



*Inaugural  
Keep Jackson Beautiful  
Awards Ceremony  
Sponsorship Package*

SATURDAY, OCTOBER 21, 2023, 11:00 AM - 1:00 PM

HILTON JACKSON  
1001 EAST COUNTY LINE ROAD  
JACKSON, MS 39211

ATTIRE: BUSINESS CASUAL  
RSVP: \$50 TICKETS



[CONTACT@KEEPJACKSONBEAUTIFUL.COM](mailto:CONTACT@KEEPJACKSONBEAUTIFUL.COM) OR 601.953.1123



# From the Director

## Dear Friends:

My purpose for this letter is to secure donations and/or sponsorships from various businesses and stakeholders to help underwrite expenses for our first Inaugural Keep Jackson Beautiful Awards Ceremony on October 21st at 11:00 am at the Hilton Hotel in Jackson, MS. Our theme this year is "Making a Difference", and we're looking to raise \$50,000. By giving to our Inaugural Awards Ceremony, you'll be able to help us highlight the positive individuals and organizations that are doing tremendous work in our Capital City.

We chose October for this special event because October 28 is known nationally as Make a Difference Day. What better time to showcase the differences that our awardees contribute to keeping Jackson beautiful.

We hope that we can count on you to help make this year's event a memorable and successful first!

You can send donations by:

 Check/Money Order - Keep Jackson Beautiful, 510 George Street, Suite 402, Jackson, MS 39202

 Zelle

 Paypal - [paypal.me/keepjxnbeautiful](https://paypal.me/keepjxnbeautiful)

 Venmo - @KeepJXNBeautiful

 Cashapp - \$keepjxnbeautiful

**THANK YOU** in advance for your contribution! Enclosed is a sponsorship form that offers several levels of support. As a non-profit 501(c)(3), we will issue a tax-deductible receipt to all contributors. We hope to see you at the Awards Ceremony!

**Environmentally Yours,**



**Alicia Crudup**

**Executive Director**



# Levels of Sponsorship



## Icon

\$10,000 +

- Company Name on an Award
- 10 VIP Tickets to Awards Ceremony
- 2 VIP Tables at Awards Ceremony
- 10 Shirts
- Full-page ad in program
- Company logo & link on website



## Leader

\$5,000

- Company Name on an Award
- 5 VIP Tickets to Awards Ceremony
- 1 VIP Table at Awards Ceremony
- 5 Shirts
- Half-page ad in program
- Company logo & link on website



## Activist

\$2,500

- Company Name on an Award
- 4 VIP Tickets to Awards Ceremony
- 4 Shirts
- Third-page ad in program
- Company logo & link on website



## Advocate

\$2,000

- 3 VIP Tickets to Awards Ceremony
- 3 Shirts
- Quarter-page ad in program
- Company logo & link on website



## Associate

\$1,500

- 2 VIP Tickets to Awards Ceremony
- 2 Shirts
- Business Card Size ad in program
- Company logo & link on website



## Contributor

\$1,000

- 1 VIP Tickets to Awards Ceremony
- 1 Shirt
- Company logo & link on website



## Supporter

\$500

- Company logo & link on website
- 1 VIP Ticket to Awards Ceremony

# Benefits of Corporate Sponsorship

- Promotes company name recognition
- Achieves marketing/sales goals
- Effectively reaches defined target audiences
- Increase awareness of your company product or name
- Associates products with a particular lifestyle mode
- Shapes or reinforces the public's perception of a product's attributes
- Increases employee involvement with your company-sponsored events
- Enhances your company's commitment to your community

## Advertising Value

**Logo Online** - your company recognized on our website as a sponsor

**Logo/Ad in Publications** - your company ad, to be provided by sponsor in our annual report and event programs predicated upon sponsorship level chosen.

**Company Banner Display** - opportunity to display company banner, to be provided by sponsor, at event or program.

**Public Address Announcement** - your company announced as sponsor during event or program.

**Flyers/Direct Mail Pieces** - your company logo on flyers or direct mail pieces distributed or mailed throughout the community.

**Event T-Shirt/Advertising Specialties** - your logo or company listed on T-shirts or specialty items given away at events or programs

**Paid Media Advertising** - your logo or company listed as an official sponsor in paid newspaper, television, specialty publications, and/or radio advertising

**Posters** - your logo or company listed as official sponsor on posters for event or programs

## Promotional Value

**Promotional Opportunities** - you may set up a tent and/or table to display your company products at event or program, and you may give away coupons, samples, and/or cross-promote with other sponsors at events or programs. Tent/tables to be provided by sponsor.

**Revenue Opportunities** - you may merchandise or sell products/services at an event or program

**Spin-off Event** - you may organize an "event within an event," noting your company as the sponsor

**Contest** - you may host a contest (within the event) with your company as the sponsor.

**Incentives to your company employees** - you may provide incentives to your employees to volunteer to assist KJB with an event or program.

**Marketing Opportunities** - you may provide promotional items, trinkets, goodie bags, etc., to give away at the event or program.

**Official Prize Sponsor** - you may provide prizes to be given away as awards or door prizes at event or program.

# HELP FROM OUR SUPPORTERS HAS HELPED US ACCOMPLISH:



**Number of Volunteers**

**478**



**Total Value of Volunteer Time**

**\$86,455**



**Pounds of Litter & Debris Collected**

**23,900**



**Acres of Parks, Public Land, Playgrounds, Trails Cleaned & Improved**

**40**



**Number of Plants, Shrubs, Flowers, and Bulbs Planted**

**100**



**Number of Events**

**129**

## PROGRAMS



**GREAT AMERICAN CLEANUP**



[KEEPJACKSONBEAUTIFUL.COM/PROGRAMS](http://KEEPJACKSONBEAUTIFUL.COM/PROGRAMS)

*Keep Jackson Beautiful*  
*Inaugural Awards Ceremony*  
Custom Award for Recipients



Your company or individual name will go above the award name.

Example

*Company*

*Jrn Recycle Award*

Jane Doe

October 21, 2023



## Award Categories

### Program Awards

- \* **Keep Jackson Beautiful Month Award** - Recognizes an individual, community group, or entity who celebrated the month by successfully hosting cleanup, recycling, beautification and planting events that made an impact in neighborhoods across the city.
- \* **Adopt -A- Spot Award** - Recognizes an individual, community group, or entity who became caretakers for public spaces such as traffic islands, medians, and entrances into neighborhoods in their communities.
- \* **Eco Ambassador Award** – Recognizes an Eco Ambassador who has been actively engaged and takes ownership, pride and are good stewards of their communities.
- \* **Great American Cleanup Award** - Recognizes an individual, community group, or entity who used a Great American Cleanup to impact positive change.
- \* **Jackson Community Garden Award** - Recognizes an individual, community group or other entity that has helped increase access to fresh local produce and/or gardening education.
- \* **Jackson Recycles Award** - Recognizes an individual, community group or other entity that has made significant investments to expand or broaden recycling.
- \* **Clean Your Block Award** - Recognizes a church or business who has ownership of loving their block by maintaining a radius of their property in the community.

These awards recognize entities with achievements in beautification, recycling and litter cleanup.

**Ward Award (1 per ward (7))** - Recognizes an individual, community group or other entity that embodies the spirit of Keep Jackson Beautiful through active beautification, litter cleanup, gardening and recycling efforts in each Ward of Jackson.

**Volunteer of the Year Award** - An individual volunteer or group with exceptional leadership in litter prevention, waste reduction, recycling and beautification.

**Chokwe Lumumba Legacy Award** - This is named after late Mayor Chokwe Lumumba who strived to have the most sustainable city in the Nation. This award recognizes an individual or organization who has dedicated their mission to solving environmental problems, and whose efforts have achieved positive and lasting environmental outcomes.

**Emerging Leadership Award** - This award is given to a young professional (under 40) or college student who has made a positive impact on the community through their leadership and passion for the environment.

**Keeper's of Jackson Award** - This award is given to city and county employees or elected officials whose efforts have supported the Keep Jackson Beautiful mission.

**Keep Jackson Beautiful Community Award** - This award is given to a neighborhood group or association that has demonstrated best practices in making their neighborhood environment clean, green, and beautiful.

**Board Member of the Year** - This award is presented to board members who have demonstrated outstanding service to the City of Jackson and Keep Jackson Beautiful through the giving of their time, talents, and resources as a board member to further the goals and objectives of Keep Jackson Beautiful.

**Public Art Award** - recognizes an individual or organization that demonstrated innovative and creative specific public art projects with a focus on art-led urbanism, place-making, community building and social practice.

**School Stewardship Award** - This award recognizes a school who has shown dedication to not only beautifying its campus but the community surrounding by empowering students to keep our community clean, green, and beautiful.

*Please choose 2 or 3 awards as contingency if your first choice has been taken by another company.*

1st \_\_\_\_\_ 2nd \_\_\_\_\_ 3rd \_\_\_\_\_

\*Taken

# Inaugural Keep Jackson Beautiful Awards Ceremony

October 21, 2023 | Hosted by Keep Jackson Beautiful

## Sponsorship Commitment

Keep Jackson Beautiful is hosting our inaugural awards ceremony. This ceremony will highlight all of the work students, individuals, neighborhood associations, businesses, churches and government are doing to Keep Jackson Beautiful. We want to honor all the hard work, time, sweat and resources everyone has put in to Keep Jackson Beautiful.

Sponsorship Levels		Amount
Icon Sponsor		\$10,000
Leader Sponsor		\$5,000
Activist Sponsor		\$2,500
Advocate Sponsor		\$2,000
Associate Sponsor		\$1,500
Contributor Sponsor		\$1,000
Supporter Sponsor		\$500
In-Kind Sponsorship	\$ Value Here	
In-Kind Description		
<b>Total Sponsorship Cost</b>		<b>\$</b>

Please provide the following information for contact & billing:

CONTACT NAME

COMPANY

ADDRESS

CITY

STATE

ZIP CODE

PHONE

WEBSITE

EMAIL

SIGNATURE

DATE



Questions Regarding Sponsorship?  
Contact

601.953.1123 or [contact@keepjacksonbeautiful.com](mailto:contact@keepjacksonbeautiful.com)

Visit us at [keepjacksonbeautiful.com](http://keepjacksonbeautiful.com)

KEEP AMERICA BEAUTIFUL AFFILIATE

### PAYMENT INFORMATION:

Sponsorship payments need to be received by September 1, 2023

### MAKE PAYABLE TO:

Keep Jackson Beautiful

### MAIL CHECK & THIS FORM TO:

Keep Jackson Beautiful

510 George Street, Suite 402 Jackson, MS 39202

### PUBLICITY MATERIALS DEADLINE:

August 25, 2023

Please email your logo and/or ad to:  
[contact@keepjacksonbeautiful.com](mailto:contact@keepjacksonbeautiful.com)

You will receive a letter acknowledging your contribution for tax purposes.

If you would like to receive an invoice to process the payment, contact our office.