

# EARTH DAY FESTIVAL 2026

## Celebrating Greenspace, Community, and a Healthier Richmond



Each April, Capital Trees brings the Richmond community together to celebrate Earth Day in one of the vibrant public greenspaces we steward. Our family-friendly festival offers hands-on learning, wellness activities, and simple ways to care for the environment at home and in our neighborhoods. Sponsorship keeps the event free and accessible while giving partners a natural, mission-aligned way to support community health and environmental stewardship. Together, we can build a Richmond where greenspaces are not just beautiful, but vital.



### PRESENTING SPONSOR \$15,000

#### Leading partner of the Earth Day Festival

- Naming recognition: “Capital Trees Earth Day Festival, Presented by \_\_\_\_\_”
- Premier logo placement across all festival signage, promotions, and digital materials
- Dedicated feature on social media + newsletter
- Prime booth or activation space in the very best location
- VIP private tour or project briefing for company leadership
- Logo placement on volunteer workday materials (if paired with a workday sponsorship)
- Opportunity to share a mission-aligned message (example: sustainability commitment) in a post-event newsletter
- Recognition in Capital Trees’ annual report



### GREEN SPONSOR \$10,000

#### Supporting the systems that keep greenspaces healthy

- Prominent logo placement on event promotions + festival signage
- Feature-level social media visibility before and after the event
- Logo on event webpage
- Premium booth location
- Invitation to a behind-the-scenes Capital Trees project tour
- Recognition in the annual report



### GARDEN SPONSOR \$5,000

#### Helping this celebration grow and flourish

- Logo placement on event signage + event webpage
- Social media thank-you
- Booth or table activation space
- Recognition in annual report
- Invitations to select greenspace tours or education sessions





## **GROW SPONSOR \$2,500**

### **Nurturing community connection and environmental learning**

- Name/logo on event webpage + select signage
- Group social media recognition
- Opportunity to distribute a mission-aligned, family-friendly handout (activity sheet, plant info card, etc.)
- Recognition in annual report



## **GATHER SPONSOR \$1,000**

### **Bringing the community together in celebration**

- Name listing on event webpage + thank-you signage
- Group social media recognition
- Recognition in annual report
- Opportunity to participate as a community partner (non-commercial presence)

**FOR MORE INFORMATION OR TO GET STARTED EMAIL ANNE POARCH DIRECTOR OF ADVANCEMENT, [anne@capitaltrees.org](mailto:anne@capitaltrees.org)**

# **How your partnership grows a greener, healthier Richmond**



**Capital Trees**

- Support a joyful, community-wide celebration in the greenspaces Capital Trees stewards.
- Expand environmental education with hands-on learning and simple take-home ideas.
- Keep the festival free and welcoming for everyone.
- Demonstrate your company's commitment to stewardship and community health.
- Connect with engaged residents, volunteers, and civic and environmental leaders.
- Invest in greener, more resilient neighborhoods that thrive long after Earth Day



# EARTH DAY SPONSOR



**EARTH  
DAY  
SPOTLIGHT**



## ONE VERY SPECIAL WORKDAY AVAILABLE

Celebrate Earth Day with a private, hands-on volunteer workday for your team at **Hotchkiss Green**—one of Capital Trees' signature public greenspaces.

## EARTH DAY SPONSOR - \$5000

### Benefits Include:

- A dedicated team workday outdoors at Hotchkiss Green
- Guided, hands-in-the-dirt stewardship with educational component led by Capital Trees staff on greenspace and canopy health
- Breakfast or lunch included for your team
- Recognition as Earth Day Sponsor all Month
- Group photo + recap provided for internal storytelling
- Recognition on social media (with photo, if desired) during the month
- Priority scheduling for a future private workday

Ideal for group of 20-25. Availability is limited to one Earth Day workday.

**Inquire with Director of Advancement, Anne Poarch, to learn more and reserve this special experience.**

**FOR MORE INFORMATION ON OTHER WORKDAYS EMAIL JESSE PALMA  
COMMUNITY ENGAGEMENT MANAGER, [jesse@capitaltrees.org](mailto:jesse@capitaltrees.org)**