



Indianapolis Cultural Trail - Spring Clean - April 14, 2018, 9:30am-12:30pm

In it's fourth year, the Spring Clean is an opportunity for organizations from around downtown to give back to the Indianapolis Cultural Trail. Once the snow melts, a lot of litter, dirt, and grime is exposed. The Spring clean is a large Cultural Trail-wide initiative to get the Trail in shape for summer, high usage time.

We invite organizations to get involved by either being a material sponsor, breakfast table sponsor, or corridor sponsor. The Corridor Sponsorship includes bringing a group on 8-12 out on the morning of the event to clean your corridor of the Trail. It's a great opportunity for team building and giving back to the community we all work and play in. **This event sells out every year!**

Please direct all questions/comments to Sarah Frey, sfrey@indyculturaltrail.org, 317-672-7628.

Presenting Spring Clean Sponsor \$10,000 — Exclusive - TAKEN - Brightview Landscaping

- Recognized as Presenting sponsor on all event collateral
- Premier placement on event signage
- Recognition during pre-clean instructions and breakfast program
- Logo included on all Cultural Trail Spring Clean signage
- Premiere placement of logo, linking to company's site, on Spring Clean website
- Logo on all pre and post event communications
- Included in pre-event press release and media advisory
- 10 breakfast event tickets
- Included in all social media announcements

Spring Clean Brunch Sponsor \$5,000 — Exclusive - TAKEN - Cunningham Restaurant Group

- Company logo included on invitations and prominent placement on event signage
- Company logo on all breakfast signage
- Logo on all pre and post event communications
- Prominent placement of logo, linking to company's site, on ICT Inc. website
- 6 event tickets
- Inclusion in all social media announcements

Trail Tools \$2,500—Exclusive TAKEN - Milhaus

- Company logo on all tools for Spring Clean
- On stage recognitions as top sponsor
- Placement of logo, linking to company's site, on ICT Inc. website
- 4 event tickets
- Inclusion in all social media announcements

Blue Corridor Sponsor \$1,000 – 2 of 7 available

- Highest visibility with pedestrians, bikers, shoppers, and drivers
- Larger number of volunteers needed, generally 8-10.

Green Corridor Sponsor \$750 – 0 of 4 available

- Great visibility with pedestrians, bikers, shoppers, and drivers
- Number of volunteers needed, generally 6-8.

Yellow Corridor Sponsor \$500 – 1 of 4 available

- Good visibility with pedestrians, bikers, shoppers, and drivers
- Number of volunteers needed, generally 4-7

Included with all Corridor Sponsorships:

- 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 all social media announcements

Coffee/Donut Cart Sponsor \$500 – TAKEN - Barnes & Thornburg, LLP., JW Marriott

- Company logo included on event signage
- Logo placement in every center piece
- Placement of logo, linking to company's site, on ICT Inc. website
- Recognition in event program
- 2 event tickets
- Inclusion in all social media announcements

Volunteer Hospitality // Marketing \$250 - 5 available

- Company logo included on event signage
- Promo table set-up at breakfast event
- Placement of logo, linking to company's site, on ICT Inc. website
- Recognition in event program
- 2 event tickets
- Included in social media announcements