

INDIANAPOLIS CULTURAL TRAIL, INC. PRESENTS...

# INDIANAPOLIS CULTURAL TRAIL SPRING CLEAN

**Saturday, March 12, 2022 | 9:00 a.m. - 12:00 p.m. | Along the entire Indianapolis Cultural Trail**

## **Presenting Sponsor - \$7,500 - Exclusive**

- " \_\_\_\_\_presents Indy Cultural Trail Spring Clean 2020"
- Recognition as Presenting Sponsor on all event collateral (corridor banners, brunchsignage, sponsor doc, website)
- Business name included every time event is mentioned
- One Blue Corridor Sponsorship (12-15 volunteers, hi-vis corridor)
- Included in pre-event press release and media advisory
- Logo and link to logo on event website
- Recognized as ICT 2022 sponsor on homepage
- Organization highlighted on ICT blog (co-authored with ICT Staff)
- Partnership promoted year round on social media platforms

## **Brunch Sponsor - \$4,000 - Exclusive**

- Opportunity to speak/participate during brunch award ceremony
- Company logo and message on brunch table centerpiece
- One Blue Corridor Sponsorship (12-15 volunteers, hi-vis corridor)
- Logo and link to logo on event website
- Recognized as ICT 2022 sponsor on homepage
- Organization highlighted on ICT blog (co-authored with ICT staff)
- Partnership promoted year round on social media platforms

## **Trail Tool Sponsor - \$3,500 - Exclusive**

- Company logo on all tools for Spring Clean (remains on tools for all 2022)
- One Blue Corridor Sponsorship (12-15 volunteers, hi-vis corridor)
- Recognition during event announcements as Cultural Trail Tool sponsor
- Logo and linked to business on event website as Trail Tool Sponsor
- Recognized as ICT 2022 sponsor on homepage
- Organization highlighted on ICT blog (co-authored with ICT staff)
- Partnership promoted year round on social media platforms

### **Blue Corridor Sponsor - \$1,500 - 5 of 8 available**

- Signage along adopted corridor with highest visibility with pedestrians, bikers, shoppers, and drivers
- Larger number of volunteers needed, generally 12-15.

### **Green Corridor Sponsor - \$1,000 - 3 of 4 available**

- Signage along adopted corridor with great visibility with pedestrians, bikers, shoppers, and drivers
- Number of volunteers needed, generally 8-10.

### **Yellow Corridor Sponsor - \$500 - 2 of 2 available**

- Signage along adopted corridor with good visibility with pedestrians, bikers, shoppers, and drivers
- Number of volunteers needed, generally 6-8.

### **Included with all corridor sponsors:**

- Company logo placement on event signage
- Recognized on designated corridor of the Cultural Trail with signage 1 week prior & after
- Placement of logo, linking to company's site, on ICT Inc. website
- Brunch tickets included for volunteer team
- Included in social media announcements