

# SPONSOR PACKET



# Earth Day Festival Sponsors

*Join the biggest environmental event in New Mexico!*

The Earth Day Festival brings together New Mexico's leading companies and organizations committed to sustainability.

Sponsors of the 2025 Earth Day Festival will benefit from direct exposure to thousands of community members and a months-long advertising campaign that includes advertising on TV, radio, newspaper and more. Don't miss this unique opportunity!

The Earth Day Festival NM will be held on Sunday, April 13, 2025, 10 am – 4 pm at the Albuquerque Balloon Fiesta, Sid Cutter Pavilion. This event is rain or shine. The inaugural event had 4,500 people in attendance. We are planning to double the attendance for the 2025 event.



## Why Become a Sponsor?

The Earth Day Festival NM 2025 brings together New Mexico's leading companies and organizations committed to a sustainable future.

As the largest Earth Day celebration and environmental education event in the region, we anticipate hosting 7,500 people and more than 100 exhibitors!

Though sponsorship of the 2025 Earth Day Festival, you will benefit from direct exposure to thousands of community members who are interested in environmentally friendly products or services and committed to green living. Your company's association will be known and respected in the community for the highest standards of sustainability — and will strengthen the community's positive image of your business.

The logo features a stylized globe with green, blue, and yellow segments, surrounded by smaller colored circles. The text "Earth Day Festival Sponsors" is written in a green, cursive font to the right of the globe.

# Earth Day Festival Sponsors

*We can take your business to the next level by offering the following:*

- A comprehensive media campaign including exposure on radio, tv, newspapers and magazines, web, and social media.
- Access to a targeted consumer base of individuals committed to sustainability, environmental awareness and causes, and green living
- An opportunity to brand your business's sustainability efforts, social responsibility, and commitment to the community.
- Logo size and placement locations are appropriate to the sponsorship level.
- The sponsor logo/name is linked to the sponsor website for easy click-through access. The links on the website will remain for nine months following Earth Day Festival 2025.
- Earth Day Festival is produced by more than 300 volunteers. Each volunteer is given a t-shirt that they wear at Earth Day Festival and afterward throughout the year. The t-shirt features a colorful Earth Festival logo on the front and sponsor/partner acknowledgements on the back. Everyone who sees them will know that you played a part in making Earth Day Festival NM happen.

Reserve your sponsorship by December 31, 2024, to take advantage of all the promotions. You may fill out the form below to pay with a credit card or contact us at [sponsors@earthdayfestivalnm.org](mailto:sponsors@earthdayfestivalnm.org) if you have any questions.



*You cannot get through a single day  
without having an impact  
on the world around you.*

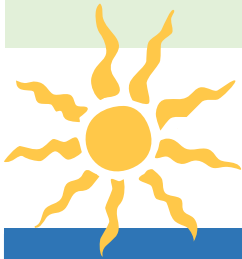
*—Jane Goodall*



EARTH DAY FESTIVAL SPONSORSHIP OPPORTUNITIES

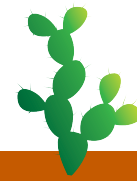
## GREEN SPONSORSHIP | \$20,000

- Exclusive sponsorship. (Limited to 2)
- 20' X 20' exhibitor space in premier location with electricity if desired.
- Top billing with logo on all printed media including the following:
  - Bus panels and billboards
  - Event posters
  - Logo on event banner displayed at Festival entrance
  - Sponsor banner displayed near festival entrance (*provided by sponsor*).
  - Logo on festival program distributed at festival.
  - Logo included on all advertising (print, TV, outdoor and mentions on radio ads)
- Sponsor recognition on social media sites
- Invitation to private sponsor recognition and awards reception
- Flyers with your logo distributed to Albuquerque schools.
- Opportunity to speak at event



## SUSTAINABILITY SPONSORSHIP | \$15,000

- 20' X 20' exhibitor space in premier location with electricity if desired.
- Your logo will be included on the following:
  - Bus panels & billboards
  - Event posters
  - Logo on event banner displayed at Festival entrance
  - Sponsor banner displayed near festival entrance (*provided by sponsor*)
  - Logo on festival program distributed at festival
  - Logo included on all print advertising
- Sponsor recognition on social media sites
- Invitation to private sponsor recognition and awards reception
- Flyers with your logo distributed to Albuquerque schools
- Opportunity to speak at event



## RENEWABLE SPONSORSHIP | \$10,000

- 10' X 10' exhibitor space in premier location with electricity if desired.
- Your logo will be included on the following:
  - Event posters
  - Event banner displayed at Festival entrance
  - Sponsor banner displayed near festival entrance (*provided by sponsor*)
  - Logo on festival program distributed at festival
  - Print advertising
- Sponsor commitment featured in media release
- Sponsor recognition on social media sites
- Invitation to private sponsor recognition and awards reception
- Flyers with your logo distributed to Albuquerque schools
- Opportunity to speak at event



## ENVIRONMENTAL SPONSORSHIP | \$5,000

- 10' X 10' exhibitor space in premier location with electricity if desired.
- Your logo is included the following:
  - Event posters distributed throughout
  - Event banner displayed at Festival entrance
  - Sponsor banner displayed near festival entrance (*provided by sponsor*)
  - Logo on festival program distributed at festival
- Sponsor commitment features in media release
- Sponsor recognition on social media sites
- Invitation to private sponsor recognition and awards reception
- Flyers with your logo distributed to Albuquerque schools



## CONSERVATION SPONSORSHIP | \$2,500

- 10' X 10' exhibitor space in premier location with electricity if desired.
- Your logo is included on the following:
  - Event posters distributed throughout
  - Event banner displayed at Festival entrance
  - Sponsor banner displayed near festival entrance (*provided by sponsor*)
  - Logo on festival program distributed at festival
- Sponsor commitment features in media release
- Sponsor recognition on social media sites
- Invitation to private sponsor recognition and awards reception
- Flyers with your logo distributed to Albuquerque schools

# Other Sponsorships

## Cleaner Car Concourse | \$1,500 per dealership

New Mexico has a surprisingly large number of alternative fuel vehicles currently on the road. The Cleaner Car Concourse features a wide variety of these vehicles, from electric bikes to battery-powered sports cars to natural-gas-powered trash trucks. The vehicles are on display for the duration of the festival.

Sponsorship of the Cleaner Car Concourse is available for \$1,500 per car dealership. Sponsor logo or name will be prominently displayed on signage at the concourse, in addition to website and social media acknowledgments. There is also free exhibit booth space if needed.

# Exhibit Booths

The best way to represent your business or organization's cause product or service to the Earth Day Festival visitors is to have a great exhibit.

The exhibitors will represent every type of environmental cause, governmental program, and commercial enterprise. Our exhibitor fees allow everyone to participate, from the smallest club to the largest corporation.

It's impossible to list everything you'll find at the Earth Day Festival: traditional conservation organizations, wildlife preservation groups, products made from natural and organically grown crops, organic gardening information, alternative energy vehicles, ecotourism opportunities, many alternative and traditional health care products and services, pet adoption services, clean air and clean water products, the list goes on and on...

All sponsors are acknowledged on the website when they sign up: on the Home page, on the Festival Information page, and on the Sponsorship page.

## Exhibit Information & Pricing

\$350.00 for Businesses

\$150.00 Non-profits

### Standard Booth includes:

- 10' x 10' Exhibitor space
- One 8ft Table and two folding chairs
- Company/organization listed in the Earth Day Festival NM
- Company/organization listed on the Earth Day Festival NM website
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### Optional Add-Ons:

Extra 10' x10' booth space: \$100.00



# Youth Education

*Environmental Education that Inspires Change*

The Earth Day Festival NM 2025 youth education program will engage kids and teens in environmental issues. We will focus on building skills with practical tips about making environmentally sustainable and socially responsible choices. Our programs will motivate youth to act in our community to promote sustainability and combat climate change.

## Artists & Poets Earth Day Contest | \$4,000



The Earth Day Festival will host the Third Annual poetry and artwork contest. The contest was designed to raise awareness of New Mexico's and global responses to the environmental challenges that everyone faces, such as climate change and loss of biodiversity. Cash prizes will be awarded for first, second and third place entries for elementary school, middle school, high school categories.

Sponsors will be acknowledged on special signage in the area and on flyers sent to the school systems. If desired, sponsors may choose to have their exhibit space in this area.

## Youth Activity Area | \$2,000

Our Youth Activity Area will host a wide variety of hands-on activities for children that educate, entertain, and inspire. You'll also find art projects using found and recycled materials, recycling games, animals, face painting, storytelling, outdoor education, and a host of hands-on activities for youth of all ages.

Sponsors will be acknowledged on special signage in the area and on flyers sent to the school systems. If desired, sponsors may choose to have their exhibit space in this area.