

# EARTH DAY TRASH BASH

## PLATINUM BENEFITS (\$1000-\$2999)

### Environmental Commitment

Thank you for sponsoring central Iowa's largest Earth Day volunteer event and demonstrating your commitment to our community. Your donation helps volunteers improve habitat and water quality, remove litter from our streets, beautify trails and public spaces, and more. We anticipate over 1500 volunteers.

### Social Media

Des Moines Parks and Recreation will create an event page to promote Earth Day Trash Bash and their sponsors. Postings will thank sponsors before, during and after. Partner agencies will repeat posts and re-tweet.

Earth Day Trash Bash, will be entered as an event on Earth Day Network further driving social media efforts. Earth Day teams are encouraged to utilize social media to make their team entries into our awards.

### Facebook

Big Creek Lake Watershed Project 393  
City of Johnston 6,577  
City of Pleasant Hill 2,777  
City of Norwalk Parks and Recreation 1,887  
Clive Parks and Recreation/Aquatics 3,728  
Des Moines Parks and Recreation 16,465  
Des Moines Public Works 5,959  
Des Moines Water Works 4,338  
Earth Day Network 375,130  
Easter Lake Watershed Project 1,710  
Gray's Lake 25,845  
Greater Des Moines Botanical Garden 12,963  
Iowa Natural Heritage Foundation 10,960  
Polk County Conservation 10,312  
Polk Soil and Water Conservation 661  
Urbandale Parks and Recreation 3,223  
West Des Moines Parks and Recreation 5,355

### Twitter

City of Des Moines 2,612  
City of Johnston 2,681  
City of Pleasant Hill 836  
City of Norwalk 995  
Des Moines Parks and Recreation 3,789  
Des Moines Water Works 2,881  
Earth Day Network 75,400  
Greater Des Moines Botanical Garden 986  
Iowa Natural Heritage Foundation 1,741  
Polk County Conservation 691  
Urbandale Parks and Recreation 1,204  
West Des Moines Park and Recreation 1,574

### Website

Platinum level sponsor logos are featured on our website at [www.dmparks.org](http://www.dmparks.org). Earth Day Trash Bash website featured on all promotional materials. We are also working with our partners to share information through their agencies/organizations.

### News Releases

News releases issued include sponsor names according to the level of investment.

### Captain's Meeting

Captains will receive a comprehensive guide of Earth Day Trash Bash logistical information which will have information about sponsorship at all levels.

### On-Site Recognition

#### Banners

Banner with company logo (company must provide vector-based artwork of 300 dpi or higher).

#### Verbal Promotion

All levels of sponsors will be read and recognized.

### CONTACT

City of Des Moines-Parks and Recreation  
1551 E Martin Luther King Jr Pkwy  
[www.dmparks.org](http://www.dmparks.org)  
[trashbash@dmgov.org](mailto:trashbash@dmgov.org)

Callie Le'au Courtright      Julie Hempel  
515.248.6380 desk              515.248.6384 desk

### PAYMENT

We will invoice your company.  
Please reference on Check:  
Earth Day Trash Bash  
PK201275 484000

