Sponsorship Options

The Ohio Valley Project



Options

- 1. Eco-Advocate
- 2. Employee Program
- 3. Community Sponsor
- 4. Lead Sponsor



Eco-Advocate

Opportunity to participate and help drive a million actions by Earth Month

Goal: Increase participants and expand support while creating avenues for employee/customer involvement



Eco-Advocate

myActions Support includes:

- Support from myActions in communicating with your audience to drive action
- Opportunity to promote to your audience, customers and employees and start a team to compete
- Communication toolkit to engage your team/audience to participate and take action

Arctic Action Teams support includes:

- Arctic Action Teams Website
- Community Collaboration
- Summits
- Founders Awards



Employee Sponsor/Pilot \$15,000 – 1 Month

Goals: Employee engagement, support for program, new participants and measured employee sustainability impact



Employee Sponsor/Pilot \$15,000 – 1 Month

Inclusions:

- Custom employee engagement 1 month program/pilot that ladders up to Arctic Action Teams' One Million Actions for Planet Earth:
 - Design, development and management of myActions employee challenge
 - b. Customized version of the myActions platform with your company's logos, colors and branding
 - c. Special actions and campaigns developed for your employees to maximize impact in your unique environment
 - d. Branded content on site (videos, infographics, etc.)
 - e. Measure your employees' impact



Employee Sponsor/Pilot \$15,000 – 1 Month

Inclusions continued:

- Public recognition in the community that your employees have signed on and support myActions-AAT Ohio Valley Project, helping create a million green actions by Earth Day
- 3. Partner Page on the AAT-Ohio Valley myActions.org site that includes logo, overview and modules to share content (videos, static content, quizzes, infographics)
- 4. Inclusions in press release and press events in your community



Employee Sponsor/Pilot \$15,000 – 1 Month



Example branded landing page



User Impact Page





Sponsor\$30,000 – 3 Months

 Goals: Consumer engagement, community and recognition, new participants and measured consumer sustainability impact



Sponsor\$30,000 – 3 Months

Inclusions:

- Sponsorship recognition as supporter/funder of your zoo's/community's scholarship to participate and lead in Arctic Action Teams' One Million Actions for Planet Earth (in PR, on website, at zoo and via email and social media)
- 2. Homepage recognition the AAT-Ohio Valley myActions.org in your community/market
- 3. 3 sponsored individual actions



Sponsor\$30,000 – 3 Months

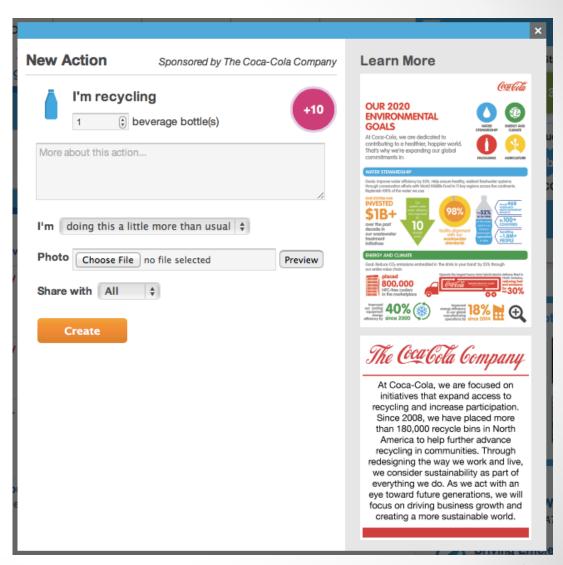
Inclusions continued:

- 4. Sponsored content on sponsored action pages and rotated on home page (infographic, video, interactive flash unit)
- Partner Page on the AAT-Ohio Valley myActions.org site that includes logo, overview and modules to share content (videos, static content, quizzes, infographics)
- 6. Inclusion in press releases and press events in your community



Community Sponsor \$30,000 – 3 Months

Example sponsored action and content





Lead Sponsor \$70,000 – 3 Months

 Goals: Consumer & employee engagement, community support and recognition, new participants and measured consumer & employee sustainability impact



Lead Sponsor \$70,000 – 3 Months

Inclusions:

- Sponsorship recognition as lead supporter/funder of your zoo's/community's scholarship to participate (in PR, on website, at zoo and via email and social media)
- 2. Lead homepage recognition on the AAT-Ohio Valley myActions.org site across Ohio Valley all 7 markets
- 3. 6 sponsored individual actions in all 7 markets*
- 4. 1 sponsored group re-action challenge with prize



Lead Sponsor \$70,000 – 3 Months

Inclusions continued:

- 5. Sponsored content on sponsored action pages and rotated on home page (infographic, video, interactive flash unit)
- 6. Partner Page on the AAT-Ohio Valley myActions.org site that includes logo, overview and modules to share content (videos, static content, quizzes, infographics)
- 7. Inclusion in press releases and press across all 7 Ohio Valley markets as lead sponsor
- 8. + all inclusions from employee sponsorship



Lead Sponsor \$70,000 – 3 Months



Example lead sponsor placements on home page





Level	Employee Sponsorship \$10,000 – 1 month	Community Sponsor \$30,000 – 3 months	Lead Sponsor – \$70,000 – 3 months
Exposure	 Design, Development and management of private employee site Partner page on Ohio Valley site 	 Rotating homepage recognition Partner page Recognition on one action page 	 Static and rotating homepage placement Partner Page Recognition on 6 action pages
# of communities	Employees only	 1 market (Akron, Louisville, Cincinnati, Cleveland, Toledo, Pittsburgh or Columbus 	All 7 markets (Akron, Louisville, Cincinnati, Cleveland, Toledo, Pittsburgh and Columbus
Special campaigns	 Custom actions for employees Custom content for employees 	1 sponsored action (relevant to your business)	6 sponsored actions1 group challenge
PR	n/a	 Inclusion in press release and press events in 1 market 	Inclusion in press release and press events in all 7 markets
Analytics	 Monthly dashboard on impact, social and participation metrics of employees 	 Monthly dashboard on impact, social and participation metrics 	Monthly dashboard on impact, social and participation metrics – custom views and metrics available





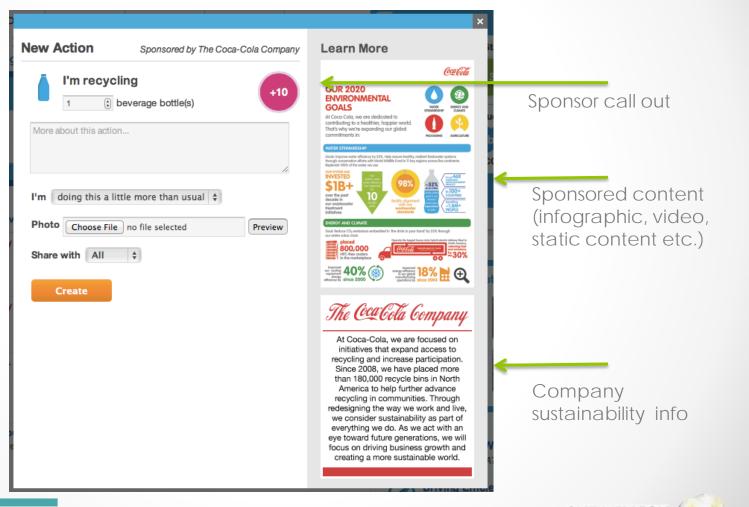


Appendix



Sponsored Individual Action Description and Example

Sponsors can support an action, as seen below. For example, a user recycles a beverage bottle, which is a sponsored action. When the user takes that action it goes through to the action page (very popular/active pages) where the user records the action and they see 'Sponsored by XXX.' The sponsor will get space on the right (see below) for company info and a piece of content (video, infographic, etc.)





Sponsored Challenge Description and Examples

These are sponsored sub-challenges promoted to members by their team leader, on the home page and via email. These can be started by a user or by using myActions re-action cards. These sponsored challenges drive social cooperation and participation, getting more viral visibility for the sponsor.

For example:

- If 5000 people took an action at a sponsor retailer (i.e. Kroger) in the Ohio Valley, Kroger would give a special coupon or prize to everyone who took and shared the actions. Actions could include recycling instore, bringing reusable bags, making greener product choices, carpooling etc.
- If 1000 people take an action to reduce water usage in the bathroom over "x" period, Dove would match the total donation earned to date.





Thank You!

