



We show our green side!



### OUR BUSINESS

Opened in 1995, the Anne Springs Close Greenway is a 2,100-acre natural preserve that offers hiking, biking, kayaking and more, while maintaining a natural habitat for wildlife. Its mission is to connect people to nature through recreational and educational activities while fostering a passion for environmental conservation, animal habitat, and protection of natural resources. As a 501c nonprofit, the Greenway relies on the community to help support this incredible regional asset that brings over 256,000 annual visitors to our area!

### YOUR BUSINESS

We want you to have opportunities to partner with the Anne Springs Close Greenway in ways that will both support the community and give you a chance to engage your business, clients, customers, and employees in a meaningful way.

<b>Partnership Levels</b>	<i>Recognition and Acknowledgement</i>	<i>Guest/Customer Engagement</i>	<i>Membership Opportunities</i>	<i>Special Blitzzer Benefits</i>
<b>Extreme Blitzzer \$2,500</b>	Acknowledged at community and special events, and on Greenway Donor Wall, website (including link to business), social media platforms, annual report.	Business Blitzzer Decal, 150 Day Passes	3 Annual Family Memberships and parking passes	2 General Admission Tickets for Gala and 4 Special Event Passes
<b>Super Blitzzer \$1,000</b>	Acknowledged at community and special events, and on Greenway Donor Wall, website (including link to business), social media platforms, annual report.	Business Blitzzer Decal, 100Day Passes	2 Annual Family Memberships and parking passes	4 Special Event Passes
<b>Big Blitzzer \$500</b>	Acknowledged on Greenway Donor Wall, website (including link to business), social media platforms, annual report.	Business Blitzzer Decal, 50 Day Passes	1 Annual Family Membership and parking pass	2 Special Event Passes
<b>Business Blitzzer \$250</b>	Acknowledged on website (including link to business), social media platforms, annual report.	Business Blitzzer Decal, 25 Day Passes		

See details on specific events on reverse side. Contact Denise Cubbedge for more information 803-547-1034 or [DeniseCubbedge@ASCGreenway.org](mailto:DeniseCubbedge@ASCGreenway.org)

# ANNUAL PROMOTIONAL OPPORTUNITIES

## Green Gala, March 4, 2017

- The Greenway's inaugural signature fundraising event, elegant southern classic black tie event, at the Dairy Barn, with a bourbon and beaux theme, hosted by the Greenway Ladies Guild, tickets are limited
- This is the rollout event to feature Greenway Corporate Partners, specific promotional co-branding opportunities include the green carpet arrival and photo backdrop, the Silo Saloon, the silent auction, the band, and the VIP bourbon passport

## Blue Star Blitz, April 1, 2017

- This inaugural event, inspired by the Blue Star, the Greenway's longest trail, representing 7.2 miles of the 40 mile network, will be a grassroots fundraising event, a hike-a-thon designed for individuals and teams to hike and individually raise money to support the Greenway
- Event will consist of a hike-a-thon, family festival and biergarten

## Earth Day, April 22, 2017

- This is the Greenway's cornerstone community event, and marks the 21<sup>st</sup> anniversary, has drawn over 3,000 guests
- Specific opportunities for promotions include, the Recycled Runway Competition, the band, the Food Truck area, and Kids Zone, and presence at the Earth Day event

## Summer Concert Series, Thursdays in June, July, August 2017

- The Greenway will host 14 concerts in 2017 at the new Comporium Amphitheater as part of summer concert series, including a kick off on May 5 with the Charlotte Symphony, overall this series will draw nearly 10,000 guests
- Specific sponsor recognition includes stage/band, tailgate/picnic, food truck alley, and beer truck, and presence at concerts

## Fiddle N' Pig Shindig, BBQ/Bluegrass Festival, Saturday, September 9, 2017

- 2016 will mark 11 years for this festival that draws 2,000 guests who come out to enjoy BBQ, Bluegrass Music, and beer
- Specific sponsor recognition includes stage/band, tailgate/picnic, food truck zone, and beer garden, and presence at the event

## Fall Frolic Festival, Every Weekend in October 2017

- This traditional fall festival includes a four acre corn maze, pumpkin patch, wagon rides, horseback rides, cow train and kayaking, and draws over 11,000 guests over the month of October
- Specific sponsor recognition includes the corn maze, wagon rides, horse riding ring, cow train, pumpkin patch, and presence at the event

## Winter Wonderland Craft Fair, Saturday, November 25, 2017

- This craft fair is hosted at the Historic Dairy Barn and Comporium Amphitheater, and includes 150 unique craft vendors, and welcomed over 5,000 guest in 2016
- Specific sponsor recognition includes food truck zone, craft vendor alley, and presence at the event

## ONGOING

In addition to the above events, there are opportunities year-round through:

**Greenway Visitors and members and volunteer projects:** Annual partnership marketing impressions opportunities, in 2015, the Greenway welcomed over 250,000 visitors, and over 16,200 annual pass holders and over 7,000 volunteer hours available for group projects.

**Close Connections, E-Newsletter and the Greenway Guide Newsletter:** Distribution to 16K+ email contacts on a monthly basis and 5,700 homes mailed three times per year

**Friends of the Greenway/Corporate Sponsor Hospitality Tent:** At six key events, the Greenway presents a hospitality tent for its donors and corporate partners which includes refreshments/snacks, beer, wine, water