



FIRST NIGHT ON THE WATER

A Recycling Awareness Benefit

Sponsorship Opportunities



Tuesday, May 11, 2010 | 6:00 PM - 9:00 PM | Water Taxi Beach South Street Seaport

What

First Night on the Water: Recycling Awareness Benefit promises to be a lively evening of music, gourmet food, incredible views and fun at South Street Seaport's Water Taxi Beach to support the activities of GrowNYC's Office of Recycling Outreach and Education (OROE). Whether it's 45,000 New Yorkers testing their knowledge of curbside recycling rules or greening large apartment building from the ground up by training tenants building managers alike, OROE's efforts to increase recycling throughout New York City are making a big difference.



Who

GrowNYC is:

- A 40-year-old nonprofit guiding New York City to a cleaner, greener, healthier environment, reaching more than 2,000,000 New Yorkers each year
- Responsible for the Greenmarket program, the country's largest outdoor farmers market network with 50 markets in the five boroughs
- Providers of educational programs for youth, community garden renovation and maintenance, farmer development, public workshops and events, and the Office of Recycling Outreach and Education

You are:

- Communicating your commitment to the local community, sustainability, and education to your audience
- Dedicated to fostering lasting and meaningful relationships with community partners
- Interested in identifying opportunities to measure and describe the social and environmental impact of your company's activities to its economic performance

Why



With additional support, OROE can increase recycling diversion in all five boroughs, to expand composting, and to provide additional opportunities to collect items that are not included in the curbside recycling program, like textiles and electronics.

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Sponsorship Opportunities (in shades of green!)

\$20,000 Emerald Level benefits include:

- 40 tickets to the event
- Signage at the event
- Spoken acknowledgement during live announcements
- Year-round recognition as a donor
- Promotion and signage on all event-related marketing materials*, press releases and electronic communication as a title sponsor
- Promotion at Manager Stands in Greenmarkets in all five boroughs, reaching 250,000 visitors each week during peak season
- Feature and Link on GrowNYC website
- Link on GrowNYC e-blasts (an audience of more than 14,000) and promotion on Facebook (more than 1,100 fans)

\$15,000 Peridot Level benefits include:

- 30 tickets to the event
- Signage at the event
- Spoken sponsor acknowledgement during live announcements
- Year-round recognition as a donor
- Promotion and signage on all event-related marketing materials*, press releases and electronic communication
- Promotion at Manager Stands in 50 Greenmarkets in all five boroughs, reaching 250,000 visitors each week during peak season
- Feature and Link on GrowNYC website
- Link on GrowNYC e-blasts (an audience of more than 14,000) and promotion on facebook (more than 1,100 fans)

Sponsorship Opportunities (cont.)

\$10,000 Jade Level benefits include:

- 20 tickets to the event
- Year-round recognition as a donor
- Promotion and signage on all event-related marketing materials*, press releases and electronic communication
- Promotion at Manager Stands in 50 Greenmarkets in all five boroughs, reaching 250,000 visitors each week during peak season
- Feature and Link on GrowNYC website
- Link on GrowNYC e-blasts (an audience of more than 14,000) and promotion on Facebook (more than 1,100 fans)

\$5,000 Agate benefits include:

- 10 tickets to the event
- Year-round recognition as a donor
- Promotion and signage on all event-related marketing materials*, press releases and electronic communication
- Promotion at Manager Stands in 50 Greenmarkets in all five boroughs, reaching 250,000 visitors each week during peak season
- Feature and Link on GrowNYC website
- Link on GrowNYC e-blasts (an audience of more than 14,000) and promotion on Facebook (more than 1,100 fans)

As our event costs will be low, we can devote the majority of your sponsorship dollars towards encouraging and increasing recycling throughout New York City!

Checks should be made payable to “Council on the Environment, Inc.” and mailed to:

GrowNYC
51 Chambers Street, Room 228
New York, NY 10007
Attn: Office of Recycling Outreach and Education

Website addresses and logos in EPS or JPEG format should be e-mailed to: lee@grownyc.org

GrowNYC must receive a digital file of the sponsor’s logo by 04/15/10 to include it on the event invitation.