

2024 Sponsorship Opportunities



Burlington
Green





2024 SPONSORSHIP OPPORTUNITIES

There has never been more urgency for action than right now. We all need a stable climate and clean air and water for our survival, for the wildlife we share our home with, and for generations yet to come.

All sectors of the community are turning to BurlingtonGreen to help them on their green journey forward.

With your support, we can come together to make 2024 another year of impactful action for the planet right here in Burlington.

Click for inspiration:



BurlingtonGreen Leads The Way

Established in 2007, BurlingtonGreen provides the largest presence of environment-related programming, services and impact in the city of Burlington.

"Together we make a difference" has defined our growth and achievements, powered by people coming together to strengthen our collective impact.

With BurlingtonGreen, people have seen that they CAN make a difference for a greener and healthier future.



BURLINGTONGREEN.ORG

16 YEARS OF IMPACT

AWARENESS ADVOCACY ACTION



134,000+
Community Clean Up
Participants for a
cleaner, greener City.



74,600
Plants & Trees
Planted with CO2
Benefits!

First City Community
Garden established &
8688
lbs of Produce Donated



14,000+
Children & Youth
Empowered to
Grow Up Green



LOCAL
HABITAT
Protected &
Restored



182
Eco-Issues
Championed for a
sustainable future

AWARD
WINNING
**YOUTH
NETWORK**



5,000+
Inspired by Event
Eco-Heros



“I have personally followed and witnessed the success and growth of BurlingtonGreen from its early years, and as a funder, have been so proud of their outstanding work and accomplishments to date.”

- Gilmar Militar, Ontario Trillium Foundation

JOIN US AS A SPONSOR and MAKE A DIFFERENCE!

- Protect local nature, empower local youth, raise local community awareness and inspire local action
- Boost your brand by demonstrating your commitment to a healthy environment and sustainable future
- Showcase your products, services and value message to tens of thousands of people in the GTHA and beyond
- Demonstrate your community commitment by aligning with our respected organization
- Opportunities to engage with specific audiences, including youth
- Ask us about customized initiatives including sector exclusivity options
- High-profile BurlingtonGreen headquarters at busy Burlington beach amplifying our reach and impact!

**16,000+
ONLINE
REACH!**

Click for Employee Engagement
Opportunities!



Check out the impact and reach of the following rewarding sponsorship opportunities...



COMMUNITY CLEAN UP GREEN UP

SIGN UP NOW
for promotions
starting in March!

More [Program Info.](#)



Our 14th annual city-wide flagship event keeping our communities clean, green and beautiful!

IMPACT: 12,000+ participants annually resulting in mountains of litter retrieved from Burlington communities

- Burlington Beach clean-up **launch event**
- **7+ months of city-wide community clean-ups** open to ALL - families, schools, workplace teams, clubs, sports groups, faith communities
- Community **Tree Planting** Green Up Event (April)
- **Employee engagement** including team action photos on BurlingtonGreen social media platforms
- **March through October** promotions

CHOOSE YOUR IMPACT!

SEED \$500

- Your name on program webpage, linked to your site
- Recognition in BG Eco-newsletter
- Recognition in BG social media posts

LEAF \$1500

Everything in SEED **plus:**

- Logo on program print & digital posters
- Logo on program webpage, linked to your site
- Certificate of Recognition

TREE \$2500

Everything in SEED & LEAF with **premium logo placement, plus:**

- Media release recognition
- 'Podium' recognition at clean-up launch & tree planting event



YOUTH ECO-NETWORK



More [Program Info.](#)



Empowering youth learning, leadership, and action for change

IMPACT: award-winning Network inspiring thousands of local youth since 2008

- **Year-long offerings** for all youth ages 14-24
- **In-person & online meet-ups** with inspiring speakers, films, workshops, presentations and discussions
- **Hands-on workshops** for habitat restoration, skill-building on zero-waste, eco-leadership, climate action, and more
- **Eco-Hero Spotlights** showcasing inspiring stories of local youth championing positive change
- **Year-long promotions** via social media campaigns, e-newsletters, videos and more!

CHOOSE YOUR IMPACT!

SEED \$500

- Your name on program webpage, linked to your site
- Recognition in BG Eco-newsletter
- Recognition in BG & Youth Network social media posts

LEAF \$1500

Everything in SEED **plus:**

- Logo on program webpage, linked to your site
- Logo recognition in program videos, and presentations
- Certificate of Recognition

TREE \$2500

Everything in SEED & LEAF with **premium placement, plus:**

- 'Podium' recognition at workshops, events and solo logo presentation on program-related videos and presentations



NATURE-FRIENDLY BURLINGTON



Co-Branding
Opportunities for
SEED packets!

More Program Info.



Helping the community connect with and care for local nature

IMPACT: 74,600+ plants and trees planted & thousands of invasive plant species removed from local habitats

- **Spring through fall** educational programming at popular **BG Home at Burlington Beach!** (guided hikes, pollinator projects, shoreline clean-up challenge, to name a few)
- Nature-Friendly Burlington **community seed giveaways**
- **Fall TLC (Tree Loving Care)** community workshop
- **All year** online resources, videos, social media campaigns, e-newsletters plus "Ask An Arborist" fall webinar
- Popular National Forest Week **Photo Contest**

CHOOSE YOUR IMPACT!

SEED \$500

- Your name on program & event(s) webpages, linked to your site
- Recognition in BG Eco-newsletter
- Recognition in BG social media posts

LEAF \$1500

Everything in SEED **plus:**

- Logo on event(s) posters
- Logo on event(s) webpage, linked to your site
- Logo on virtual presentations
- Certificate of Recognition

TREE \$2500

Everything in SEED & LEAF with **premium placement, plus:**

- Name recognition on seed packets
- 'Podium' recognition at workshops, events, and virtual presentations



#MAKE THE SWITCH

Empowering local residents, businesses and schools to live, work and play more softly on the earth

IMPACT: 40,000+ recipients of our climate action and low-waste living resources and 14 tonnes of e-waste diverted from the landfill, so far!



**THREE
COMMUNITY
EVENTS!**

- **April Earth Day event at the Burlington Beach**
- **Spring & Fall zero-waste community events** including e-waste collections
- **All-year** online resources, videos, social media campaigns, and e-newsletters
- **Locally-focused web resource** with practical, affordable solutions on energy, zero waste tips, electric cars, local food and more

More Program Info.



CHOOSE YOUR IMPACT!

SEED \$500

- Your name on program & event(s) webpages, linked to your site
- Recognition in BG Eco-newsletter
- Recognition in BG social media posts

LEAF \$1500

Everything in SEED **plus:**

- Logo on event(s) posters
- Logo on program & event(s) webpages, linked to your site
- Certificate of Recognition

TREE \$2500

Everything in SEED & LEAF with **premium placement, plus:**

- Logo on popular BG Eco-Trivia Wheel at summer-long community outreach and other events



Shop Local
Buy Green



Click to Discover!



Reach 16,000+
green-minded
consumers

Promote your eco-friendly products, services or business in our comprehensive online Directory

IMPACT: helping the local community (and beyond) make greener purchase choices

- Join the popular searchable directory of **180+ local offerings**
- **Connect your business** to our large and growing audience seeking green alternatives
- Enjoy promotions through **BurlingtonGreen's extensive reach** in our monthly e-newsletters and social media platforms
- **12 featured categories** relevant to all sectors including families, individuals and businesses
- **Map functions** to help drive new business to your location

BOOST YOUR IMPACT!

Free Listings include

Subject to BG approval, your free listing includes:

- Link to your website, email, phone, and/or online contact form
- Map view of your location (optional)
- Category options to help users find your offerings
- 'Proud to be in the Shop Local Buy Green Directory' decal

SPONSOR \$500

Receive these **exclusive enhancements:**

- Your logo on Directory carousel with tagline
- "Top of the list" priority position in search results
- Your listing includes:
 - Your logo
 - Your social media links (Twitter, Facebook, Instagram, LinkedIn)



Organize a rewarding employee teambuilding activity

by participating in our annual Clean Up, Event Greening or collecting your e-waste, donating the proceeds to BG. Ideas, assistance and toolkits available!

Double your impact with a "matching gift" to encourage community members, employees, customers or clients to donate to BurlingtonGreen.



More Ways to Power Positive Change

Let's Have A Conversation

Amy Schnurr - Executive Director
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Sue Alksnis - Community Engagement, Volunteer, Fundraising Manager
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