

2020 Great American Cleanup Sponsorship Opportunities

The Great American Cleanup is a national campaign through Keep America Beautiful that focuses on community investment and beautification from March 1 through May 31 each year. The City of Plano hosts the annual Great American Cleanup in April as its largest one-day citywide cleanup event. This year's beautification effort is scheduled for April 18, 2020.

We are expecting more than 2500 participants at this year's event and look forward to welcoming them to our after party which will include entertainment, a free lunch, vendors, activities, games and more! Because this campaign is about community investment and beautification, partnerships with local businesses are important to its success. We would be delighted to have your business participate as a sponsor for this year's event.

Sponsorship commitments may be cash donations or in-kind services which may include food, entertainment, cleanup supplies, event supplies and game prizes.

Sponsorship Benefits:

Bronze: \$100 and under

- Listing in sponsor section of website
- Recognition on social media posts

Silver: \$300+

- Listing in sponsor section of website
- Recognition on social media posts
- Logo on Facebook advertising
- Logo inclusion on signage at event

Gold: \$500+

- Listing in sponsor section of website
- Recognition on social media posts
- Logo on Facebook advertising
- Prominent logo on all print promotional advertising*
- Prominent logo inclusion on signage at event
- Prominent logo on volunteer t-shirts

Platinum: \$2000+

- Listing in sponsor section of website
- Recognition on social media posts
- Logo on Facebook advertising
- Premium logo on all print promotional advertising*
- Premium logo inclusion on signage at event
- Premium logo on volunteer t-shirts

***To be included in our print media written sponsorship commitments and logos must be received by Feb 1, 2020.**

Contact us for your opportunity to partner with Live Green in Plano:

Olivia Osborne, Litter Awareness Coordinator
Tel: 972-769-4328 | Email: oosborne@plano.gov

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Promotional Advertising Examples from 2018 & 2019:

Live Green in Plano Spring Newsletter (8.5" x 11"):

Join Live Green in Plano's 2018
Great American Cleanup
 A Citywide Community Cleanup and After-Party
Saturday, April 14

Be part of the solution! Help keep litter out of our waterways and protect wildlife.
REGISTER ONLINE MARCH 1 THROUGH APRIL 8
 • Gather a team of coworkers, family or friends or register as an individual.
 • Pick a cleanup location from parks, creeks, neighborhoods and more.
CLEANUP: April 14, 9-11 a.m.
PARTY: 11 a.m.-1:30 p.m. for Cleanup participants at Chase Oaks Church (201 Legacy Dr. 76023)
FREE Food, Beverages, Live Music, Games, Contests, Prizes, Face Painting and Fun!

- Free participant t-shirts are limited – register early.
- Cleanup supplies will be provided.

REGISTER ONLINE → Plano.gov/GAC
 Or call Live Green In Plano at 972.769.4130

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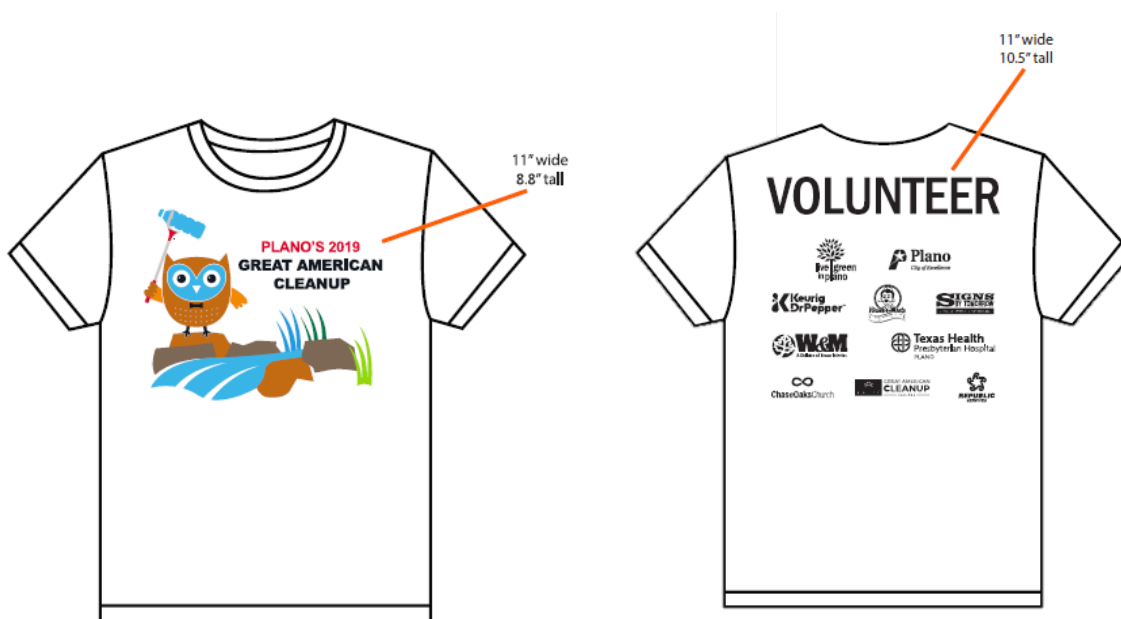
IN-N-OUT **STIGNS** **W&M** **Bank of America** **DR PEPPER SNAPPLE™** **Texas Health** **Republic** **ChaseOaksChurch**

Join Live Green in Plano's 2018
Great American Cleanup
 A Citywide Community Cleanup and After-Party
Saturday, April 14
 Cleanup 9-11 a.m. After-Party 11 a.m.-1:30 p.m.

Details on other side
 Register online through April 8

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Event T-shirts:



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Event Sponsor Banner
(4' x 8'):



Thank you to our sponsors!



Event Poster (11"x17"):



Website: www.plano.gov/GAC

Social Media: <https://www.facebook.com/livegreeninplano/>