



ASHEVILLE
GreenWorks
BUNCOMBE COUNTY

ROOT BALL



END OF THE SUMMER
PARTY BY THE RIVER



Asheville GreenWorks' 7th Annual Root Ball

October 5, 6-9PM

The French Broad River Boat House

318 Riverside Drive

For over 46 years, Asheville GreenWorks has inspired, equipped and mobilized individuals and communities to take care of the places we love to live. Through community-based, volunteer-led conservation projects and education programs, we enhance the quality of life for all residents of Asheville and Buncombe County.

GreenWorks' Annual Root Ball is the perfect way to mark the winding down of summer – a season filled to the brim with accessible and FUN ways to make a lasting local impact on our environment and quality of life. Hundreds of volunteers “get dirty for a great cause” by joining river and neighborhood cleanups, creating and maintaining pollinator gardens, and participating in other environmentally- focused activities. At this event, we gather with our volunteers, friends, and supporters to collectively celebrate our love for this special place and our passion for keeping our communities beautiful.

Asheville GreenWorks Marketing Reach

Our audience is predominantly between 25-55 years old who are either college-educated or have earned a Master's Degree, 67% female, and are in a relationship or married. Overall, they show a distinct affinity for LOCAL, with an especially notable appreciation for food, drink, and other consumables – farmers markets, restaurants, coffee shops. They appreciate the performing arts, music and outdoor recreation. They also care deeply about the environment and social responsibility.

Working together with Asheville GreenWorks has immense potential to reinforce your image, increase brand loyalty, create more visibility, showcase your social responsibility, stimulate sales, attract traffic, and showcase your product or service to our audience.

**Let's explore opportunities to meet
your marketing needs!**

Greenworks By the Numbers...

Facebook: 8300+ followers

Instagram: 1960+ followers

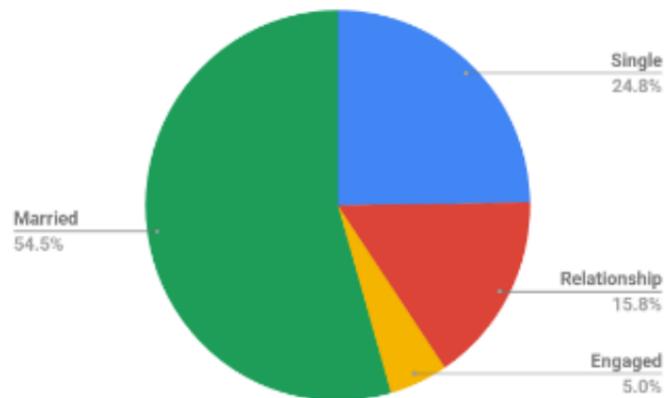
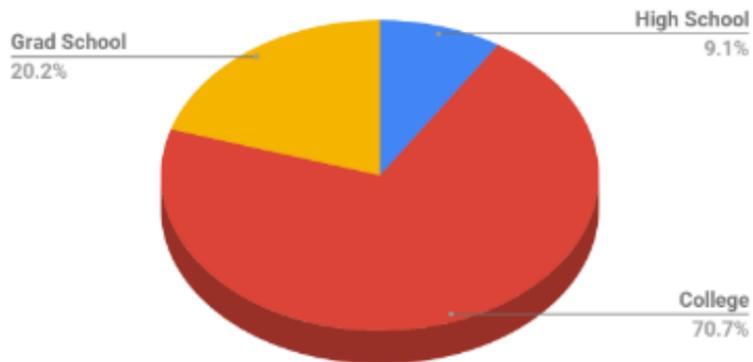
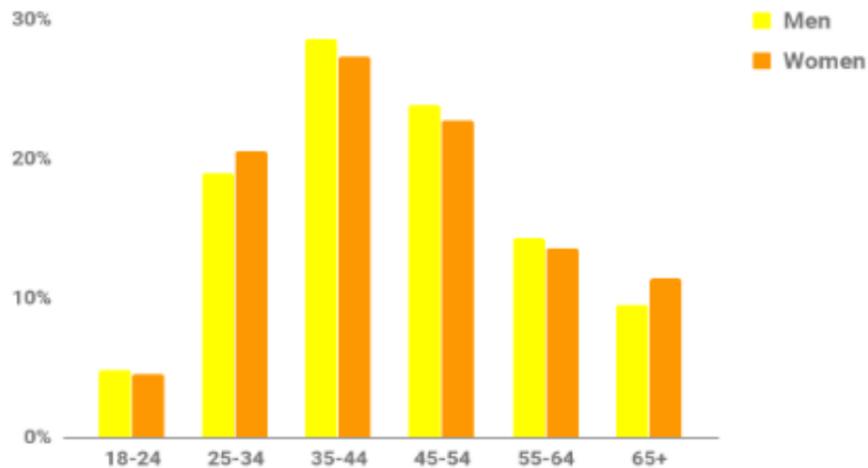
Twitter: 5400+ followers

Email: 5200+ subscribers

Website: 11,000 unique visits/mo

Members: 300+

Our online subscribers and social media following has grown steadily and substantially over the past several months due to strategic and aggressive communication strategies across all available channels. For example, we've gained nearly 1000 new followers on Facebook in just the past 6 months, with no sign of slowing.



Stand Out Among Your Competitors... For Less

Asheville GreenWorks has been consistently voted “Best Of” in the annual Mountain Xpress Best of WNC awards as a nonprofit that improves Asheville. As more businesses compete for a slice of market share, we can help you stand out. We’ll help you reach an audience with purchasing power and brand loyalty, especially when it comes to businesses who want to show a commitment to our local environment as part of your brand identity.

GreenWorks is happy to work with you to provide your business with everything you want, and nothing you don’t.

We also offer a 3:1 ROI (Return On Investment), calculated using standard industry valuation of marketing services based on our region, audience, and organizational strength & impact. For example, in return for spending \$1000 on marketing to the Asheville GreenWorks audience, you’ll receive \$3000 in benefits.

Your package could include any of the benefits listed on the following pages. This is a partial listing and we are open to any additional ideas that meet your needs.

Benefits Menu

Naming / Presenting Rights

Naming Rights of Event

Presenting Rights of Event

Presenting Rights for Food, Beverage, Entertainment,
Dunk Tank, Kids Zone or other Activation Opportunity

On-Site

Table or exhibit space

Logo on poster at entrance

Display of company poster/banner inside event space

Logo on scrolling powerpoint

Product Sampling

Webpage

Website link and logo on event / ticket page

Sponsor messaging on event / ticket page

Social Media & Paid Media

Sponsored post on Facebook or Instagram

Complimentary Social Media Shout-Out on FB Event Page

Complimentary Social Media Shout-Out on GreenWorks'
FB or Instagram page

Highlight your company's special offer on
GreenWorks' FB or Instagram page

Mention your company's sponsorship in paid radio ads

Marketing and Public Relations

Include logo and link to your website in event invite eblast

Include complimentary "special shout-out" on
event invitation or event reminder

Include your company's special offer on an event eblast

Include your logo on promotional poster

Mention your company's sponsorship in press release

Speaking Opportunities

Acknowledgement in welcome speech

Speak once during the event

Verbal recognition from podium

Employee Benefits

Complimentary tickets to the event

Employee Engagement/Volunteering at Event

Potential (Creative) Activation Opportunities for Your Brand

In a recent poll, prior Root Ball attendees let us know what they loved, what they didn't, and what they would like to see at this year's event. We've taken this information to imagine some unique opportunities for you to connect to our audience:

ABC Company presents... "Dunk the GreenWorks Staff!"

123 Company provides volunteers for food and beverage service, wearing your logo/uniform -- every attendee will see your brand.

XYZ Company presents a special performance -- band, fire dancers, or living statues.

456 Company provides attendees with reusable water bottles or other reusable item with their logo. Coupon and/or promotional material included.

PQR Company brings a Kid's Station, with face painting, games, and/or crafts.

Please Contact Us to Discuss Your Custom Package**

**If you are more comfortable with designated levels and benefits, we are still happy to offer our traditional sponsorship opportunities.

Platinum Sponsor (\$2,500):

As a lead sponsor for the event, your company's **logo will be prominently displayed** on all event print and online materials leading up to the event, and at the event with a **stage-mounted banner**.

Your company will also receive **eight complimentary tickets** (valued at \$25 each).

A company **representative will be invited to say a few words** during the speaking portion of the event and will be thanked by GreenWorks during the welcome.

Gold Sponsor (\$1,000):

This generous level of sponsorship provides **high visibility for your company's brand** in all print and online event materials leading up to the event. Guests will see and hear your company highlighted during the opening remarks. Your sponsorship also provides **six complimentary tickets** (valued at \$25 each).

Silver Sponsor (\$500):

Your sponsorship will be ***acknowledged in print and online materials*** and with a ***big “thank you” during the opening remarks***. You will also receive ***four complimentary tickets*** (valued at \$25 each).

“Small Business Supporter” (\$250):

Your sponsorship will be ***acknowledged in print and online materials*** and with a ***big “thank you” during the opening remarks***. You will also receive ***two complimentary tickets*** (valued at \$25 each). *****Small Business Supporters will also receive a complimentary 1-year business membership to Asheville GreenWorks.***

Please contact Megan Travi at (828) 254-1776 or megan@ashevillegreenworks.org to discuss your custom package.

