



**EarthShare North Carolina's Annual**  
**Corporate Earth Day Events**  
**2017 Sponsorship Packet**



**Corporate Challenge**  
April 21, 2017, 1:00 - 4:00 PM  
**After Party & Auction**  
April 21, 2017, 4:30 - 6:30 PM  
**Earth Day Breakfast**  
April 28, 2017, 8:00 - 9:30 AM

# Corporate Earth Day Events

theme:

## Ripple Effect



### Invitation

In April 2016, more than 160 employees from 15 companies came together to celebrate Earth Day in a way that made a big impact on the Triangle community. They participated in the 2nd Annual Corporate Earth Day Events Program, that integrates corporate interest in the health of our environment, team building for employees, and service to benefit the nonprofits working 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 conservation nonprofits working in the community, teamed up with colleagues they knew or were meeting for the first time, and were rewarded to see the accomplishments of their work.

Join us in creating an even bigger ripple effect by being part of the 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,

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

Friday, April 21, 2017  
1:00 pm - 4:00 pm  
various sites in the Triangle

We will match your employee team with a hands-on volunteer project in the Triangle 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 the Triangle 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.



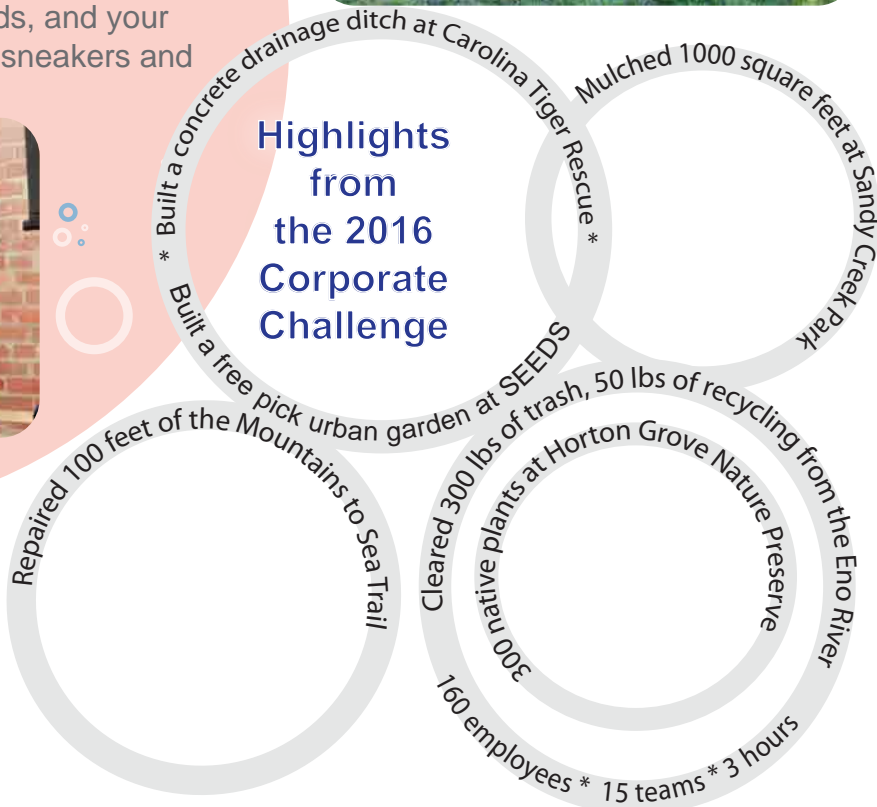
## After Party & Auction

April 21, 2017, 4:30-6:30 PM  
Motorco Music Hall  
723 Rigsbee Ave, Durham

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



### Highlights from the 2016 Corporate Challenge



# Earth Day Breakfast

Friday, April 28, 2017

8-9:30AM

Market Hall

215 Wolfe St, Raleigh

The Earth Day Breakfast is a celebration of businesses that are making a positive impact on natural resource health, and thus the health of our community. The morning brings together Triangle business and conservation leaders, the state of local conservation topics, and recognition of a Corporate Partner who is setting the bar for corporate social responsibility. We also present the Corporate Challenge Awards!

Executive Director Heather Beard presented the Corporate Partner of the Year Award to Todd Boyle, Chief Human Resource Officer, Sensus.



U.S. Congressman, David Price, opened the Earth Day breakfast with remarks.



## Snapshots from the 2016 Earth Day Breakfast



Guests from our Member organizations. L to R: Brooks Pearson, Sandy Sweitzer and Mary McLean Asbill.

WRAL Meteorologist, Elizabeth Gardner, moderated the event. Nigel Kelly accepted the Corporate Challenge award for Dude Solutions.



Neelesh Patel of Net Friends, Inc. and Scott Panichelli of SciMed Solutions enjoying the morning.

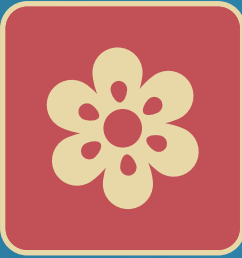
# Sponsorship Levels

## Earth Day Corporate Challenge & Breakfast Sponsor \$7,500



- "Presented by" recognition in all Corporate Challenge promotions: ESNC website, print media, EarthShare NC & Member Nonprofit Social Media: Facebook, Twitter, Instagram. (A reach of over 320,000) Logo used in all platforms where possible.
- Prominent signage, with logo, at all Corporate Challenge project sites
- Engagement of 25 + employees as volunteers at Corporate Challenge projects
- Tickets to the After Party & Auction for all Corporate Challenge volunteers
- 10 additional tickets to the After Party & Auction for company employees
- "Presented by" recognition, with logo, on Earth Day Breakfast invitation and program
- Special recognition during the Earth Day Breakfast
- Two sponsor tables for 8 at the Earth Day Breakfast

## After Party Sponsor \$5,500



- "Presented by" recognition in all After Party promotions: Facebook, Twitter, Instagram, ESNC website, and print media. Logo used in all platforms where possible.
- "Presented by" signage, with logo, at the After Party
- Engagement of 25 to 65 employees as volunteers at Corporate Challenge projects
- Tickets to the Earth Day After Party & Auction for all Corporate Challenge volunteers
- 10 additional tickets to Earth Day After Party & Auction for company employees
- Sponsor table for 8 at the Earth Day Breakfast
- Recognition, with logo, in the Earth Day Breakfast program

## Air \$3,500



- Recognition, with logo, on ESNC website, Facebook, Twitter, and Instagram
- Recognition signage, with logo, at After Party
- Engagement of up to 25 employees as volunteers at Corporate Challenge projects
- Tickets to the After Party & Auction for all Corporate Challenge volunteers
- 5 additional tickets to After Party & Auction for company employees
- VIP seating for 6 at the Earth Day Breakfast
- Recognition, with logo, in Earth Day Breakfast program

## Land \$1,500



- Recognition, with logo, on ESNC website, Facebook, Twitter, and Instagram
- Engagement of up to 15 employees as volunteers at Corporate Challenge projects
- Tickets to the After Party & Auction for all Corporate Challenge volunteers
- VIP seating for 4 at the Earth Day Breakfast
- Recognition, with logo, in Earth Day Breakfast program

## Water \$750



- Recognition, with company name, on ESNC website, Facebook, Twitter, Instagram and Earth Day Breakfast program
- Engagement of up to 10 employees as volunteers at Corporate Challenge projects
- Tickets to the Earth Day After Party & Auction for all Corporate Challenge volunteers
- Tickets for 2 to the Earth Day Breakfast

**Early Bird Deadline for \$100 discount: December 31, 2016**

**Deadline for all benefits of sponsorship: February 15, 2017**

**Contact us at 919-687-4840, [heather@earthsharenc.org](mailto:heather@earthsharenc.org) or [earthsharenc.org](http://earthsharenc.org)**

**Additional Earth Day Breakfast tickets are available for purchase**

## Corporate Earth Day Events Committee

**Betsy Brown**

Friends of Mountains to Sea Trail

**Emily Egge**

SEEDS

**Laura Webb Smith**

City of Durham

**Ann Camden**

G&S Communications

**Margaret Sands**

Triangle Land Conservancy

**Anne Claire Broughton**

Broughton Consulting, LLC

**Pat Dunlop**

Southern Environmental Law Center

**Pam Fulk**

Carolina Tiger Rescue

**Dayatra T. Matthews**

Local Government Federal Credit Union

**Neelesh Patel**

Net Friends, Inc.

**Gina Andersen**

Triangle Community Foundation

**Greg Hyer**

Thee Design

**Joelle Andrews**

Citrix

**Kelly Bodie**

NC Coastal Federation

## EarthShare NC Board of Directors

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SEEDS

**David Emmerling**

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Carolina Tiger Rescue

**Tim Gestwicki**

North Carolina Wildlife Federation

**Neelesh Patel**

Net Friends, Inc.

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**Jaci Ponzoni**

Pace Communications

**Dayatra T. Matthews**

Local Government Federal

Credit Union

**Joe Morris**

Land Trust for Central North Carolina

**Chris Wagner**

Morgan Stanley

## EarthShare NC Staff

**Heather Beard**

Executive Director

**Hollie E. Woodruff**

Outreach & Engagement Director

**Brian Nealon**

Operations Manager

**Emily Schieffer**

Triangle 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