



## 2017 Sponsorships

### Big League Love

We're a small, nimble, [well-established green non-profit](#) who plays ball with the big leagues. We're located in Asheville, North Carolina, one of the up and coming climate change discussion hubs in the nation. We're still small enough to give your company the kind of recognition and love you deserve, yet big enough that our work yields national attention on a regular basis. If you'd like to align with a mighty, locally-based non-profit that has regional, national and international environmental authority and can personally put your company in front of hundreds of thousands of customers and clients that value the environment and community, we'd love for you to be on our team. Let us help you get followers to your brand through our audience reach.

- Average Facebook post reach of 30,000
- Email list of over 40,000
- Average of 3,000 monthly visitors to our website all year long

### What is Dogwood Alliance?

For more than 20 years, Dogwood Alliance has been the leading environmental organization protecting forests in the South. With offices based in Asheville, NC, our mission is focused on not only protecting forests in 14 states, but also standing with the communities that depend on them. We're about trees and people. Over the past two decades we have worked to transform the paper practices of some of the biggest corporations in the world, including International Paper, Georgia Pacific, KFC-Yum Brands, GlaxoSmithKline and others. We have regular phone calls with 4 out of the 5 top paper companies in the world, who still look to us to make sure that they're on track with greening their paper production. Our grassroots efforts, combined with boardroom negotiation skills, have earned us a respected reputation in the world of national and international environmental organizations, many of whom are partners on projects. We have nearly [100 long-time friends, allies and partners](#) including: Sierra Club, Patagonia, and Rainforest Alliance.

### What Can My Team Get Excited About?

Currently we are bringing the critical issue of forest protection into the global conversation on climate change—simply put, forests are our number one asset when it comes to mitigating the disastrous effects of climate change. Think erosion, think losing the Eastern coastline. Through our one-of-a-kind effort to protect *35 million acres of wetlands across 14 states* in the Southern US to continuing our thought leadership in the ENGO (enviro non-profit) world, we aim to realize significant protection for our Southern forests by 2020.

### Seats in the Dugout

We want you in our dugout. Dogwood Alliance has grown to become a mid-size non-profit, and we're pleased to be able to offer year-long sponsorship opportunities. From our September celebration events here in Asheville, our regional "Cut Hair Not Trees" fundraising campaign at salons all over the South in 2017 to our

burgeoning social media marketing and other special events, we have dozens of ways to help get your brand in front of our growing audiences. You'll be joining a cadre of well-established and hip partners across the South, too, such as Terrapin Brewing, Larry's Coffee and Half-Moon Outfitters. For a glimpse into our annual Woods and Wilds Festival (to be held September 17<sup>th</sup> of 2017), [visit our festival page from 2016](#).

## Star Treatment

Because you're part of our team, we want you to feel that way! We want to make sure that everyone that supports our efforts gets what they want and need in return. Many of our sponsorship packages are customizable. Say you want to sponsor us, but rather than have more advertising in Asheville, you're more interested in the possibility of getting Raleigh/Durham customers, because you're thinking about expanding in that area. Great! We can help you. We'll make sure that your logo and business are given maximum attention in that area, to your specifications.

In addition, depending on amount, each package offers some or all of the following: feature blogs during the year highlighting your business, monthly sponsorship posts on our social media outlets, your logo on our event t-shirts, products and more. See our sponsorship chart for a full outline of features and benefits.

## Dreamwork

As part of the Dogwood team, you won't drown in a pool of other sponsors. You'll have a specially drawn up contract, a personal contact at the organization and regular check-ins with metrics reports on how your brand/logo is reaching our world. We have a marketing team that will make sure your logo and branding are perfectly represented in our channels. Finally, you'll be invited to join us at special events.

We'll be more than happy to talk to you at your convenience about your company's needs. Please call Holly Paar, Advancement Director at (828) 251-2525 ex. 16 or email her at [holly@dogwoodalliance.org](mailto:holly@dogwoodalliance.org). You can also contact Kelly Ball, Advancement Systems Manager at [kelly@dogwoodalliance.org](mailto:kelly@dogwoodalliance.org). We'll respond to set up a call or meeting. We look forward to working with you!

All the Best,



Holly Paar  
Advancement Director  
Dogwood Alliance  
(828) 251-2525 ex. 16  
[www.dogwoodalliance.org](http://www.dogwoodalliance.org)

<b>Sponsorship Level</b>	<b>Length</b>	<b>2017 Woods and Wilds Events</b>	<b>Other 2017 Events across the South</b>	<b>Social Media (F,T,I)</b>	<b>Blogs and News</b>
Dogwood Annual Presenting Sponsor \$10,000 (Customized)	1 Year	Stage Banner, large tshirt logo, special product logo, festival display tent/area, VIP festival area highlight, 10 tickets to VIP events; 2 slots of stage time recognition, feature logo and “short story” on event website	Featured on all promotional material for all regional 2017 public events across the South, such as Cut Hair Not Trees Campaign and Stories Happen in Forests; VIP invitations to private events	Woods and Wilds Festival Event + Monthly highlighted + up to 4 special requests to share your event or news	2 special highlight blogs throughout the year written by staff ; feature logo in monthly newsletters
Woods and Wilds Sponsor \$5,000 (Customized)	1 Year	Feature banner at festival, tshirt logo, VIP festival area highlight, 8 VIP tickets; stage time recognition, feature logo and “short story” on event website	Featured on all promotional material for all regional 2017 public events across the South; VIP invitations to private events	Woods and Wilds Festival Event + Quarterly highlighted + up to 2 special requests to share your event or news	Introductory blog highlighting your business; feature logo in monthly newsletters
Cypress Sponsor \$2,500 (Customized)	1 Year	Banner at festival, tshirt logo, 6 VIP tickets, stage time recognition; feature logo and “short story” on event website	Featured on all promotional material for all regional 2017 public events and participating salons across the South; invitations to private events	Woods and Wilds Festival Event + Quarterly highlighted	Introductory blog highlighting your business; feature logo in monthly newsletters
Poplar Sponsor \$1,000	1 Year	Logo on banner at festival, tshirt logo, 4 VIP tickets, stage shout out, feature logo on event website	Featured on selected promotional materials for 1 regional event in 2017; invitations to private events	Quarterly grouped (with other sponsors)	Introductory grouped blog; logo in four newsletters throughout the year
Oak Sponsor \$500	2017 September Woods and Wilds Events +	Logo on banner at festival, small tshirt logo, 2 VIP tickets, logo on event website	Logo on 1 other event websites	Woods and Wilds Festival Event group sponsor posts	Grouped blog; logo in September newsletter
Laurel Sponsor \$250	2017 September Woods and Wilds Events +	Logo on banner at festival, logo on event website, 1 VIP ticket	Logo on 1 other event website	Woods and Wilds Festival Event group sponsor posts	Logo in September newsletter
Birch Sponsor \$100	2017 September Woods and Wilds Events	Logo on event website	N/A	Listing in sponsor post	Logo in September newsletter

These sponsorship packages are based on monetary sponsorships. We love in-kind donations, and those will be treated separately—and specially! For questions and more information, please call Holly Paar, Advancement Director at (828) 251-2525 ex. 16 or Kelly Ball, Advancement Systems Manager at (828) 251-2525 ex. 31.