7th ANNUAL CORPORATE EARTH DAY EVENTS PROGRAM
Part of the EarthShare North Carolina Corporate Partnership Program

How will you and your company #ImpactNC?
Connecting with each other and helping our communities. In my lifetime, there hasn’t been a stronger collective desire to do these things than there is right now. We don’t yet know what 2021 holds for a return to work and connecting around the water cooler. We do know that the EarthShare NC Corporate Earth Day Events Program 2021 will give businesses and employees across the state a rewarding way to make an impact together. Whether virtual or in person, I hope you will join us in this program that brings companies across the state together for fun, team building, and trackable impact—all in service to the nonprofit community that cares for our environment every day.

WHAT’S NEW
THE CORPORATE EARTH DAY EVENTS PROGRAM IS GROWING THIS YEAR!

GROWING TOGETHER
For six years, companies in the Triangle and Charlotte areas have made our communities healthier. They have removed trash from waterways, built community gardens, removed invasive species from sensitive wildlife habitats, researched walkability, monitored air quality, and pet chickens (Ok, that was on a break). We are opening the program across the state this year. Mountains, coast, Piedmont, you name it. Be part of the growing network of businesses choosing to make a difference together.

VIRTUAL VOLUNTEERING—IT’S FOR THE BIRDS
What does a virtual volunteer project look like? In 2020, Bank of America’s team joined forces with Carolina Raptor Center to provide birds in their care with activities and toys that enhance the birds’ natural behaviors and increase their physical and mental wellbeing. Employees and their families created foraging boxes, paper tube puzzles, and paper chains, earning their team the Virtual Virtuoso Award.

WHY JOIN?
Demonstrate your support for conservation with your employees, customers, and join the growing number of companies caring for the communities where they operate.
MISSION REVEAL
Wednesday, March 17 in Charlotte
Thursday, March 18 in the Triangle
3:45pm-5:15pm
Virtual Event

The fun kicks off with Mission Reveal! This casual online event gives employees the opportunity to meet the nonprofit they will be working with for the Corporate Challenge and to learn about the collective impact they’ll make. This is not a “put-it-on-in-the-background” virtual event; teams will work together through a test of cognitive and investigative skill to discover their project for the Earth Day Challenge. Past projects have included building trails, maintaining community gardens, and updating habitats for wildlife.

Companies located outside of the Triangle and Charlotte may pick either of the dates above.
(Image was taken at the Charlotte Mission Reveal in 2020 before the COVID-19 outbreak).
EARTH DAY CHALLENGE
Wednesday, April 14 in Charlotte
Thursday, April 15 in the Triangle
1:00pm-4:00pm
In-Person or Virtual Projects

CELEBRATION
Friday, April 16
3:00pm in Charlotte
4:30pm in the Triangle
Virtual Event

Each employee team will participate in a fun and rewarding team-building opportunity and friendly competition for the Corporate Challenge Awards. They will have the option of working with their nonprofit match to complete and in-person (socially-distanced) project or an online-based, virtual volunteer project. Either way, it’s a win-win! Employees have a blast working together outside of their normal workplace settings and conservation nonprofits complete much needed tasks. We all benefit by keeping North Carolina a great place to live and work. Curious about virtual projects? We can tell you more.

All the Corporate Challenge teams reconvene for the Corporate Earth Day Challenge Celebration. This is the chance to kick back, enjoy some music, stories, and learn who won the Corporate Earth Day Challenge awards. Connect with colleagues and take a few minutes at the end of the work week to celebrate the collective impact of the challenge!

Companies located outside of the Triangle and Charlotte may pick either of the dates above.
CELEBRATE THE BUSINESSES THAT ARE MAKING A POSITIVE IMPACT ON NATURAL RESOURCE HEALTH AND THE HEALTH OF OUR COMMUNITY!

This event puts the impact of the business community on conservation into sharp focus by bringing together statewide business and environmental leaders—and featuring a keynote speaker to be announced in early 2021. We also recognize a Corporate Partner who has shown they are a leader in corporate social responsibility. Including recognition of Corporate Challenge Award winners and networking for all attendees, this event is the memorable conclusion to the Corporate Earth Day events program and is not to be missed.
SPONSORSHIP LEVELS

TITLE SPONSORSHIP: $5,500

- “Presented by” recognition in all promotions: EarthShare NC website, print media, and social media (Facebook, Twitter, and Instagram)
- “Presented by” signage at your title event: Mission Reveal, Corporate Challenge, After Party, or Earth Day Breakfast
- Logo Recognition in the Earth Day Breakfast presentation

All Title Sponsorships also include the following top tier benefits:

- In-person Corporate Challenge project for 25 to 65 participants
- OR Virtual Project project for up to 85 participants
- Virtual tickets for all Challenge participants to Mission Reveal
- Access to Corporate Challenge Celebration for all Challenge participants
- Sponsor Access for 10 to the virtual Earth Day Breakfast

AIR SPONSORSHIP: $3,500

- In-person Corporate Challenge project for up to 25 participants
- OR Virtual Project for up to 45 participants
- Premier logo recognition in Earth Day Breakfast presentation and logo recognition on EarthShare NC website and social media
- Virtual tickets for all participants to Mission Reveal
- Access to Corporate Challenge Celebration for all participants
- Sponsor Access for 8 to the virtual Earth Day Breakfast

LAND SPONSORSHIP: $1,750

- In-person Corporate Challenge project for up to 15 participants
- OR Virtual Project for up to 25 participants
- Logo in print & digital recognition
- Virtual tickets for all participants to Mission Reveal
- Access to Corporate Challenge Celebration for all participants
- Sponsor Access for 6 to the virtual Earth Day Breakfast

WATER SPONSORSHIP: $1,000

- In-person Corporate Challenge project for up to 10 participants
- OR Virtual Project for up to 20 participants
- Name in digital recognition
- Virtual tickets for all participants to Mission Reveal
- Access to Corporate Challenge Celebration for all participants
- Sponsor Access for 4 to the virtual Earth Day Breakfast
## SPONSORSHIP AT-A-GLANCE

<table>
<thead>
<tr>
<th>Sponsorship Type</th>
<th>Amount</th>
<th>In-Person Corporate Challenge Group Size</th>
<th>Virtual Corporate Challenge Group Size</th>
<th>Virtual Mission Reveal Tickets</th>
<th>Virtual Celebration Tickets</th>
<th>Breakfast Celebration Tickets</th>
<th>Branding &amp; Signage</th>
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<tr>
<td>Title Sponsorship</td>
<td>$5,500</td>
<td>25 to 65</td>
<td>Up to 85</td>
<td>All Participants</td>
<td>All Participants</td>
<td>10</td>
<td>“Presented by” branding in print &amp; digital recognition</td>
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<tr>
<td>Air Sponsorship</td>
<td>$3,500</td>
<td>Up to 25</td>
<td>Up to 45</td>
<td>All Participants</td>
<td>All Participants</td>
<td>8</td>
<td>Premier logo recognition in print &amp; digital formats</td>
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<td>Land Sponsorship</td>
<td>$1,750</td>
<td>Up to 15</td>
<td>Up to 25</td>
<td>All Participants</td>
<td>All Participants</td>
<td>6</td>
<td>Logo in print &amp; digital recognition</td>
</tr>
<tr>
<td>Water Sponsorship</td>
<td>$1,000</td>
<td>Up to 10</td>
<td>Up to 20</td>
<td>All Participants</td>
<td>All Participants</td>
<td>4</td>
<td>Name in digital recognition</td>
</tr>
</tbody>
</table>

## HEAR FROM OUR PAST PARTICIPANTS

**Participation in EarthShare NC has become an important aspect of our company culture over the years.**

Jerry Williams, SAS

**Great fun, highly educational and a personally rewarding experience for everybody on our team!**

Shanna Redkey, GO by Greenshield Organic

## CORPORATE PARTNER PROGRAM LAUNCH

The Corporate Earth Day Events Program is a powerful way to connect your employees to North Carolina’s environmental nonprofits, but do you wonder how to keep the momentum going after April 22nd? We’ve created the EarthShare NC Corporate Partner Program to engage your employees with the work of EarthShare NC nonprofits all year long.

As a Corporate Partner, you have access to year-round engagement activities that together create a workplace culture of on-going impact. You are also part of a growing network of forward-thinking business with a demonstrated commitment to the health of your employees, community, and North Carolina.

The $500 investment includes visible brand association, networking, and employee convening across companies. Starting in 2021, the Corporate Earth Day Events Program will be one of the many programs available only to Corporate Partners. If requested, the Corporate Partner investment will be waived for returning Corporate Earth Day Sponsors for 2021.
2020 SPONSORS

PRESENTING SPONSORS

Protiviti, SAS, HUBER, Pinnacle, Progressive AE, CapTech, Thee Digital, UNC-Charlotte, DDI, Wyrick Robins, AvidXChange, Baily & Dixon

AIR SPONSORS

MetLife, Crescent Communities, PRA Health Sciences, Ingersoll Rand

LAND SPONSORS

Childress Klein, Harris, Triangle Communt Foundic, Sports Endeavors, Inc., Bank of America, Recover, PrecisionHawk, Go 100% Organic

WATER SPONSORS

Protiviti, SAS, HUBER, Pinnacle, Progressive AE, CapTech, Thee Digital, UNC-Charlotte, DDI, Wyrick Robins, AvidXChange, Baily & Dixon
ADVISORY COMMITTEE

Alex Wollner, Greenology, Triangle
Audrey Blackburn, Carolina Raptor Center, Charlotte
Belinda Beamon, Optima Engineering, Triangle
Donald Green, Progressive AI, Charlotte
Grace Lekson, Sound Rivers, Triangle
Kelly Bodie, NC Coastal Federation, Triangle
Lindsay Drake, Bank of America, Charlotte
Ruth Tansill, Wells Fargo, Charlotte
Sarah Murray, Lowes, Charlotte
Shanna Redkey, Greenology, Triangle
Shelby St. Gelais, Progressive AI, Charlotte
Tara Moore, NC Wildlife Federation, Charlotte
Tina O’Brien, Bank of America, Charlotte

SAVE THE DATES!

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CORPORATE EARTH DAY BREAKFAST 2021
Thursday, April 22
8:00am-9:30am

CONTACT
Heather@earthsharenc.org

EARLY BIRD SPONSORSHIP DEADLINE ($100 Discount):
December 31, 2020

FINAL SPONSORSHIP DEADLINE:
February 15, 2021

earthsharenc.org