



**EarthShare North Carolina's 2nd Annual**

**Corporate Earth Day Events-Charlotte**

**What is Your Ripple Effect?**



**Corporate Challenge and Celebration**

April 6, 2017

2017 Sponsorship Packet

# Corporate Earth Day Events

## Ripple Effect



### Invitation

More than 125 employees from 7 Charlotte companies came together in April 2016 to celebrate Earth Day in a way that made a big impact on the community. They participated in the first Corporate Earth Day Events Program that integrated corporate interest in the health of our environment, team building for employees and service to benefit the nonprofits working in Charlotte to care for our natural resources every day. Together the companies and employees created a ripple effect; completing projects that impacted the health of our air, land, water, and wildlife, with the benefits reverberating throughout the community.

The feedback from employees says it all: they had fun, learned about organizations working in the community, worked side by side with colleagues they knew or were meeting for the first time, and were rewarded to see the accomplishments of their work.

I invite you to join us in creating an even bigger ripple effect by being part of Corporate Earth Day Events Program for 2017. By participating you elevate the importance of businesses taking care of natural resources, you create the entry point for employees to learn about and get involved in conservation, and you make a tangible impact in the community that impacts the health of our air, land, water and wildlife – for us all.

Sincerely,

A handwritten signature in black ink that reads "Heather Beard". The signature is written in a cursive, flowing style.

Heather Beard  
Executive Director, EarthShare NC

[earthsharenc.org](http://earthsharenc.org)

[#keepNCgreat](https://twitter.com/keepNCgreat)

EarthShare NC makes it easy for North Carolina businesses and employees to learn about local conservation issues, connect with the nonprofits tackling these issues and take part in solutions that make North Carolina more sustainable and economically prosperous for the people who live and work here.

# Corporate Challenge

Thursday April 6, 2017

1:00 pm - 4:00 pm

sites in Charlotte & surrounding areas

We will match your employee team with a hands-on volunteer project in the Charlotte area and coordinate logistics to provide a fun and rewarding team-building opportunity. The Corporate Challenge is a win-win-win: employees have a blast working together outside the office, EarthShare NC nonprofits accomplish projects with your help and we all benefit from keeping this a great place to live and work.

The Challenge is also a friendly competition for the coveted Participation, Teamwork and Corporate Challenge Awards. The hand blown glass awards are made by a local artist just for EarthShare NC.



## Earth Day Celebration

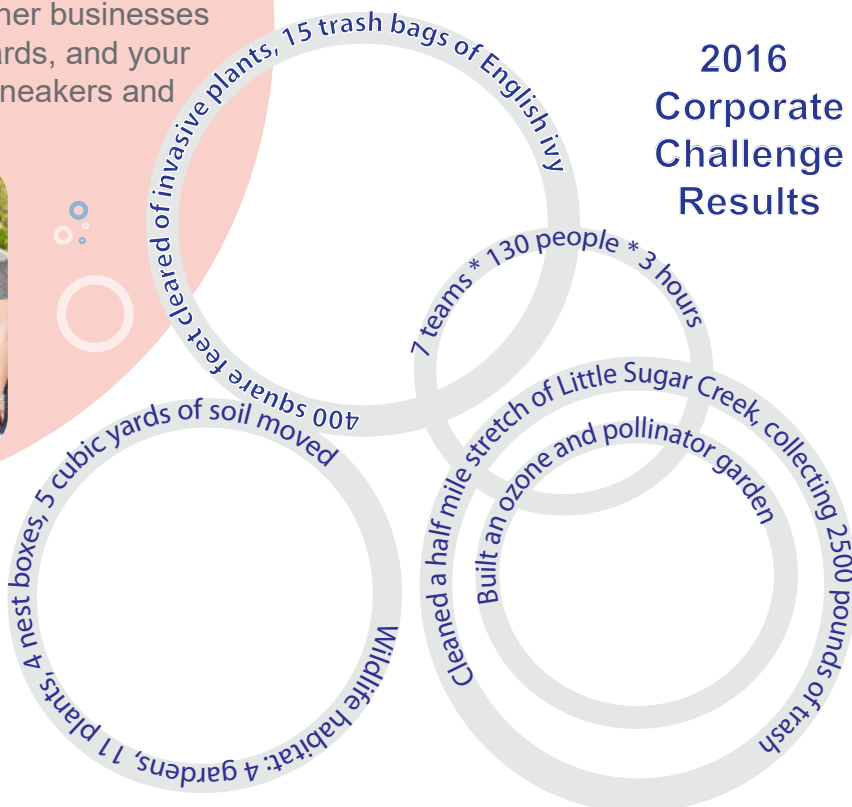
4:00 pm-6:00 pm

Three Spirits Brewery  
5046 Old Pineville Rd.

Corporate Challenge teams, employees from participating businesses, and nonprofit leaders gather for the Earth Day Celebration. Connect with colleagues and other businesses for an afternoon of music, refreshments, awards, and your stories from the day. You bring your muddy sneakers and we'll bring the food, drinks and prizes!



## 2016 Corporate Challenge Results



# Sponsorship Levels



## Corporate Challenge Sponsor \$5,500

- "Presented by" recognition in all Corporate Challenge promotions: Facebook, Twitter, Instagram, ESNC website, and print media. Logo used in all platforms where possible
- Prominent signage, with logo, at all Corporate Challenge project sites
- Engagement of 25 to 65 employees as volunteers at Corporate Challenge projects
- Tickets to the Earth Day Celebration for all Corporate Challenge volunteers
- 10 additional tickets to Earth Day Celebration for company employees



## Earth Day Celebration Sponsor \$5,500

- "Presented by" recognition in all Earth Day Celebration promotions: Facebook, Twitter, Instagram, ESNC website, and print media. Logo used in all platforms where possible
- Prominent signage, with logo, at the Earth Day Celebration
- Engagement of 25 to 65 employees as volunteers at Corporate Challenge projects
- Tickets to the Earth Day Celebration for all Corporate Challenge volunteers
- 10 additional tickets to Earth Day Celebration for company employees



## Air \$2,500

- Recognition on ESNC website, Facebook, Twitter, and Instagram. Logo used in all platforms where possible
- Recognition signage, with logo, at Earth Day Celebration
- Engagement of up to 25 employees as volunteers at Corporate Challenge projects
- Tickets to the Earth Day Celebration for all Corporate Challenge volunteers
- 5 additional tickets to Earth Day Celebration for company employees



## Land \$1,500

- Recognition on ESNC website, Facebook, Twitter, and Instagram. Logo used in all platforms where possible
- Engagement of up to 15 employees as volunteers at Corporate Challenge projects
- Tickets to the Earth Day Celebration for all Corporate Challenge volunteers



## Water \$750

- Recognition, with company name, on ESNC website, Facebook, Twitter, and Instagram
- Engagement of up to 10 employees as volunteers at Corporate Challenge projects
- Tickets to the Earth Day Celebration for all Corporate Challenge volunteers

"Grubb Properties had a wonderful time volunteering at the Corporate Earth Day Challenge! The Raptor Center was a great host and we had a fun yet challenging project. It felt like we made a difference while having a lot of fun."

-Emily, Grubb Properties

"I had a great time cleaning up Little Sugar Creek and fishing out all the junk! We had a local resident come by and thank us, which was a great cherry on top of a rewarding effort!"

- Ashley, Wells Fargo

**Early Bird Deadline for \$100 discount: December 31, 2016**  
**Deadline to receive all benefits of sponsorship: February 15, 2017**  
**Contact us at 919-687-4840, [heather@earthsharenc.org](mailto:heather@earthsharenc.org)**  
**Additional Earth Day Celebration tickets are available for purchase**



## Corporate Earth Day Events Committee

**Emily Etheridge**

Grubb Properties

**Jennifer Sellers**

Carolinas Healthcare Systems

**Ann Parker**

Carolina Raptor Center

**Leroy Fields**

Wells Fargo

**Ruth Tansill**

Wells Fargo

**Nicole King**

Wells Fargo

**Chris North**

NC Wildlife Federation

**Kacey Hoover**

NC Sustainable Energy Association

**Matthew Bready**

TIAA

## EarthShare NC Board of Directors

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## EarthShare NC Staff

**Heather Beard**

Executive Director

**Hollie E. Woodruff**

Outreach & Engagement Director

**Brian Nealon**

Operations Manager

**Joye Speight**

Charlotte Earth Day

Coordinator

## Local EarthShare NC Member Nonprofits

Audubon North Carolina

Blue Ridge Parkway Foundation

Carolina Mountain Land

Conservancy

Carolina Raptor Center, Inc.

Carolina Tiger Rescue

Catawba Riverkeeper

Foundation

Clean Air Carolina

Conservation Trust for NC

Environmental Defense Fund

Friends of State Parks

Friends of the Mountains-to-Sea Trail

LandTrust for Central NC

MountainTrue

North Carolina Coastal Federation

North Carolina Coastal Land Trust

NC Conservation Network

North Carolina League of

Conservation Voters Foundation

North Carolina Sustainable

Energy Association

North Carolina Wildlife Federation

Piedmont Land Conservancy

SEEDS

Sound Rivers

Southern Alliance for Clean Energy

Southern Environmental Law Center

Tar River Land Conservancy

Triangle Land Conservancy

Trout Unlimited