



## Brightside's Green Tie Bash

*Presented by Young Professionals Association of Louisville &  
Louisville Urban League Young Professionals*

**March 2, 2012 | The Olmsted**

*Benefiting Brightside's Community-Wide Beautification Efforts*

### SPONSORSHIP OPPORTUNITIES

#### **GOLD LEVEL – \$15,000**

- Receive broad-based recognition through prominent pre and post event publicity as the premier sponsor of the Green Tie Bash. This includes but is not limited to:
  - 2 print ads
  - Web ads on *ypal.org*, *lulyp.org*, *louisvilleky.gov* and *brightsideinc.org*
  - Web mention on social networking sites
- Logo featured in sponsor appreciation montage during event.
- Logo included on electronic invitations to thousands of individuals.
- Company repeatedly acknowledged and verbally thanked over the microphone at the event.
- Logo placed on all table top signage.
- Receive a commemorative plaque in appreciation of your sponsorship.
- The opportunity to setup a display table at the event as well as include coupons, advertisements and other promotional material in take-away gift bag.
- Eight tickets to the Green Tie Bash (\$400 value)

#### **SILVER LEVEL – \$ 10,000**

- Receive recognition through pre and post event publicity as a sponsor of the Green Tie Bash. This includes 2 print ads.
- Logo featured in sponsor appreciation montage during event.
- Name included on electronic invitations to thousands of individuals.
- Company acknowledged and verbally thanked over the microphone at the event.
- Name will be listed on all table top signage.
- Receive a commemorative plaque in appreciation of your sponsorship.
- Name will be listed on the Brightside, YPAL, and LULYP websites and on social networking sites
- The opportunity to include coupons, and other promotional material in take-away gift bag.
- Six tickets to the Green Tie Bash (\$300 value)

#### **BRONZE LEVEL –\$5,000**

- Receive recognition through pre and post event publicity as a sponsor of the Green Tie Bash. This includes 2 print ads.
- Logo featured in sponsor appreciation montage during event,
- Company acknowledged and verbally thanked over the microphone at the event.
- Name will be listed on all table top signage.
- Name will be listed on the Brightside, YPAL, and LULYP websites and on social networking sites
- The opportunity to include coupons, and other promotional material in take-away gift bag.
- Four tickets to the Green Tie Bash. (\$200 value)



### **CLEAN & GREEN LEVEL - \$2,500**

- Name featured in sponsor appreciation montage during event.
- Name will be listed on all table top signage.
- Name will be listed on the Brightside website and on social networking sites
- The opportunity to include coupons, and other promotional material in take-away gift bag.
- Two tickets to the Green Tie Bash. (\$100 value)

### **ECO-SUPPORTER LEVEL - \$1,000**

- Name will be featured in sponsor appreciation montage during event.
- The opportunity to include coupons, and other promotional material in take-away gift bag
- Two tickets to the Green Tie Bash. (\$100 value)

### **BRIGHTSIDE SUPPORTER LEVEL - \$525**

- Corporate table of 8 tickets (\$400 value)
- Your name will be listed as table sponsor

Please note that the terms of each sponsorship level are entirely negotiable and customizable.

Brightside wants you to get the most out of the Green Tie Bash and we're willing to work with you or your company to create the best package possible for your needs!

[www.brightsideinc.org](http://www.brightsideinc.org)

For sponsorship information, please call Diana Alvey: 502-574-2613 or e-mail:

[diana.alvey@louisvilleky.gov](mailto:diana.alvey@louisvilleky.gov)





## Brightside's Green Tie Bash

March 2, 2012

### SPONSORSHIP AGREEMENT

This document establishes a contractual agreement between Sponsor and Brightside. We agree to participate in the Green Tie Bash, benefiting Brightside, as a Sponsor in the following category. In order to receive full benefit of the sponsorship agreement, 50% payment is due by January 20, 2012 along with this agreement. Balance is due by February 20, 2012.

\_\_\_\_\_ **Gold Level** (*Logo to be provided by sponsor*)

**\$15,000** tax-deductible donation includes ticket for 8 guests

\_\_\_\_\_ **Silver Level**

**\$10,000** tax-deductible donation includes tickets for 6 guests

\_\_\_\_\_ **Bronze Level**

**\$5,000** tax-deductible donation includes tickets for 4 guests

\_\_\_\_\_ **Clean and Green Level**

**\$2,500** tax-deductible donation includes tickets for 2 guests

\_\_\_\_\_ **Eco-Sponsor Sponsor**

**\$1,000** tax-deductible donation includes tickets for 2 guests

\_\_\_\_\_ **Brightside Supporter Level**

**\$525** Corporate table of 8 tickets

**Send this agreement, your payment and logo to:**

Brightside

Attn: Development Office

400 South First Street

Louisville, KY 40202

Email: [Brightside@louisvilleky.gov](mailto:Brightside@louisvilleky.gov)

Fax: 502-574-2792

**Payment:**

\_\_\_\_\_ Check enclosed (payable to Brightside)

\_\_\_\_\_ I am unable to serve as a sponsor, but please accept my donation of \$\_\_\_\_\_.

**Company Name:** \_\_\_\_\_  
*Please print as you want listed on all marketing materials.*

**President/CEO:** \_\_\_\_\_

**Marketing contact:** \_\_\_\_\_

**Phone number:** \_\_\_\_\_

**E-mail:** \_\_\_\_\_ **Website:** \_\_\_\_\_

**Address:** \_\_\_\_\_



**Mission: Uniting people in clean and green activities to beautify the city and foster community pride.**

**Brightside Board of Directors**

**Fiscal Year 2011**

**Louis Straub, II - President**

CHASE

**John McCafferty**

McCafferty and Company Advertising

**Daniel Clift, Treasurer**

William S. Wetterer & Co., PSC

**Mary Ann Palmer**

Texas Roadhouse

**Oliver Scott Barber, III**

Stites & Harbison, PLLC

**Dan Parker**

Immediate Response Spill Technologies

**Barry Barker**

TARC

**Roy Potts**

Coca-Cola Refreshments USA, Inc.

**Doris Edlin**

Community volunteer

**Kathy Pramik**

Brown-Forman Corporation

**Robert J. Ehrler**

LG&E – KU Energy

**Mary Lea Quick**

Thoroughbred Research Group

**Bryan Glover**

CSX

**Herbert J. "Bud" Schardein, Jr., Ex-Officio**

Metropolitan Sewer District

**Mike Hext - Immediate Past President**

Waste Management of Kentucky

**Amy Sherwood**

Yum! Brands, Inc.

**John Korfhage**

Korfhage Landscape and Designs, Inc.

**Margaret Wendler**

Republic Bank

**Derrick Littlejohn**

Stock Yards Bank & Trust

**Jeneen Wiche**

Radio Garden Personality

**Katherine Mapother**

Arts Education Consultant

**Proceeds:** Green Tie Bash proceeds benefit beautification programs including Blocks in Bloom (lush flowering containers placed in the downtown corridor) and Brightside's NatureScape Grant (grant money awarded to non-profit groups for neighborhood beautification and/or edible garden projects).

**Community Service:** Each year, Brightside's Green Tie Bash includes a community service component, such as tree plantings or cleanups in underserved neighborhoods.