



1 **FRESNO** **BEAUTIFY** **FRESNO**

An affiliate of Keep America Beautiful



2024

SPONSORSHIP PACKET



An affiliate of Keep America Beautiful



City of Fresno, Office of the Mayor
1626 E Street
Fresno, CA 93706

P: 559.621.8626
<https://www.beautifyfresno.org/>

Dear Potential Sponsor,

Thank you for your interest in partnering with the City of Fresno by sponsoring the Beautify Fresno program or one of our special cleanup and beautification events. This program has enjoyed considerable success since it began in January 2021, turning a mayoral initiative into a citywide movement, engaging over 20,000 volunteers and removing over 100 TONS of trash and 500,000 square feet of graffiti from our streets, parks, alleys and trails.

Beautify Fresno strives to produce events that the entire family can enjoy and, at the same time, establish an important investment in our city by making Fresno a cleaner, greener, more beautiful place to live, work and play.

In order to accomplish this goal, the City welcomes sponsorships to help offset event expenses. These cleanup and beautification events take place throughout the year and are available to volunteers of all ages and groups of all sizes.

Beautify Fresno provides you and your organization the opportunity to sponsor the entire program or specially-designed events that attract volunteers from all over the Central Valley. We offer several opportunities to meet your needs and budget.

For additional information or to discuss sponsorship opportunities further, please feel free to call me at 559-621-8626 or email me at mark.standriff@fresno.gov.

My Best,

A handwritten signature in blue ink that reads 'Mark Standriff'. The signature is fluid and cursive, with the first and last names being more prominent.

Mark Standriff
Director, Beautify Fresno

2023 HIGHLIGHTS

- OVER 140 CLEANUP EVENTS (90% SOUTH OF SHAW; 34% IN DISTRICT 3)
- 6 NEIGHBORHOOD BLITZES (tree trimming, street and sidewalk repairs, graffiti and weed abatement, sign replacement, curb painting and street sweeping)
- FOUR MAJOR EVENTS – nearly 4,000 volunteers at over 150 locations
 - NATIONAL DAY OF SERVICE (January)
 - GREAT AMERICAN CLEANUP (April)
 - MAYOR’S CITYWIDE COMMUNITY CLEANUP DAY (August)
 - FRESNO YOUTH SERVICE DAY (November)
- ESTABLISHED 21 BEAUTIFY FRESNO CLUBS AT LOCAL SCHOOLS
- CREATED PARTNERSHIPS WITH FRESNO STATE, FRESNO CITY COLLEGE, CLOVIS COMMUNITY COLLEGE AND FRESNO PACIFIC UNIVERSITY
- RAN “DON’T BE A LITTERHEAD” ANTI-LITTER CAMPAIGN
- SPECIALIZED CLEANUP EVENTS FOR HISPANIC, HMONG, PUNJABI GROUPS
- AWARDED \$25,000 GRANT FROM AT&T TO CREATE AN ONLINE EDUCATION CURRICULUM ON LITTER, RECYCLING AND WASTE THAT INCLUDES VIDEOS, CLASSROOM PRESENTATIONS, TOURS, VOLUNTEER PROJECTS





GREAT AMERICAN
CLEANUP
— K A B . O R G —

2023 Great American Cleanup
Saturday, April 20, 2024

It's the nation's largest community improvement program that engages over 4 million volunteers in more than 20,000 communities around the nation. In Fresno last year, we held cleanup and beautification events in 20 locations with 1,300 volunteers removing 17,000 lbs. of trash!

Mayor's Citywide Community CleanUP Day
Saturday, August 3

We're inviting non-profits, service clubs, schools, churches, businesses and individuals to serve our community by picking up litter from yards, parks, streets, alleys, riverfronts and other public areas.

Last year, over 1,400 volunteers in 82 locations picked up 13,000 pounds of trash!



Fresno Youth Service Day
Saturday, November 4

A yearly event for all K-12 schools in the city of Fresno to encourage students of any age to help their community by participating in a cleanup or beautification event around their campuses.

In 2022, 680 students from 20 schools removed over 7,400 pounds of litter from their neighborhoods!



PRESENTING SPONSOR

Beautify Fresno welcomes those special partners who are interested in investing in this important initiative in a significant way. Your ongoing support helps us continue our mission to help make Fresno a cleaner, greener, more beautiful place to live!

This sponsorship level is an annual commitment of \$10,000.

PRESENTING SPONSOR BENEFITS

- Logo on Beautify Fresno website
- Logo on all marketing, including emails, flyers, and advertising
- Sponsorship acknowledgement on all press releases and media materials
- Sponsorship acknowledgement at weekly cleanup/beautification events
- Onstage Sponsor Acknowledgement at all major events
- Onstage Speaking Opportunity at all major events
- Booth space at all thank-you events
- Logo in pre-event video
- Logo on event day map/schedule
- Sponsorship mentions in all social media for major events
- Priority registration for team members at all events
- Priority for all Service Day opportunities





SPONSORSHIP OPPORTUNITIES

Thank you for considering a sponsorship opportunity with Beautify Fresno and the City of Fresno. Package options available for individual cleanup and beautification events are listed below.

Multi-event sponsorship opportunities are also available.

Platinum Package - \$5,000

Mentions in all news releases and promos
 Logo with Hyperlink to website
ALL Selections in Option D
ALL Selections in Option C
ALL Selections in Option B
ALL Selections in Option A

Gold Package - \$2,500

Mentions in all news releases and promos
 Logo with Hyperlink to website
2 Selections in Option D
3 Selections in Option C
ALL Selections in Option B
ALL Selections in Option A

Silver Package - \$1,000

Mentions in all news releases and promos
 Logo with Hyperlink to website
2 Selections in Option D
2 Selections in Option C
2 Selections in Option B
ALL Selections in Option A

Bronze Package - \$500

Mentions in all news releases and promos
 Logo with Hyperlink to website
1 Selection in Option D
1 Selection in Option C
1 Selection in Option B
ALL Selections in Option A

Package Options

OPTION A <ul style="list-style-type: none"> Facebook, Twitter, Instagram posts Logo on all newsletters Onstage Sponsor Acknowledgement Information booth at thank-you event 	OPTION B <ul style="list-style-type: none"> Logo on event fliers and posters Banner at thank-you event Onstage Sponsor Message
OPTION C <ul style="list-style-type: none"> Logo in pre-event video Logo on event day map/schedule Onstage Speaking Opportunity 	OPTION D <ul style="list-style-type: none"> Logo in all print/broadcast advertising Logo on bus wraps Logo on Beautify Fresno website