

# Sponsorship Opportunities

## How Does Sponsorship Work?

Your business sponsors the membership program, a series of programs or an individual program. We promote your business:

- directly to our 2600 donors age 35-65+
- indirectly to 74,000 Geauga County adults and ~ 350,000 adults in surrounding areas

## Why Sponsor the Foundation?

- All funding stays in Geauga County to benefit local parks, trails, wildlife, and students
- Reach residents who are invested in community development, outdoor recreation, conservation, and wildlife
- Receive tax benefits through our non-profit 501c3 fund raising organization
- Gain multi-platform marketing exposure with no effort from you.

For our 35th anniversary, we're launching a new membership program that offers educational nature programming AND raises funds for park enhancements, conservation, and nature education in Geauga County. Those who purchase a membership receive access to exclusive, one-of-a-kind nature experiences that begin in June and are offered throughout the year, connecting them with nature and nature enthusiasts.

## We invite your business to sponsor this milestone initiative.

Sponsorships are available for all business types, and all feature multi-platform marketing and promotion for high visibility. The highest level of sponsorship could provide you with a full year of marketing with little to no effort on your part! Your business will be featured as a supporter of our Geauga parks and community.

## Let's Get Started!

Learn more, compare sponsorship levels, get benefit details, and sign up online:  
FoundationforGaugaParks.org  
(440) 564-1048



## SPONSORSHIP LEVELS

### Presenting Partner \$5000

You sponsor the entire membership program - *we promote your business 30-40 times over one year.* This level provides you with the maximum visibility and consistent promotion over an entire year! It includes exclusive benefits like inclusion in paid media advertising, a press release announcing your sponsorship, a feature in our quarterly printed newsletter, a custom nature experience for your employees and more.

### Series Sponsor \$3000

You sponsor an entire series of 6-10 programs - *we promote your business 8-10 times over one year.* This level provides consistent visibility over time and includes premium benefits like an exclusive social media post about your company, inclusion in our quarterly printed newsletter, your logo on the FGP website, and more.

### Program Sponsor \$1000

You sponsor one of our new membership programs - *we promote your business 2-3 times over one month.* Great for small businesses, you get complete visibility related to a program and the opportunity to connect with participants directly.

### Explorer Series Sponsor \$500

You sponsor one of our Explorer Series programs - *we promote your business 1-2 times over one month.* Great for sole proprietors or companies who would like to try out new promotional tactics or reach new markets.

## Sponsorship Level Comparison Chart

Benefit	<b>Presenting Sponsor</b> \$5000	<b>Series Sponsor</b> \$3000	<b>Program Sponsor</b> \$1000	<b>Explorer Series Sponsor</b> \$500
Number of promotions	30-40 promos over one year	8-10 promos over one year	2-3 promos over one month	1-2 promos over one month
Logo included in paid media advertising	yes			
Press release announcing your sponsorship	yes			
Exclusive social media posts about your company	2	1		
Inclusion in quarterly printed newsletter	article	mention		
Logo on FGP website	yes	yes		
Logo signage at program	yes	yes	yes	
60 sec. opportunity to introduce your company at program	yes at select programs	yes at select programs	yes	
Nature experience	custom	4 passes to one program	2 passes to the program	invitation to program
Your logo on social media, website and e-mail promos	yes	yes	yes	yes
Verbal recognition at event	yes	yes	yes	yes

## Marketing Audience Demographics

- Geauga County, Ohio has a stable population of 95,335 residents (~74,000 adults)
- The majority of the population consists of working age adults (18-64)
- The median household income is \$100K
- Residents are community-minded, and many live in Geauga County because of the parks and nature
- Residents of surrounding areas often work, go to school, visit parks or shop in Geauga County (i.e. Chagrin Falls 4,100 adults, Gates Mills 2,192, Lake County 232,000, Portage County 131,000)