March 20 - June 21, 2023

Sponsorship Opportunities
About Keep Virginia Beautiful

We engage and unite Virginians to improve our scenic and natural environment through shared responsibility to end littering, improve recycling, and beautify communities.

For 70 years, we have empowered individuals and groups to engage in environmental improvement projects through events, contests, grants, and collaborative partnerships. These collective efforts aim to ensure that Virginia stays clean, green, and beautiful for generations to come. Keep Virginia Beautiful is a state affiliate of Keep America Beautiful.
About the Great Virginia Greenup

The Great Virginia Greenup is a statewide event over three months, from the first day of spring to the first day of summer, that provides a platform, resources, and incentives to engage individuals and groups across the Commonwealth to make their communities cleaner, greener, and more beautiful.

The event will include cleanup kit giveaway contests, on-the-go automobile litter receptacles and sustainability products, and other prizes and incentives for participation.

In addition, as part of the event, Keep Virginia Beautiful will highlight regions of the state and host at least three litter clean up events in locations throughout the Commonwealth.
Event features will include: central registration site, digital toolkits, incentives to participate and report results, clean up kits and supplies, contests and prizes!

Plus, there is national support and recognition as being part of the Great American Cleanup (GAC), a Keep America Beautiful event that has been held for 25 years and is the nation's largest community improvement initiative, with over 15,000 communities participating across the United States.
Be a part of a meaningful statewide event that offers many opportunities for engagement and community improvement this spring!

Sponsorship Opportunities
SPONSORSHIP PACKAGES

The Seed Sower
Help plant the seeds for our good works to grow.

The Leaf Grower
Help grow participation and engagement.

The Branch Builder
Help make an impact in communities.

The Canopy Creator
Help make lasting improvements in our scenic and natural environment.
## Package Benefits and Pricing

<table>
<thead>
<tr>
<th>Visibility &amp; Promotion</th>
<th>Canopy Creator ($5,000+)</th>
<th>Branch Builder ($2,500)</th>
<th>Leaf Grower ($1,000)</th>
<th>Seed Sower ($500)</th>
</tr>
</thead>
<tbody>
<tr>
<td>Logo on Event &amp; Registration Website</td>
<td>✓</td>
<td>✓</td>
<td>✓</td>
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<tr>
<td>Logo on Organization Website</td>
<td>✓</td>
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<tr>
<td>Social Media &amp; E-News Recognition</td>
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<td>✓</td>
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<tr>
<td>Recognition on all digital toolkits</td>
<td>✓</td>
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<tr>
<td>Logo on Event Posters &amp; Banners</td>
<td>✓</td>
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<tr>
<td>10 Cleanup Kits / Help planning a cleanup event</td>
<td>✓</td>
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<tr>
<td>Mention in Press Releases, TV, and Radio Spots</td>
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<tr>
<td>Logo included on Cleanup Kit Materials</td>
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Exposure at KVB-Sponsored Cleanups

Brand Exposure for 3 months on online event platforms

Being part of the solution!
Thank you for your support!

Have any questions? Other ideas? Please let us know.

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