

# EARTH NIGHT 2023

MAY 18, 2023 | Fenway Park

## SPONSORSHIP OPPORTUNITIES

Join us for Earth Night 2023, ELM's largest annual event and the kick off our 125th anniversary year. Together, we will celebrate both ELM's impact as the state's oldest environmental organization and our work to ensure Massachusetts leads the way on climate solutions.

### WHY SHOULD I SPONSOR?

As a sponsor, your company demonstrates a commitment to the environment, the Commonwealth, and its people. Sponsors benefit from tickets to attend, recognition at the event, and a three-month promotion period led by ELM, including comprehensive social media, email, and advertising.

### WHAT IS THE EVENT SCHEDULE?

Earth Night will include a VIP reception with key federal, state, and local leaders from 4:30-5:30PM, and a main event from 5:30-8:00PM. This engaging event includes ample networking time. We will also present the **2023 Commonwealth Environmental Leadership Awards**. This year's honorees have led the way to address the climate crisis on the local, state, and federal levels.

### ABOUT ELM

Formed in 1898, the Environmental League of Massachusetts advocates for policy that meets the scale and urgency of our environmental challenges. We build the power of the environmental community to ensure Massachusetts is a leader in environmental and economic sustainability.

**300+**

INFLUENTIAL LEADERS  
FROM FEDERAL, STATE,  
AND LOCAL GOVERNMENT;  
BUSINESSES; AND  
NONPROFITS

**15K+**

EMAIL LIST REACH

**10K+**

SOCIAL MEDIA  
FOLLOWERS

## COMMONWEALTH ENVIRONMENTAL LEADERSHIP AWARDEES



**Speaker Ronald Mariano**

Speaker of the MA House;  
MA State Representative,  
3rd Norfolk District



**Gina McCarthy**

Former White House  
Climate Advisor &  
EPA Administrator



**Mayor Michelle Wu**

Mayor of Boston  
(Invited)

## **PLATINUM SPONSOR | \$50,000**

*(maximum of 4 companies)*

- 15 tickets to main event
- 10 tickets to VIP reception
- "Presented by" status with logo on all promotional materials
- Speaking role for CEO or senior leader at VIP Reception
- Acknowledgement by ELM President during main event speaking program
- Logo and company blurb on registration site
- Dedicated ELM social media posts with blurb to 10,000 followers
- Email to ELM's list of 15,000 supporters with logo with company blurb
- Logo featured throughout event
- Custom tailored social media toolkit in collaboration with company communications team to promote sponsorship to your followers

## **GOLD SPONSOR | \$25,000**

- 10 tickets to main event
- 5 tickets to VIP reception
- Logo with company blurb on registration site
- Acknowledgement by ELM President during main event speaking program
- Dedicated ELM social media post with blurb to 10,000 followers
- Email to ELM's list of 15,000 supporters of logo with company blurb
- Logo featured throughout event and in printed program
- Custom tailored social media toolkit in collaboration with company communications team to promote sponsorship to your followers

## **SILVER SPONSOR | \$10,000**

- 6 tickets to main event
- 3 tickets to VIP reception
- Logo on registration site
- Group sponsor post on social media to 10,000 followers
- Email to ELM's list of 15,000 supporters with company logo
- Social media toolkit to promote sponsorship to your followers
- Logo listed throughout the event and in printed program

## **BRONZE SPONSOR | \$5,000**

- 4 tickets to main event
- 2 tickets to VIP reception
- Logo on registration site
- Group sponsor post on social media to 10,000 followers
- Social media toolkit to promote sponsorship to your followers
- Name listed throughout the event and in printed program

The Environmental League of Massachusetts is a tax-exempt 501(c)(3) nonprofit.  
All gifts are tax-deductible, less the value of sponsor benefits.

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