



Sponsorship Opportunities

Friday, May 18, 2012



6:00 pm ~ 9:00 pm

MARRIOTT ANNAPOLIS WATERFRONT ★ ANNAPOLIS, MD

TREASURE THE CHESAPEAKE 14th Annual Celebration



Why support the Chesapeake Bay Trust?

The Chesapeake Bay Trust is the only non-profit, grant-making organization dedicated to protecting and restoring the Chesapeake Bay and its tributaries in Maryland.

Since 1985, the Trust has awarded more than \$45 million in grants for Bay restoration projects, environmental education programs, and community outreach efforts. In 2011, the Trust funded 330 grants that helped restore Maryland's shorelines, educate schoolchildren about the environment, green local neighborhoods and clean-up up rivers and streams. Through our grant programs and special initiatives, we reached more than 110,000 Marylanders last year in every county in Maryland and Baltimore City. Why did we do this? Our reason is simple: we believe that getting citizens involved is the key to restoring the Chesapeake Bay.



What did Trust grantees accomplish last year?

- Planted 95,000 native trees and plants
- Removed 580 tons of trash from Maryland streams and rivers
- Created 7,100 linear feet of natural, living shoreline
- Restored 70 acres of wetlands, oyster reefs, and streamside buffers

Join us for the 14th Annual Treasure the Chesapeake Celebration

On May 18, 2012, the Chesapeake Bay Trust is pleased to host its 14th Annual Treasure the Chesapeake Celebration. This event, scheduled to take place at the beautiful Marriott Annapolis Waterfront, brings together more than 400 Chesapeake Bay partners, legislative leaders and influential supporters who are committed to helping our great Chesapeake. In addition to fantastic fare, open bar, casino games, music and entertainment, attendees will be able to learn more about the businesses and individuals who support the great work of the Chesapeake Bay Trust.

FISCALLY RESPONSIBLE

For almost a decade, the Trust has received a "Four Star Rating" from Charity Navigator, placing us in the top 1% of charities nationwide. In 2011, fully 90 percent of the Trust's expenditures were directed to Chesapeake Bay restoration and education programs.



Will you help the Chesapeake Bay this year?

No matter what your budget, there is a sponsorship level and recognition package that will maximize your exposure, and showcase your organization as a dedicated supporter of the Bay's restoration effort.

To secure your sponsorship today, complete the enclosed form and fax it to Molly Alton Mullins at 410.269.0387 or email mmullins@cbtrust.org.

Treasure the Chesapeake Celebration!

Sponsorship benefits include:

Public Recognition throughout the Year: Exposure to tens of thousands of people through our website, social media, and newsletters; at multiple events attended by the Trust; and through printed materials distributed by the Trust.

Logo on Banner: Your logo added to the Trust's banners which are displayed at events throughout the year.

Website Recognition: Recognition on the Trust's website as an official partner, complete with a link to your company's website.

Logo on Invitation: Your company's logo included on the event invitation mailed to all potential attendees (sponsorship must be secured by printing date).

E-Newsletters Recognition: Premiere logo inclusion in the Trust's newsletters that reach 15,000+ subscribers.

Media Outreach: Your company mentioned on all press outreach related to the Treasure the Chesapeake event.

Sponsorship Levels

Blue Heron	\$10,000
Blue Crab	\$7,500
Oyster	\$5,000
Osprey	\$2,500
Rockfish	\$1,000
Canvasback	\$500
Terrapin	\$250

Exhibition Opportunity: A display table at the event to showcase your company's work and distribute materials.

Evites and Emails: Your logo included on all marketing promotions.

Social Media: Your company mentioned as a "Partner of the Bay" through the Trust's Facebook and Twitter accounts that reach thousands of followers.

Signage: Your company listed as an official sponsor on all signage at the event.


Program: An advertisement provided for your company in the event program.

Publicity: Your company's logo prominently displayed during the evening's presentation.

Tickets: A predetermined allotment of complimentary tickets will be provided to you and your guests.

Keepsake: Opportunity to provide a keepsake for each attendee to take home bearing your company's logo (promotional item to be provided by sponsor).

Join us today and show your support for Maryland's most treasured natural resource

	Blue Heron \$10,000	Blue Crab \$7,500	Oyster \$5,000	Osprey \$2,500	Rockfish \$1,000	Canvasback \$500	Terrapin \$250
Public Recognition	*	*	*	*	*		
Logo on Banner	*	*					
Website	* logo all year	*logo for 6 months	*logo for 3 months	*name for 3 months	*name for 1 month	*name for 1 month	
Logo on Invitation	*						
E-Newsletters	* logo all year	*logo for 6 months	*logo for 3 months	*name for 3 months	*name for 1 month		
Media Outreach	*	*					
Exhibition Table	*	*	*				
Evites and Emails	* 2 times	* 2 times	* 1 time	* 1 time			
Social Media	* 5 times	* 4 times	* 3 times	* 2 times	* 1 time		
Signage	*logo	*logo	*logo	*name	*name	*name	
Program	* full page	*full page	* half page	*company listing only	*company listing only	*company listing only	*company listing only
Publicity	*logo	*logo	*logo	*name	*name		
Tickets	* 8	* 6	* 6	* 6	* 4	* 4	* 2
Keepsake	*						

Register online at www.cbtrust.org



About the Chesapeake Bay Trust

The Chesapeake Bay Trust is a state-chartered, nonprofit grant-making organization, sparking on-the-ground change in communities throughout Maryland and the broader Bay watershed. Since 1985, the Trust has awarded \$45 million in grants and engaged hundreds of thousands of citizen stewards in projects that have a measurable impact on the Chesapeake Bay and its tributaries. The Trust is supported by the sale of the Maryland Treasure the Chesapeake license plate, donations to the Chesapeake Bay Tax Check-off Fund, donations from individuals and corporations, and partnerships with private foundations and federal and state agencies. Fully 90 percent of the Trust's expenditures are directed to Chesapeake Bay restoration and education programs.



Chesapeake Bay Trust
60 West Street, Suite 405
Annapolis, MD 21401

P 410.974.2941
F 410.269.0387
cbtrust.org





FRIDAY • MAY 18 • 2012 | 6:00 pm - 9:00 pm
Marriott Annapolis Waterfront Hotel

SPONSORSHIP FORM

Please fax this form to Molly Alton Mullins at 410.269.0387 or email mmullins@cbtrust.org

YES! We would like to sponsor the 14th Annual
Treasure the Chesapeake Celebration!

Please select the following sponsorship level:

___ \$10,000 - Blue Heron Sponsor

___ \$7,500 - Blue Crab Sponsor

___ \$5,000 - Oyster Sponsor

___ \$2,500 - Osprey Sponsor

___ \$1,000 - Rockfish Sponsor

___ \$500 - Canvasback Sponsor

___ \$250 - Terrapin Sponsor

Sponsor Name/Company Name - Note: You or your company will be listed in all promotional materials using the above name.

Contact Name and Title

Address

City

State

Zip

Telephone

Email

Payment Type:

Check (Please make checks payable to the Chesapeake Bay Trust.)

Credit Card

VISA MC AMEX Discover

Credit Card Number

Security Code

Exp. Date

Name on Card

Billing Address for Card

City

State

Zip

Signature

Thank you for your generous support!



Please mail all check payments to:
Chesapeake Bay Trust
Attn: Molly Alton Mullins
60 West Street, Suite 405
Annapolis, MD 21401

With questions, contact
Molly Alton Mullins
at 410.974.2941, ext. 107
or email mmullins@cbtrust.org