

# Autumn at the Arboretum

## In-Kind Media Sponsorship Offered to Northern Public Radio

**Event Date:** Saturday, October 7 & Sunday, October 8, 2006 – 11am - 4pm

**Location:** Klehm Arboretum & Botanic Garden – 2701 Clifton Avenue – Rockford, Illinois 61102

**Summary:** Experience the blazing colors of fall during Klehm Arboretum & Botanic Garden's "Autumn at the Arboretum" presented by the Dean Alan Olson Foundation. This family oriented weekend will be filled with fun activities, educational entertainment and best of all it's **FREE**. There'll be horse drawn wagon rides, wildlife demonstrations, pioneer re-enactors, spooky trail tours, Department of Natural Resources Traveling Education Center plus tons of fun make & take autumn crafts. Outside the Visitor Center will be a variety of vendors and seasonal refreshments including grilled gourmet brats and homemade pies available for purchase.

### 2006 In-Kind Media Sponsorship:

As the sponsor you will receive outstanding exposure and benefits.



**Guaranteed Visibility** – Your Company name and/or logo can be incorporated into promotional and printed materials.



**Enhanced Corporate Image** – Your Company will benefit from the direct participation in a charitable event as well as furthering the efforts of Klehm Arboretum & Botanic Garden.



**Social Interaction** – Your Company has the opportunity to network in a family friendly environment with a diverse group of regional attendees.



**Impactful Brand Communication** – Your Company has the opportunity to interact personally through company volunteers and optional promotional items.

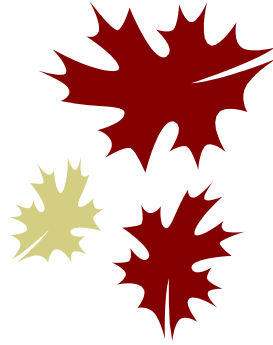
### Sponsorship Summary:

- ❖ **In-Kind Media Sponsor:** (based on signing date)
  - Mention in promotional items as mailed and distributed
  - 2,500 membership newsletters mailed to a nine county region in promotional article
  - Company logo featured on Klehm website sponsor page (logo provided by sponsor)
  - Opportunity to display Company Banner
  - Opportunity for Volunteers to wear your Company Logo shirts or hats

### Additional Leverage Opportunities:

- ❖ **Use of Klehm logo on sponsor advertising, mailings, newsletters** featuring company as Media Sponsor. (Klehm logo will be provided)
- ❖ **Provide attendees with a garden related give-away featuring your logo** thus extending your visibility. (Item provided by sponsor and agreed upon by Klehm special events director)

Please consider this proposal as a starting point. There are many additional sponsorship opportunities available at Klehm Arboretum & Botanic Garden and we would be happy to tailor a package to meet your goals and objectives.



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Arboretum  
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Company: **Northern Public Radio**

Address: **801 North First Street – DeKalb, IL 60115**

Company Contact: **Jan Kilgard** Title: **Development Director**

Phone: 815-753-9000

Fax: 815-753-9938

E-Mail: [d10jsk1@wpo.cso.niu.edu](mailto:d10jsk1@wpo.cso.niu.edu)

Event Contact: \_\_\_\_\_ Title: \_\_\_\_\_

**In Kind Sponsorship: Media**

**We agree to provide, as an In-Kind Donation the following:**

\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_

Retail value of donation: \$ \_\_\_\_\_

\_\_\_\_\_  
Authorized sponsor signature

\_\_\_\_\_  
Date

\_\_\_\_\_  
Dale Hazlewood Special Events Director  
Klehm Arboretum & Botanic Garden

\_\_\_\_\_  
Date

**For your Logo to be included in print materials** please submit ASAP – please e-mail the logo you wish to be used to [dale@klehm.org](mailto:dale@klehm.org) - High resolution .tif or .jpg preferred.

Klehm Arboretum & Botanic Garden is a 501(C)(3) not-for-profit organization; your sponsorship is tax deductible to the extent of the law.