



Dear Earth Day Supporter,

I am pleased to announce that planning is underway for another exciting Earth Day festival in Alexandria! **Alexandria Earth Day 2012** will take place from 10AM to 2PM on Saturday, April 21, 2012 at Ben Brenman Park.

The 2011 event featured our first ever *Trashion Fashion Show*, in which students of all ages created spectacular outfits out of recycled materials. More than 350 students from 14 schools participated in the event by designing, constructing and/or modeling outfits made out of plastic bottles, food containers, plastic bags, newspaper and other discarded materials.

Our innovative fashion show was such a huge success that we have decided to make it a special part of the 2012 event as well! The overall theme for the 2012 event is *Eco-City Alexandria*, which will allow for a wide variety of activities and educational exhibits related to the ten sustainability principles outlined in Alexandria's *Eco-City Charter* and *Environmental Action Plan 2030*.

The success of this special event depends on generous financial contributions from businesses and individuals in our community. While the City supplies materials, facilities and labor for this event, the costs for tents, tables, chairs, a sound system and publicity are substantial. We are looking to raise \$14,000 to directly support the 2012 festival.

There are a variety of sponsorship levels, as outlined on the attached form. At a minimum, all sponsors will be credited in the brochure on the day of the event, and a link to your website will be placed on our Alexandria Earth Day website at [www.alexearthday.org](http://www.alexearthday.org).

Any contribution you decide to make is tax deductible, and should be sent to: City of Alexandria Department of Recreation, Parks and Cultural Activities, Attn: Earth Day, 1108 Jefferson Street, Alexandria, VA 22314-3999. Checks should be made payable to **City of Alexandria** with "Earth Day" in the memo line.

Your generous support will help us increase our efforts to engage the community – particularly children - on the hundreds of goals and actions outlined in the *Eco-City Charter* and *Environmental Action Plan*. I encourage you to learn more about our Eco-City Alexandria commitments at <http://alexandriava.gov/Eco-City>.

Please contact me at [jhovis@live.com](mailto:jhovis@live.com) if you have any questions. I look forward to seeing you at Alexandria Earth Day 2012!

Sincerely,

Jennifer Hovis  
Chair, Earth Day Planning Committee

Attachments



## 2012 SPONSORSHIP FORM

Category	Donation	Benefits
<b>Maple</b>	\$100-\$399	Brochure, web site link, exhibit space
<b>Oak</b>	\$400-\$999	Brochure, web site link, exhibit space
<b>Redwood</b>	\$1000-\$2999	Brochure, web site link, exhibit space, logo on T-shirt
<b>Sequoia</b>	\$3000+	Above plus a sapling for planting

Name.....

Title.....

Company.....

Address.....

City/State/Zip.....

Telephone.....

FAX.....

Email.....

Web-site URL.....

In order to be included on the website and T-shirt, please send a .jpg of your company logo to Jennifer Hovis ([jhovis@live.com](mailto:jhovis@live.com)).

Does your organization want to reserve exhibit space at the event?     Yes     No  
 (If yes, please fill out the attached exhibitor form and return as directed!)

Amount of Donation:    \$

**Make checks payable to:**    City of Alexandria ('Earth Day' in memo line)

**Mail checks and form to:**    City of Alexandria  
 Department of Recreation, Parks and Cultural Activities  
 Attn: Earth Day  
 1108 Jefferson Street  
 Alexandria, VA 22314-3999