

2021 Business Partnership Program



Foundation for
Gauga Parks

Align your business with The Foundation for Geauga Parks (FGP), Geauga County's leading nature-focused philanthropic organization. The FGP is a 501 (c)3 nonprofit organization established in 1990. Its mission is to fund community engagement with nature through education, preservation, conservation, and appreciation of the unique natural character of Geauga County. We raise funds to preserve and conserve Geauga County green spaces and to support nature education initiatives.

AUDIENCE: Our donors are civic-minded nature-lovers, conservationists, and outdoor enthusiasts. They represent over 2,000 households in Geauga and surrounding counties. 33% of FGP supporters reside in one of the top 15 wealthiest zip codes in Ohio; 45% of our supporters have household income greater than \$100,000/year.

MARKETING: FGP reaches audiences through print literature, signage, press releases, emails, website, Facebook, Instagram, and community outreach activities.

- We distribute monthly press releases to 32 media outlets serving northeast Ohio
- We post up to seven times each week, reaching a growing number of followers (currently over 950 across platforms)
- We have an active email list of 1,200 households and typically send up to six emails each month
- Our average website traffic is more than 900 pageviews per month
- We not only reach hundreds of individuals through our annual fundraising event and monthly gatherings, but have an active presence at a variety of community events throughout the year, including University Hospitals Health Fair, Lowes Butterfly Festival, and Schneiders' Tack Sale.

BENEFITS: ** NOTE: some of the benefits may vary based on restrictions related to the current public health crisis.

- Alignment with a highly respected and trusted nonprofit, which has helped support some of Geauga County's most treasured parks, preserves and nature education programs.
- Year-round recognition with logos and link on FGP website, social media and email communications.

2021 Planned Events: Sponsors will receive recognition as listed below.

2021 FGP Trail Challenge - May 2021

2021 Twilight Soiree (including online silent auction) - August 2021.

Commitment deadline to have corporate logo included on the Trail Challenge shirt is Friday, April 2, 2021.

\$10,000

Lead Sponsor (1 available)

- Year-long (12 months) recognition (logo and link) in all FGP electronic media (Website Home Page, monthly email communications, Facebook, Instagram, LinkedIn)
- Includes enhanced recognition and signage on all Foundation & Event material and publicity **
- 10 Twilight Soiree event tickets

\$5,000

"Preservation" Sponsor

- 2021 recognition (logo and link) in all FGP electronic media (Website Home Page, monthly email communications, Facebook, Instagram, LinkedIn)
- Includes standard recognition and signage on all Foundation & Event material and publicity **
- 6 Twilight Soiree event tickets

\$3,000

"Conservation" Sponsor

- 2021 recognition (logo and link) in all FGP electronic media (Website Event page, monthly email communications, Facebook, Instagram)
- Includes standard recognition and signage on all Foundation & Event material and publicity
- 4 Twilight Soiree event tickets

\$1,000

"Sustainability" Sponsor

- 2021 recognition (logo and link) in all FGP electronic media (Website Event page, monthly email communications, Facebook, Instagram)
- Includes standard recognition and signage on all Foundation & Event material and publicity
- 2 Twilight Soiree event tickets



Foundation *for* Gauga Parks

BUSINESS PARTNERSHIP RESERVATION FORM

Business Name:

Street: City: Zip Code:

Contact Name: Title:

Email: Phone (Office):

Signature (Required):

Please choose a sponsorship package:

- Lead Sponsor** (\$10,000) **“Preservation” Sponsor** (\$5,000)
 “Conservation” Sponsor (\$3,000) **“Sustainability” Sponsor** (\$1,000)

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- Check Enclosed
 Please Invoice Me
 Credit Card

Mail with form to: 12375 Kinsman Rd, #H-10, Newbury, OH 44065
Make check payable to Foundation for Geauga Parks

Card Number: _____

Exp. Date: _____ CVC Code on Back: _____

Cardholder Name: _____

Billing Address: _____

Signature: _____

Credit card payments may also be made securely online at <https://bit.ly/FGPDonation>

If you have any further questions, please call: (440) 564-1048 or email paige@foundationforgeaugaparks.org.
www.foundationforgeaugaparks.org