



- CATAWBA -
LANDS CONSERVANCY
LAND | WATER | FARMS | NATURE



CAROLINA
THREAD TRAIL.



Green spaces and trails make Greater Charlotte a great place to live. Today and forever.

What better way to celebrate and support **green spaces, tree canopy and trails** than a casual evening outdoors with good food and good company? Be a part of the Pop Up Picnic, a family-friendly community gathering at the Bowl at Ballantyne.

Sponsorship of Pop Up Picnic aligns your business with clean air and water, outdoor recreation, and healthy living – all integral to maintaining a vibrant and sustainable community.

BENEFITING SAVING LAND AND CONNECTING LIVES TO NATURE

Featuring curated picnic basket meals by local restaurants and chefs, local breweries, live music and children's activities, **this free event has attracted between 500 and 1500 people.** Pop Up Picnic will include ticketed access for sponsors and hosts to a private hospitality area.

As Catawba Lands Conservancy's and Carolina Thread Trail's largest signature special event, Pop Up Picnic is extensively promoted. Advertising in Axios, The Charlotte Ledger, The Charlotte Observer, WFAE, Charlotte's Got a Lot and others will provide approximately 500,000 marketing impressions and robust recognition and marketing value for sponsors.

CONTACT

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Fresh Air and Smiles. Guaranteed.



SPONSORSHIP BENEFITS AND RECOGNITION

	Exclusive Presenting \$40,000	Exclusive Hospitality Area \$20,000	Trailblazer \$10,000	Steward \$5,000
Opportunity to speak at event and logo on 200 picnic bags				
Recognition in advertising campaign				
Organizational article in newsletter (2,500+ households)				
Logo on website homepages (500,000+ visits)				
Logo on hospitality area banner and table tents				
eNews spotlight (6,000+ subscribers)				
Facebook and Instagram posts with tag (25,000+ followers)	6	4	2	1
Hospitality area tickets (\$100 value)	16	12	8	4
Recognition on signs, invitation (mailed to 3,500+) and webpage	Lead Logo	Logo	Logo	Logo

Additional exhibitor and vendor opportunities available, such as food and beverage, kids activities, complimentary water, etc. Contact Alesia at 919-417-7296 or alesia@catawbalands.org.