

August 22, 2012

Dear Community Business or Organization,

**I'm excited to be able to write to you and announce Got Green's \* 1<sup>st</sup> Annual Grassroots Fundraising and Community Outreach Event – The Green-A-Thon.**

October 13, our Green-A-Thon event will put dozens of volunteers on the streets of Rainier Beach and Skyway saving communities of color money in our homes while doing our part to save the planet!



**The Green-A-Thon is a high visibility volunteer outreach event to increase knowledge of and access to energy efficiency in Southeast Seattle neighborhoods.** Green-A-Thon will bring 750-1,000 families of color and low income families into the movement for a new green economy-offering a vision of how “going green” can lead to equity and opportunity for our communities most often left behind. Through face-to-face conversations, our volunteers will distribute free CFL light bulbs and other energy saving devices and deliver information about how Southeast Seattle families can save money on their utility bills while helping stop climate change.

**WHAT?** Become a **GREEN-A-THON SPONSOR** and help Got Green raise \$15,000 to win good, green jobs and access to healthy foods – while uplifting new voices and new leadership in our communities!

**SPONSORSHIP LEVELS & BENEFITS (cash and/or in-kind)**

**\$1,000 Level – Full page advertisement \* on the back of the educational booklet** distributed to more than 750 Southeast Seattle families living in single family homes in Rainier Beach and Skyway. **Hang your banner at the event; logo included on Got Green website and promotional materials.**

**\$750 Level – Full page advertisement inside educational booklet,** plus other benefits above.

**\$400 Level – ½ page advertisement<sup>†</sup> inside educational booklet,** plus other benefits above.

**\$200 Level – ¼ page advertisement<sup>‡</sup> inside educational booklet,** plus other benefits above.

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\* Full page ad = 5.5" x 8.5". You design and submit by 9/26/12. Or ask us to design by 9/17/12

<sup>†</sup> Half page ad = 5.5" x 4.25". Deadlines above

<sup>‡</sup> Quarter page ad = 2.75" x 4.25". Deadlines above

**WHY?** Got Green puts people of color and low income residents at the front end of the green movement – leading the way towards livable wage green jobs, healthy and affordable food, energy efficient and healthy homes, and quality public transportation. In just four years we have won concrete victories such as:

**\* Negotiating 3 community hiring agreements on City of Seattle weatherization programs pledging construction jobs for people of color, low income residents, and ex-offenders;**

**\* Preserving the Farmers' Market Nutrition Program in the WA State budget so 40,000 low income families statewide with young children can continue receiving free bucks to shop at farmers' markets;**

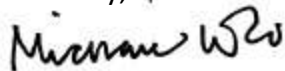
**\* Winning a new city-wide program – Fresh Bucks – that matches up to \$10 spent by each food stamp user at every neighborhood farmers market in August and September 2012.**

As the economy continues to stall and traditional funding sources diminish, we realized it's time to rethink how Got Green can be financially and organizationally sustainable. Each year Got green has responded to changing conditions. Through the Green-A-Thon we're combing fundraising from many individuals, organizations, and businesses while building community awareness.

**HOW?** Complete and return the enclosed sponsorship form via email or snail mail by September 7, 2012. Or email or call Green-A-Thon organizer Kristyn Joy, [kristyn@gotgreen.org](mailto:kristyn@gotgreen.org) or (206) 290-5136 to respond or learn more.

Thank you for considering becoming a Green-A-Thon Sponsor and helping Got Green organize in low income communities and raise up leaders of color to win living wage green jobs and healthy, affordable food for our families!

Sincerely,



Michael Woo, Director

## 2012 GREEN-A-THON Sponsorship Reply Form



     **YES!** Count us in! We will sponsor Got Green's first annual fundraising event – the Green-A-Thon – on October 13, 2012.

**Name of organization, business or individual:**

**Contact person:**

**Email address:**

**Phone number:**

**Street address:**

**City, State & Zip:**



**PLEASE SELECT A SPONSORSHIP LEVEL:**

- \$1,000 LEVEL (Includes your ad on the back page of educational booklet; banner or sign at event; logo on Got Green website and promotional materials)**
- \$750 LEVEL (Includes full page ad inside the educational booklet and benefits above)**
- \$400 LEVEL (Includes half-page ad inside the educational booklet and benefits above)**
- \$200 LEVEL (Includes quarter-page ad inside the educational booklet and benefits above)**

(Mock up of advertising sizes on back of this form)

- I will send you camera-ready artwork for my ad by 9/26/12**
- I would like Got Green to design my ad. I will get you necessary info (text and logo) by 9/17/12**
- I would like to remain anonymous in my sponsorship**
- Other (explain):**

Please return this form to [kristyn@gotgreen.org](mailto:kristyn@gotgreen.org) as soon as possible to get the ball rolling! If you attach or enclose an electronic version of your logo, we place it on our website right away! Form is available by email. Request one from Kristyn Joy at Got Green via email or call (206) 327-0324.

Payments for sponsorships may be made by check and sent to address below – or online at [www.gotgreen.org](http://www.gotgreen.org) with a credit card. All sponsorship gifts are due by October 13, 2012.

**FULL PAGE ADVERTISEMENT**

(\$1,000 AND \$750 SPONSOR LEVELS)

**5.5 " X 8.5 "**

**HALF PAGE ADVERTISEMENT**

(\$400 SPONSOR LEVEL)

**5.5 " X 4.25 "**

**QUARTER PAGE  
ADVERTISEMENT**

(\$200 LEVEL)

**2.75 " X 4.25 "**

**QUARTER PAGE  
ADVERTISEMENT**

(\$200 LEVEL)

**2.75 " X 4.25 "**