



THE GREAT VIRGINIA GREENUP 2024

March 19- June 20, 2024

Sponsorship Opportunities



About Keep Virginia Beautiful

We engage and unite Virginians to improve our scenic and natural environment through shared responsibility to end littering, improve recycling, and beautify communities.

For over 70 years, we have empowered individuals and groups to engage in environmental improvement projects through events, contests, grants, and collaborative partnerships. These collective efforts aim to ensure that Virginia stays clean, green, and beautiful for generations to come.

Keep Virginia Beautiful is a state affiliate of Keep America Beautiful.





About the Great Virginia Greenup

The Great Virginia Greenup is a statewide event over three months, from the first day of spring to the first day of summer, that provides a platform, resources, and incentives to engage individuals and groups across the Commonwealth to make their communities cleaner, greener, and more beautiful. It is part of Keep America Beautiful's Great American Cleanup.

The event will include cleanup kit giveaway contests, on-the-go automobile litter receptacles and sustainability products, and other prizes and incentives for participation.

In addition, as part of the event, Keep Virginia Beautiful will highlight regions of the state and host at least three litter clean up events in locations throughout the Commonwealth.



Event features will include: digital toolkit, incentives to participate and report results, clean up kits and supplies, and prizes!

Plus, there is national support and recognition as being part of the Great American Cleanup (GAC), a Keep America Beautiful event that has been held for 25 years and is the nation's largest community improvement initiative, with over 15,000 communities participating across the United States.



Sponsorship Opportunities

Be a part of a meaningful statewide event that offers many opportunities for engagement and community improvement this spring!

SPONSORSHIP PACKAGES



The Seed Sower

Help plant the seeds for our good works to grow.



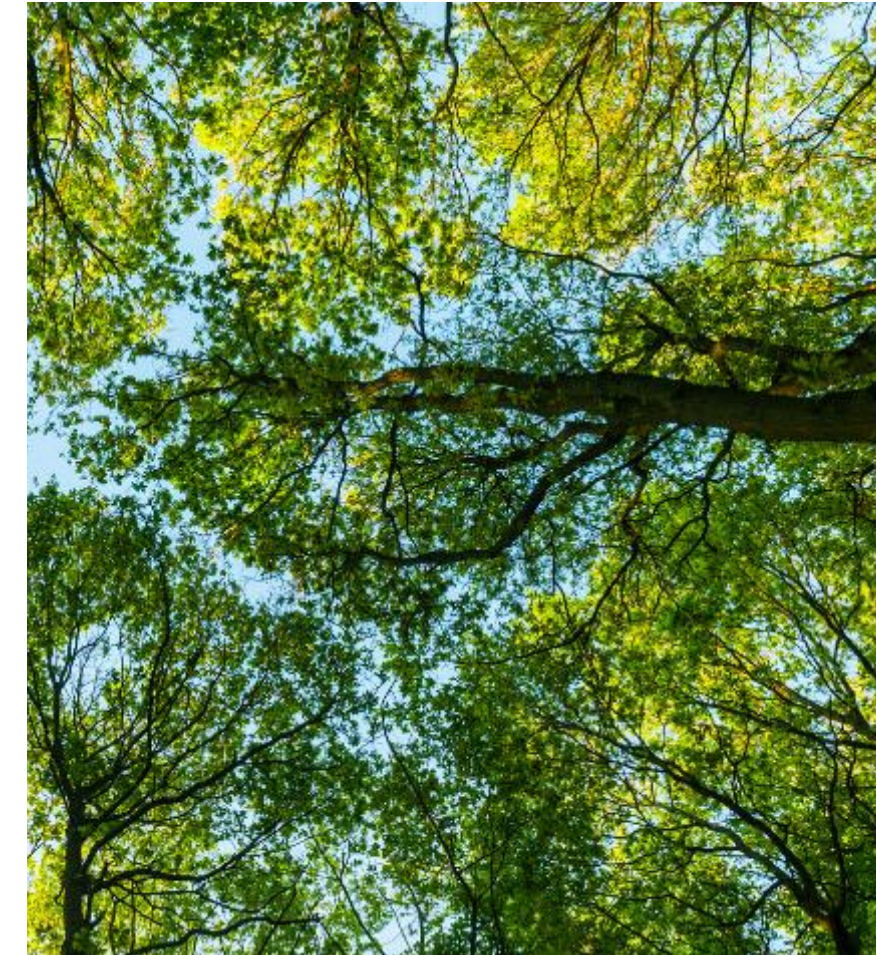
The Leaf Grower

Help grow participation and engagement.



The Branch Builder

Help make an impact in communities.



The Canopy Creator

Help make lasting improvements in our scenic and natural environment.

Package Benefits and Pricing

Visibility & Promotion	Canopy Creator (\$5,000+)	Branch Builder (\$2,500)	Leaf Grower (\$1,000)	Seed Sower (\$500)
Logo on Event & Registration Website	✓	✓	✓	✓
Logo on Organization Website	✓	✓	✓	Listing
Social Media & E-News Recognition	✓	✓	✓	
Recognition on all digital toolkits	✓	✓	✓	
Logo on Event Posters & Banners	✓	✓		
10 Cleanup Kits / Help planning a cleanup event	✓	✓		
Mention in Press Releases, TV, and Radio Spots	✓			
Logo included on Cleanup Kit Materials and Wildflower Seed Packets	✓			



BENEFITS OF SPONSORSHIP

Exposure at KVB-Sponsored Cleanups and Tabling at Special Events

Brand Exposure for 3 months on online event platforms, e-news, and social media

Being part of the solution!



Thank you for your support!

Have any questions? Other ideas?
Please let us know.

Cristi Lawton, Executive Director
clawton@keepvirginiabeautiful.org

Beckey Watson, Development Director
bwatson@keepvirginiabeautiful.org

