



## Theme for 2010: *Green up your act!*

### What is Earth Day?

This year marks the 40<sup>th</sup> anniversary of Earth Day worldwide as well as Bali Earth Day 5<sup>th</sup> birthday (**April 22<sup>nd</sup>-24<sup>th</sup>**)! As the biggest secular holiday in the world, Earth Day is celebrated by over a billion people around the globe, participating in Earth Day activities. Widely celebrated as a collective expression of public will to create a sustainable society, Earth Day activities educate and mobilize people worldwide to protect and appreciate the environment, rekindling public commitment and involvement in this endeavor across all social sectors. As an annual event bringing people together, Earth Day events inspire changes that bring ongoing benefits to the community and the environment. It is around this day that people come together to protect and appreciate the Earth.

The theme of the 5<sup>th</sup> Bali Earth Day is **“Green up your act!”**. As Earth Day is Everyday Day for Everybody, practicing Earth Day Every Day means making simple changes in YOUR lifestyle. How YOU, as a responsible global citizen, can make a difference. The tiny little things we do in our lives are day to day environmental success stories that can have a significant impact on the environment and fill us with energy and a sense of wellbeing, to make the Earth a better place for all. This year Bali Earth Day activities will showcase a strong environmental educational component for the young, and the not so young, from both NGOs and the business sector, as well as arts exhibition, music and a variety of performances and activities.

### Become an Earth Day Sponsor

Why should you become a sponsor for Bali Earth Day 2010? First of all, becoming a Bali Earth Day sponsor associates your organization/business with worthwhile and pressing issues that people in the community attach importance to, namely environmental and humanitarian sustainability of our Ibu Earth. Secondly, it provides your organization/business with exposure to a wide range of people from different background. Lastly, but not least, your sponsorship benefits the local community, as all the proceeds from the event will be invested towards the upkeep and maintenance the Ubud Playground, and the creation of the Bali Arts Community Center ([www.baliartscenter.com](http://www.baliartscenter.com)).

Previous Bali Earth Day celebrations have been well attended by the local community with nearly 1,000 attendees. Bali Earth Day 2009 was awarded 2009 Best Event by “The Yak” Magazine, and we are confident that this year event will be as equally, if not more, successful in terms of participation.



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### Sponsorship Options

You will find below Earth Day 2010 Sponsorship Options for you to get involved! Should you wish to contribute more generously to Bali Earth Day 2010, please contact us. We know your involvement will be a profitable promotional tool for your business, but beyond that, your support and vision for this much needed community project is really appreciated.

**Door Prizes and other contributions are also gratefully accepted.** Please email us back with your intention and the category you would like to sponsor for this year's Earth Day. If supplying your logo for advertisements we require artwork sent to us by March 31<sup>st</sup> the latest. We will contact you to make a time to discuss your needs and details for the day.

Sponsorship Type	Contribution	Benefits
<u>Turquoise</u>	500,000 IDR	<ul style="list-style-type: none"> <li>Organization/Business listed on promo website</li> <li>Acknowledgement on "Thank You" banner at event</li> </ul>
<u>Green</u>	1,000,000 IDR	<ul style="list-style-type: none"> <li>Logo displayed on promo website</li> <li>Logo displayed on "Thank You" banner at event</li> <li>Event booth to and sell your products and share your message (excludes food &amp; beverages)</li> </ul>
<u>Copper</u>	2,500,000 IDR	<ul style="list-style-type: none"> <li>Logo displayed on "Thank You" banner at event</li> <li>Event booth to and sell your products and share your message (excludes food &amp; beverages).</li> <li>Your logo featured on all advertising material for the event (posters, hand-outs, advertisements in local publications)</li> </ul>
<u>Golden</u>	5,000,000 IDR	<ul style="list-style-type: none"> <li>A large banner with your company name and slogan on Earth Day main event</li> <li>Event booth to and sell your products and share your message (includes food &amp; beverages). Limited number of booths available.</li> <li>Your logo featured on all advertising material for the event (posters, hand-outs, advertisements in local publications)</li> </ul>
<u>Auction &amp; Lucky Draw</u>	In kind	<ul style="list-style-type: none"> <li>Donation of Gift Vouchers for goods or service and/or items for our "<b>Silent Auction</b>" and "<b>Lucky Draw</b>"</li> <li>For items/vouchers of a value over 1,000,000 IDR, Logo displayed on promo website and on "Thank You" banner at event.</li> </ul>



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