

EARTH DAY TRASH BASH

DIAMOND BENEFITS (\$3000+)

Environmental Commitment

Thank you for sponsoring central Iowa's largest Earth Day volunteer event and demonstrating your commitment to our community. Your donation will help 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. For Diamond sponsors, our marketing team will customize Earth Day related messaging for exclusive Diamond postings (at your request).

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

Diamond level sponsor logos are featured on our website at <http://earthday.dmgov.org> and hyperlinked to sponsor organizations websites. The website will be on our 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. We can provide a customized Earth Day Trash Bash template for use at your request.

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.

Team captains can receive customized environmental outreach messages about Diamond Level sponsors and information to share with their teams.

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. Diamond level sponsors will have the opportunity to be recognized and share brief environmental messaging with event attendees. Please provide your messaging requests by March 15.

CONTACT

City of Des Moines-Parks and Recreation
1551 E Martin Luther King Jr Pkwy
www.dmparks.org
trashbash@dmgov.org

Callie Le'au Courtright Julie Hempel
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PAYMENT

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

