



# KEEP MARTIN BEAUTIFUL

## 2012 “Triple Decker” Sponsorship Opportunities

*Environmental  
Stewardship  
Awards*

INTERNATIONAL  
**COASTAL  
CLEANUP**  
2012  
KEEP MARTIN BEAUTIFUL

**EXTREME  
MARTIN  
MAKEOVER**

Environmental Stewardship Awards—February 8, 2012  
Great American Cleanup— May 5, 2012  
International Coastal Cleanup—September 15, 2012

# Environmental Stewardship Awards

Each year, Keep Martin Beautiful hosts the **Environmental Stewardship Awards** as a way to recognize and reward notable efforts within the community to promote environmental stewardship and innovation through education and action.

During the awards ceremony, KMB honors individuals, families, businesses, civic and youth groups, schools and government agencies. The 2011 Awards received a record number of attendees representing a diverse cross-section of the Martin County community.

It was not at all unusual to find boy scouts rubbing elbows with local elected officials, giving our sponsors maximum exposure to thought leaders and community activists.



2011 Environmental Stewardship Awards Winners



2011 KMB Presidents Award presented to Eagle Scout Geoffrey Yatsko, along with project partners Nick Blount (FPL & ESA Sponsor) and Chuck Barrowclough (Treasured Lands Foundation Executive Director)



Kelley Dunn, the WPTV NewsChannel 5 Co-Ancor and 2011 ESA Master of Ceremonies



KMB Logistics Coordinator Rob Ranieri, Ginger Baldwin, Former City of Stuart Commissioner Mike Mortell, South Florida Water Management District Executive Director Melissa Meeker, The Firefly Group President & ESA Sponsor Stacy Ranieri and Martin County Water Resource Manager Paul Millar



The **International Coastal Cleanup (ICC)** is a popular, fun and highly visible event in Martin County. Spearheaded annually by the Ocean Conservancy, the ICC is the most recognized cleanup event in the world.

Each year, Keep Martin Beautiful coordinates more than 2,000 volunteers to participate in the event each September.

The purpose of the cleanup is to engage people around the world to remove trash and debris from beaches and waterways, to identify the sources of the litter, and to change the human behaviors that cause pollution.



The **Extreme Martin Makeover** is part of the Great American Cleanup coordinated locally by Keep Martin Beautiful.

Conducted nationally by Keep America Beautiful and its affiliates from March through May, the Great American Cleanup is the nation's largest, annual community improvement program.

More than 1,600 volunteers from every corner of Martin County joined together as a part of the Great American Cleanup - cleaning local parks, neighborhoods, beaches, and roadways, collecting litter and marine debris, planting flowers and trees and removing exotic vegetation.





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## 2012 “Triple Decker” Sponsorship Opportunities

### **Champion     \$2,500 (for each event) OR \$6,000 for all 3—GAC, ICC & ESA**

- ≈ Lead sponsor recognition in all press releases and other public relations efforts
- ≈ Acknowledgement in any print advertising & Public Service Announcements on local radio stations
- ≈ Lead Sponsor Recognition at ICC Volunteer Appreciation Celebration\*
- ≈ Lead Sponsor Recognition at Environmental Stewardship Awards Ceremony\*\*
- ≈ Inclusion of company representative in sponsor photo shoot (s)\*
- ≈ Reserved Sponsor Table (seats 6 guests) at Awards Ceremony\*\*
- ≈ Presentation of one ESA Award in your company’s name by a company representative\*\*
- ≈ Full page ad in ESA Event Program\*\*
- ≈ Company name/logo on T-shirts distributed to ICC and GAC volunteers and Six (6) complimentary T-shirts per cleanup\*

### **Steward        \$1,000 (for each event) OR \$2,400 for all 3—GAC, ICC & ESA**

- ≈ Sponsor recognition in all press releases and other public relations efforts
- ≈ Acknowledgement in any print advertising & Public Service Announcements on local radio stations
- ≈ Sponsor Recognition at ICC Volunteer Appreciation Celebration\*
- ≈ Recognition at KMB’s Environmental Stewardship Awards Ceremony \*\*
- ≈ Inclusion of company representative in sponsor photo shoot\*
- ≈ Four (4) complimentary guests to attend the Awards Ceremony\*\*
- ≈ Half page ad in ESA Event Program\*\*
- ≈ Company name/logo on T-shirts distributed to ICC & GAC volunteers and Four (4) complimentary T-shirts per cleanup\*

### **Sustainer      \$500 (for each event) OR \$1,200 for all 3— GAC, ICC & ESA**

- ≈ Sponsor recognition in all press releases and other public relations efforts
- ≈ Sponsor Recognition at ICC Volunteer Appreciation Celebration\*
- ≈ Recognition at KMB’s Environmental Stewardship Awards Ceremony \*\*
- ≈ Two (2) complimentary guests to attend the Environmental Stewardship Awards Ceremony\*\*
- ≈ Quarter page ad in ESA Event Program booklet\*\*
- ≈ Company logo on T-shirts distributed to ICC and GAC volunteers and Two (2) complimentary T-shirts per cleanup\*

### **Supporter      \$250 (for each event) OR \$600 for all 3—GAC, ICC & ESA**

- ≈ One (1) complimentary guest to attend the Environmental Stewardship Awards Ceremony\*\*
- ≈ Company name on T-shirts distributed to ICC and GAC volunteers and One (1) complimentary T-shirt per cleanup\*

All Sponsorship levels receive recognition in all collateral material(s), including electronic communication distributed to thousands of volunteers, KMB’s newsletter, on the KMB website, Facebook and Twitter pages, as well as a Certificate of Recognition plaque to hang in your place of business.

*\*If sponsoring either ICC, GAC or Triple Decker Sponsorship*

*\*\*If sponsoring either ESA or Triple Decker Sponsorship*



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## Corporate Sponsorship Response Form

YES, I would like to be a sponsor of the 2012 Keep Martin Beautiful Premier Events!

Circle Choice

- |  |   |     |     |     |
|--|---|-----|-----|-----|
| <input type="checkbox"/> \$6,000 Triple Decker Champion  | <input type="checkbox"/> \$2,500 Champion | ESA | GAC | ICC |
| <input type="checkbox"/> \$2,400 Triple Decker Steward   | <input type="checkbox"/> \$1,000 Steward  | ESA | GAC | ICC |
| <input type="checkbox"/> \$1,200 Triple Decker Sustainer | <input type="checkbox"/> \$500 Sustainer  | ESA | GAC | ICC |
| <input type="checkbox"/> \$600 Triple Decker Supporter   | <input type="checkbox"/> \$250 Supporter  | ESA | GAC | ICC |

Company Name: \_\_\_\_\_

Contact Person: \_\_\_\_\_ Title: \_\_\_\_\_

Address: \_\_\_\_\_

City/ State: \_\_\_\_\_ Zip: \_\_\_\_\_

Phone: \_\_\_\_\_ Email: \_\_\_\_\_

Enclosed is a check made payable to *Keep Martin Beautiful* in the amount of \$ \_\_\_\_\_

**\*\* If you would like to include your logo on our outreach materials, please email both a full color EPS or .jpeg logo, as well as a one color EPS or .jpeg logo by December 01, 2011.**

Please mail this form with your sponsorship contribution to:

Keep Martin Beautiful  
1211 SW Sunset Trail  
Palm City, FL 34990  
Phone: (772) 781-1222  
Fax: (772)287-5195

Email: [info@keepmartinbeautiful.org](mailto:info@keepmartinbeautiful.org)

**Keep Martin Beautiful is a 501(c)(3) not for profit organization (EIN 59-3342120).  
Your donation is tax deductible.**

A COPY OF THE OFFICIAL REGISTRATION AND FINANCIAL INFORMATION MAY BE OBTAINED FROM THE DIVISION OF CONSUMER SERVICES BY CALLING TOLL-FREE (800) 435-7352 WITHIN THE STATE. REGISTRATION DOES NOT IMPLY ENDORSEMENT, APPROVAL, OR RECOMMENDATION BY THE STATE.