

GREEN CITY Challenge



LIVE. WORK. EAT. GREEN. @ UNION SQUARE PARK
10.23.11

On October 23, 2011, the 2nd Annual **Green City Challenge & Family Expo** returns to NYC to educate residents about how they can live, work, and eat “green” in their urban environment.

With the **Green City Challenge & Family Expo** epicenter located in the heart of New York City at Union Square Park, there are incredible opportunities to highlight YOUR green business and expose it to thousands of New Yorkers.

1 Day Event
in New York City
October 23, 2011

We are seeking businesses in the following categories:



LIVE GREEN

- Fitness
- Recycling
- Home & Health Care
- Green Products



WORK GREEN

- Energy Efficiency
- Transportation
- Renewable Energy
- Green Building



EAT GREEN

- Local Organic Markets & Gardens
- Vegetarian & Sustainable Restaurants
- Health & Nutrition

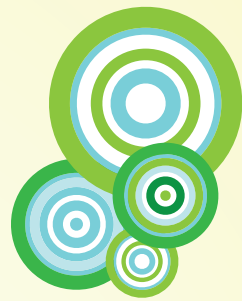
The highlight of the day is the “**Green City Challenge Race**”. Ten teams of two will compete for the highest score as they race around Lower Manhattan Neighborhoods on bicycles attempting to complete challenges at multiple secret GREEN businesses. The competitors will receive a puzzle piece with a clue directing them to the next challenge. The top three winning teams will receive valuable gift packages filled with incredible green and sustainable prizes.

This year, the **Green City Challenge** introduces the Green City Challenge Expo where the theme is Family Fun.

Green City Challenge promotes a green lifestyle and expands the green community by creating fun and challenging activities.



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featuring:



RECYCLE ALLEY:

Attendees will be encouraged to bring the following items to recycle and swap at the Green City Challenge Recycle Alley:

RECYCLE:

Cell Phones Batteries, Eyeglasses, Computer Components, Computer Monitors, Sneakers and more to be announced.

SWAP:

NYC's largest Books, CD, DVD and Clothing swap will be featured at the expo as well. Attendees will be invited to come down and swap their gently used items for items from other attendees.

All left-over items will be donated to homeless shelters and senior residences in/around New York and its outer boroughs.



LISTEN GREEN:

Throughout the day attendees will be treated to panel discussions on many of the topics affecting our city's sustainability as well as several acoustic performances from NY based artists who lead an environmentally friendly lifestyle. Panel discussions will include topics on organic foods, green energy and how we can make our city "greener."



VENDORS:

Come shop and receive information from over 40 different exhibitors offering various "green" products and services including home care and maintenance, healthy living, energy-efficient transportation, all-natural personal care, solar energy, green gifts and informational non-profit booths.



GREEN FOOD PAVILION:

Come and taste some of the delicacies offered from NY's leading food purveyors including organic, vegan, vegetarian and gluten-free foods.



FAMILY FUN PAVILION:

This will be an area within the expo where fun and educational activities will be provided for families to enjoy for free. Children will have the opportunity to plant their own seedlings, do sustainable arts and crafts, and play games with a message of living, working and eating green.

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Promote YOUR business SPONSOR the GREEN CITY CHALLENGE & FAMILY EXPO

- Expose your brand to new audiences
- Affordable opportunities to reach eco-conscious New Yorkers in person and online
- Share YOUR values while promoting awareness about living green

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LIVE GREEN



WORK GREEN



EAT GREEN

Sponsor Benefits:

- Brand presence at Union Square Park, a major destination in NYC located between Broadway and 4th Aves with easy subway access and lots of foot traffic.
- Booth Space at the Family Expo- connect with potential "green" customers one-on-one
- Visibility on www.GreenCityChallenge.org website- The website is an event companion and is year-round GREEN resource. YOUR brand will be visible to New York and the world beyond for 12 months.
- Media Coverage- The GREEN CITY CHALLENGE will be promoted in the media for months leading up to and including the day of the event.

The sponsors of the race will set a new standard for all New Yorkers for what it means to be sustainable. We invite you to be a part of this elite group!

UNION SQUARE PARK

Union Square Park is located between Broadway and 4th Avenues & East 14th Street to 17th Street in New York City. Opened in 1839 and redesigned in 1872 by Frederick Law Olmsted and Calvert Vaux to accommodate mass congregations of New Yorkers, Union Square Park has served as home base for countless community events and festivals-from the first Labor Day parade in 1882 to workers' rallies in the 1930s to the first Earth Day in 1970 to the current, wildly popular Greenmarket. This former burial ground has seamlessly transitioned from a town square to a bustling City park, and as such, it is the deserved home of statues depicting distinguished men like George Washington, Abraham Lincoln, Mohandas Gandhi, and Marquis de Lafayette. Come see what the United States Department of the Interior has designated a National Historic Landmark and absorb the energy of past and present Union Square park-goers.

www.greencitychallenge.org



Green City Challenge & Family Expo is a highly visible event exposes participants, audience and media directly to your brand.

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Sponsorship Levels

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PRESENTING SPONSOR

\$25,000

Only One Available

- Presenting Sponsor placement on all promotional materials, event website, multimedia and signage.
- One 10 x 20 Vendor Booth at Expo
- Prime Banner Placement at event entrance
- Presenting Sponsor Logo on all signage
- Presenting Sponsor Logo on back of contestant T-shirt
- Prominent Logo with link on home page and sub-pages of website for one year
- Logo on all event-related advertising, press and media material
- Lead presenter of start and end of race events
- Guaranteed brand awareness exclusivity
- Opportunity for speaker presentation
- Opportunity for your business to be a destination

PLATINUM LEAF SPONSOR

\$10,000

Only five available

- Lead placement on all promotional materials, event website, multimedia and signage.
- One 10 x 10 Vendor Booth at Expo
- Prime Banner Placement at event entrance
- Logo with link on home page and sub-pages of website for one year
- Logo on all signage
- Logo on back of contestant T-shirt
- Logo on all event-related advertising, press and media material
- Guaranteed brand awareness exclusivity
- Opportunity for speaker presentation
- Opportunity for your business to be a destination

GOLD LEAF SPONSOR

\$5,000

- Prominent placement on all promotional materials, event website, multimedia and signage.
- One 10 x 10 Vendor Booth at Expo
- Banner Placement at event
- Logo with link on home page of website for one year
- Logo on all Green City Challenge Signage
- Logo on back of contestant T-shirt
- Logo on all event-related advertising, press and media material
- Opportunity for speaker presentation
- Opportunity for your business to be a destination

SILVER LEAF SPONSOR

\$2,500

- Prominent placement on all promotional materials, event website, multimedia and signage.
- One 10 x 10 Vendor Booth at Expo
- Banner Placement at event
- Logo with link on any sub-page of website for six months
- Logo on all event-related advertising, press and media material
- Logo on back of contestant T-shirt
- Opportunity for your business to be a destination

Destination

APPLE TREE DESTINATION

\$500

- Destination during the Green City Challenge. The challenge at your destination will be tailored to your specific business.
- Produced video of the challenges will be hosted and seen on the Green City Challenge website for one year.
- Description of the challenge featuring your business on the GCC Website
- Permanent article featuring your business on the GCC website

Vendor Table

ECO VILLAGE TABLE

\$500

- One vendor table at Eco Village
- Logo on all event-related advertising, press and media material
- Logo with link on event website

* Custom Sponsorships available. Please call for more information.



Contact us for more information

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