

7th Annual
Earth Day Celebration
at
The Oregon Garden
Saturday
April 22, 2006

For the past six years, The Oregon Garden has hosted an Earth Day Celebration that has become a focal point for the Mid-Willamette Valley region. An estimated 4,000 to 7,000 visitors, environmental supporters and leaders have participated most years in this educational community event. Even on last year's really rainy Earth Day, attendance exceeded expectations. There will continue to be *no admission charge to the Garden* on this day. We are committed to maintaining this community service aspect of our Earth Day event, but we need your help to do it.

In league with Earth Day Network's new 3-year international campaign, this year's theme of "*climate solutions*" will focus around sustainable practices for the average citizen or homeowner that can help reduce the human influence on global climate change. Although this topic is rather controversial, most of the concerns about climate change focus around increased greenhouse gas emissions, like carbon dioxide, from industrial-intensive human activities and the resulting warming trend in global temperatures. This can result in weather pattern changes, including greater frequencies of extreme weather from hurricanes and floods to drought; rising sea levels and displacement of cities, habitats, and species; increased food and clean water shortages in drought-affected areas; and urban density increases with flood-displaced populations, resulting in greater urban impacts on local natural resources. The potential for economic impacts from continued climate changes seems great, though it is not always recognized. Specific topics of focus at the 2006 Oregon Garden Earth Day Celebration will include energy efficiencies- from renewable energy forms to recycled materials and waste reduction to hybrid or biodiesel cars; urban forestry, urban heat island effects and carbon sequestration; water conservation and protection of water qualities; affects of climate/weather changes on local agriculture; animal responses to climate or weather changes, particularly among insects or migratory birds; and gardening with extreme forms of weather.

Since its first year, this event has been sponsored by Marion County Public Works – Environmental Services. Marion County also provides a generous amount of advertising help for the event, including television and radio coverage, daily and weekly newspapers, and other media outlets. Our other major sponsor for 2006 is the SPROut (Sustainable Plant Research and Outreach) Program at The Oregon Garden, which is also providing most of the programmatic planning and coordination. The Oregon Garden's new partner, Moonstone Properties, will also join our efforts this year. Additional sponsors of last year's event included the Oregon Department of Energy; Marion Soil and Water Conservation District; the City of Salem; and the Izaak Walton League, Silverton Chapter.

We will have over 35 indoor exhibitors at this event, in addition to demonstrations or workshops, mini presentations/lectures, and products for environmental uses for sale. And this year, we will inaugurate a 'trash-to-treasure' art contest following our 'climate solutions' theme. Local Oregon music groups will provide entertainment throughout the day, including a 5th grade marimba band from Bush Elementary. Specialty tours of different Garden areas will give visitors a 'behind-the-scenes' look at Oregon's horticultural treasures and highlight Garden features like the Wastewater Wetlands and the Rediscovery Forest.

We need your help to cover the operating expenses for this community service event. Please consider becoming a 2006 sponsor of the Oregon Garden Earth Day; we've outlined some of the publicity benefits you'll receive below. Through our continued commitment to produce this event, we are providing a highly public example of sustainable natural resource stewardship. Let's keep the community engaged in this stewardship!

Earth Day Sponsorships – 2006

OFFICIAL SPONSOR (\$5,000+)

Event Planning:

- Participation in key decisions regarding event themes, programs, speakers, and logistics

Event Advertising:

- Prominent recognition in ALL event advertising as The Official Sponsor, including all television spots (500+), all radio spots (700+), billboard ads, and all printed ads (305,000+), including The Oregon Garden's newsletter
- Recognition on winning poster from the kids contest- this is new!

Event Presence:

- Event banner in Grand Hall day of event
- Prominent recognition in event publications distributed at The Oregon Garden

Additional Recognition:

- Inclusion on Garden website (300,000 hits per month) and SPROut website
- Inclusion in Earth Day news releases distributed to 45 dailies, weeklies and other media outlets from the Portland area south to Eugene.

MAJOR SPONSOR (\$3,000)

Event Planning:

- Participation in key decisions regarding event programs, speakers

Event Advertising:

- Recognition in Marion County Environmental Services television promotions (max 400 spots)
- Recognition in print advertisements as a Major Sponsor of The Oregon Garden Earth Day event (approx 300,000 print ads distributed)
- Recognition in radio advertisements as a Major Sponsor (approx 600 spots)
- Recognition in Garden Newsletter (5200 circulation)

Event Presence:

- Event banner in Grand Hall day of event
- Prominent recognition in event publications distributed at The Oregon Garden

Additional Recognition:

- Inclusion on Garden website (300,000 hits per month) and SPROut website
- Inclusion in Earth Day news releases distributed to 45 dailies, weeklies and other media outlets from the Portland area south to Eugene.

SPONSOR (\$1,500)

Event Advertising:

- Recognition in print advertisements as a Sponsor of The Oregon Garden Earth Day event (approx 150,000 print ads distributed)
- Recognition in Garden Newsletter (5200 circulation)

Event Presence:

- Recognition in event publications distributed at The Oregon Garden

Additional Recognition:

- Inclusion on SPROut website
- Inclusion in press releases

CONTRIBUTOR (\$500)

Event presence:

- Recognition in event publications distributed at The Oregon Garden

Additional Recognition:

- Inclusion on SPROut website