Dear Friends,

You are invited to support a greener, healthier Hartford by becoming a Sponsor of 75°, an Urban Greenhouse Party. 2019 marks the ninth year of the event – and it’s sold out in advance the past six years. Now is your chance to become a sponsor of this most-popular event while benefitting the local environment.

Wild plants, a unique venue, and great food and drinks set the scene for Connecticut’s one-and-only party in a greenhouse. This year’s theme will be “Midsummer Dreaming”. The event will be held on Friday, February 22 at our greenhouse located on 75 Laurel Street, Hartford, CT 06106.

Your sponsorship will do more than help the city’s young adults, neighborhoods, and economic development through KNOX. This event connects your business to over 300 of Greater Hartford’s movers and shakers in person, especially its growing young professional movement.

2019 marks KNOX’s 53rd year as a community building organization. Over the past five decades, KNOX has successfully evolved into Hartford’s premier organization for tree plantings, community gardens, park clean-ups, volunteer events, green jobs and life skills development, and urban greening.

We look forward to hearing from you and exploring how you can make a lasting impact at this remarkable event! We strive to make each partnership unique and would love to tailor one of the attached sponsorship packages meet your needs.

If you’re interested, we can send you links to past marketing materials and earned media. When all is said and done, we estimate that your brand reaches 27,000 individuals1 in the Greater Hartford and Connecticut markets.

We hope you’ll consider sponsoring this special community event!

Yours for a Verdant and Growing City,

Ron Pitz
Executive Director

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1 The event creates an amazing amount of hype online. Additionally, our print newsletter is published in the Hartford Business Journal and Hartford News. This estimate does not include any earned media (such as in-kind advertising from the Hartford Courant). Just marketing.
75°, An Urban Greenhouse Party  
Friday, February 22, 2019

SPONSORSHIP LEVELS*

Please note, Aetna has signed on as the Presenting Yearlong Sponsor and is featured as such for this event.

Premiere Sponsor - $10,000
- Logo and named as “Premiere Sponsor” in news releases.
- Chance to give a “toast to spring” and address greenhouse partygoers.
- Logo on all promotional materials.
- Advertisement opportunity such as a banner placed at greenhouse party.
- Logo on KNOX website with link to company site for whole year.
- Logo, story, and links included in KNOX social media campaigns.
- 10 tickets to greenhouse party.

Gold Sponsor - $5,000
- Named as “Gold Sponsor” in news releases.
- Logo on all promotional materials.
- Advertisement opportunity such as a banner placed at greenhouse party.
- Logo on KNOX website with link to company site for whole year.
- Logo, story, and links included in KNOX social media campaigns.
- 6 tickets to greenhouse party.

Sponsor - $2,500 and under
- Named as “Sponsor” in news releases.
- Logo on all promotional materials.
- Logo featured at party.
- Logo and links included in KNOX social media campaigns.
- 4 tickets to greenhouse party.

We know you have certain marketing goals as a company. We are happy to discuss and tailor a sponsorship package to fit just that.
75°, An Urban Greenhouse Party - Sponsorship

☐ $10,000 Premiere Sponsor
☐ $5,000 Gold Sponsor
☐ $2,500 Sponsor

Business: __________________________________________________________
Contact Name: _____________________________________________________
Mailing Address: ____________________________________________________
City, State, Zip: _____________________________________________________
Phone: _____________________ E-mail: ________________________________

Please e-mail logos and specifications to:
Clasina Jones, Advancement & Marketing Director - clasinaj@knoxhartford.org

Form of Payment:
1. Check in the amount of $________
2. Credit Card automatically charged annually to my credit card:
   ☐ MasterCard       ☐ Visa       ☐ Discover       ☐ American Express
   Credit Card #: ___________________________________________ Exp. Date: _____
   Name on Card: ___________________________________________ Security Code: ______

Signature: ___________________________________________ Date: __________________

Please make checks payable to KNOX, Inc. and return with completed form.

Form and checks can be mailed to

   KNOX, Inc.
   75 Laurel Street
   Hartford, CT 06106

Contact: Clasina Jones (860) 951-7694 ext. 21 or clasinaj@knoxhartford.org