of these events also support these community beautification efforts and make our community more attractive for businesses.







Five Events. One Powerful Community Presence.

MAKERS WAY

Local makers showcase their talents, fostering community, creativity and connection through unique crafts and art.

WORLD PROMENADE

Experience global cultures through performances, delicious food, and vibrant traditions in this engaging community event.

END OF SUMMER SOIREE

Celebrate the end of summer at the once-a-year celebration of our accomplishments and upcoming projects at our End of Summer Soiree.

ART IN THE ARBORETUM

A juried art exhibition featuring local artists, family activities, and live music amidst the beauty of the gardens.

WREATHS ON WHEELS

Celebrate the Holiday Season as we give back to the community through our Holiday Greenery Fundraiser and Wreaths on Wheels effort

Thousands of Real Connections:

SOCIAL MEDIA EXPOSURE

Your logo will be prominently featured across our social media platforms, resulting in increased visibility and engagement with our community of over **38,000** followers.

NEWSLETTER RECOGNITION

Sponsors receive dedicated mentions in our newsletters, reaching **13,500** subscribers, ensuring your brand stays top-of-mind with local residents and families throughout the year.

EVENT SIGNAGE BRANDING

Gain on-site recognition through prominent branding on event-day signage, allowing attendees to associate your business with beloved community events and enhancing brand recall. Our events attract nearly **10,000** people annually across all events.



Sponsorship Packages Overview

TIER 1: COMMUNITY SUPPORTER
$500 ($2250 FOR ALL 5 EVENTS)

This tier offers a cost-effective opportunity for local businesses to gain **visibility at a single event** while supporting community initiatives. It includes logo placement on social media and newsletters, providing valuable exposure.

TIER 2: COMMUNITY PARTNER
$1,000 ($4750 FOR ALL 5 EVENTS)

By choosing this tier, sponsors receive **enhanced benefits**, including branding on event signage and mentions during the event. This option allows for greater engagement with attendees and showcases a commitment to Greensboro's community events.

TIER 3: COMMUNITY CHAMPION
$1,500 ($7,000 FOR ALL 5 EVENTS)

This tier is designed for businesses seeking a strong and consistent presence across **event promotions and on-site experiences**. Sponsors receive expanded recognition, including prominent branding on event signage, individual stage mentions, website visibility, and a dedicated space at all events.

PRESENTING SPONSOR
TIER 4: $2,500 ($11,500 FOR ALL 5 EVENTS)

The premier tier offers the highest level of visibility and engagement. Sponsors at this level receive **top-tier logo placement and exclusivity** across digital and print promotions, featured recognition during event programming, on-site activation space, and elevated branding opportunities throughout the series.

Event Sponsorship

FEATURES	TIER 1 $500 ($2250 for all 5 events)	TIER 2 $1000 ($4750 for all 5 events)	TIER 3 $1500 ($7,000 for all 5 events)	TIER 4 $2,500 ($11,500 for all 5 events)
Branding on website & Event Signage	✓	✓	✓	✓
Tickets to our End-of-Summer Soirée	✓ (2 Tickets)	✓ (4 Tickets)	✓ (8 TICKETS)	✓ (16 Tickets)
Branding on social media before the event		✓	✓	✓
Newsletter Mention 1 month before the event			✓	✓
A Free Holiday Wreath			✓	✓
Individual table or space at the event.			✓	✓
Top-tier promotion, exclusivity in any category, and stage mention				✓

Why It Matters

“Your support keeps our community flourishing.”

– GREENSBORO BEAUTIFUL



Let’s Connect

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Thank You

We sincerely appreciate your support in keeping the “green” in Greensboro. Together, we can enhance our community and create beautiful spaces for everyone to enjoy and cherish.

GREENSBORO Beautiful
Make it. Keep it.

GREENSBORO
Parks & Recreation

