



GO GREEN TO BE SEEN

As a concerned citizen:

You understand the compelling reasons to protect our local environment, especially the Chattahoochee River, which supplies the state's citizens with **over 60% of our drinking water and offers us over 140 miles of river parklands**. Sustaining the quality of life we all value while protecting our natural resources for the future is a principle challenge facing our community and our state.

For over thirty-three years, the Chattahoochee Nature Center (CNC) has promoted a greater understanding of the river and the dependence of local populations upon the river for sustenance and growth. Established through the efforts of private citizens, CNC continues to operate as **a private, non-profit natural science center** where people of the community can work together for common goals. Located on 127 acres of river marsh, freshwater ponds and wooded uplands on the river in Roswell, CNC is home to native plants and wildlife, offering visitors an opportunity to experience our local environment in a setting that **encourages personal stewardship and conservation**.

CNC strives to provide a greater understanding of the environment, foster a greater appreciation of nature and to increase awareness about the link between the environment and our everyday lives.

CNC delivers experiential learning opportunities where citizen education is the focus:

- Last year, the Nature Center reached over **120,000** adults, student visitors and supporters with life-long learning opportunities.
- We provided science education programs for **over 40,000 students** from 56 different zip codes.
- We provided exciting community festivals for more than **10,000** eager visitors.
- We taught 112 education programs for over **1,600 scouts**.
- We offer **guided hikes and wildlife programs** for visitors every weekend of the year.

The Chattahoochee Nature Center is a valuable resource to the Atlanta community and the North Georgia region.

However, like many non-profit organizations, we depend upon our community business leaders for support to continue our important mission.

As a key decision-maker:

You understand the value of **relationship marketing**. Due to the ever-rising costs of print and media advertising, today's key decision-makers rely on the power of relationship and business-to-business marketing. It is crucial to success in today's challenging business environment. The **Chattahoochee Nature Center** offers a very **unique opportunity** for business leaders to *increase their bottom line* by partnering with us.

We deliver a chance to support the environment coupled with the opportunity to interact with Atlanta's most prestigious decision-makers. The combination is a powerful marketing tool. Our Board of Directors includes twenty of Atlanta's power players from major corporations, like Georgia Power, Cox Enterprises, KPMG, AGL, Colonial Pipeline, Lowe Engineering and many more. These are important decision-makers who decided to "***Go green to be seen.***" As a sponsor, ***you*** will enjoy the opportunity to mix and mingle with Atlanta's movers and shakers. Two of our business-to-business sponsorship events are:

- 1) ***Rockin at the River- May 12, 2012***
- 2) ***Eagles for Eagles Golf Tournament – October 24, 2011***

As a smart marketer:

You also understand the effectiveness of **targeted marketing**. The means to market your business or service effectively has changed dramatically. Mass media marketing is cost prohibitive and without focus. **Targeted marketing** has become the forerunner of today's effective marketing strategy. The **Chattahoochee Nature Center** is a showcase for targeted marketing. Our annual member base consists of 5,000 of Atlanta's brightest citizens. **Ninety-two percent** of our members are in the prime purchasing age range of **36-56+**, and **forty-three percent** of current CNC members have annual incomes in Prizm's **top three household income brackets**.* In addition, CNC members live in thirty-one different zip codes, with the majority pulling from Atlanta's most prestigious neighborhoods. We can deliver a potential marketing audience who is *highly educated, highly motivated and very affluent*. If you're seeking to increase your bottom line, then the Chattahoochee Nature Center's targeted marketing opportunities are your beacon to reach these highly sought after customers.

"Go green to be seen" with this exciting targeted marketing opportunity:

The logo for the Flying Colors Butterfly Festival. The words "Flying Colors" are written in a large, flowing, orange script font. Below them, the words "BUTTERFLY FESTIVAL" are written in a smaller, blue, all-caps sans-serif font. To the right of the text, there is a stylized illustration of a butterfly with orange and blue wings, flying towards the right.

Flying Colors BUTTERFLY FESTIVAL

The Flying Colors Butterfly Festival – Saturday and Sunday, **July 16 and 17, 2011** is a unique event for families and the general public. This beloved annual festival attracts people from far and wide anxious to encounter magical Butterflies as they are set free. Live entertainment and exhibits, crafts and face painting, costume parades, insect scavenger hunts and sidewalk art make it a perfect celebration of Butterflies each day. Photographers are delighted to capture these miraculous images while children and adults alike are captivated by nature's glorious butterflies.

For more information concerning our business-to-business and targeted marketing opportunities, feel free to consult us for additional information. We thank you for your time, and look forward to working with you in the near future. ***Go green to be seen* with marketing opportunities at the Chattahoochee Nature Center,**

*According to the latest Prizm NE statistics.

Flying Colors Butterfly Festival Sponsorship Levels

Butterfly

\$1000

- Corporate logo on AJC Advertisement*
- Corporate/Foundation name on print collateral and promotional materials*
- Licensed use of “official” Flying Colors Butterfly Festival logo on corporate sponsor’s website
- 16 tickets to the event**
- Corporate/Foundation logo on Chattahoochee Nature Center website
- Verbal recognition of Corporation/Foundation sponsorship at Festival
- Premium Booth/Vendor Space at Festival for two days with Exposure to up to 4000 attendees

Caterpillar

\$500

- Corporate/Foundation name on print collateral and promotional materials*
- Licensed use of “official” Flying Colors Butterfly Festival logo on corporate sponsor’s website
- 8 tickets to the event**
- Corporate/Foundation logo on Chattahoochee Nature Center website
- Verbal recognition of Corporation/Foundation sponsorship at Festival
- One Six Foot Table display at Festival for two days* See Vendor Form

Chrysalis

\$250

- Licensed use of “official” Flying Colors Butterfly Festival logo on corporate sponsor’s website
- 4 tickets to the event**
- Corporate/Foundation logo on Chattahoochee Nature Center website
- Verbal recognition of Corporation/Foundation sponsorship at Festival
- One Six Foot Table display at Festival for two days* See Vendor Form

*Due to publication deadlines, restrictions may apply

** Donated tickets noted on the sponsorship form will be donated to economically disadvantaged children



SPONSORSHIP FORM

Please Print Clearly:

Sponsor Name: _____

Address: _____

City: _____ State: _____ Zip: _____

Phone: (____) _____ Fax: (____) _____

Email: _____

I want to sponsor as a

Sponsorship level	Available Ticket Quantity	Required Ticket Quantity	Donated Ticket Quantity*
___ Butterfly (\$1000)	16	_____	_____
___ Caterpillar (\$500)	8	_____	_____
___ Chrysalis (\$250)	4	_____	_____

*This portion will be donated to disadvantaged children.

Step 1: To establish your sponsorship, please fax this form with your commitment at your earliest convenience to (770) 552-0926.

Step 2: We accept checks, payable to "Chattahoochee Nature Center" or MasterCard, Visa, American Express or Discover.

Step 4: Please mail payment (if paying by credit card, please be sure to list the best number and time to reach you so that we may take that payment over the phone) along with this form to:

Chattahoochee Nature Center
9135 Willeo Road
Roswell, Georgia 30075
Attention: Nikki Murphy

Questions?

Call Nikki at 770-992-2055 x 249 or Rebecca at 770-992-2055 ext. 236

Thank you for your support!