

EARTH MONTH

April 1st - April 30th

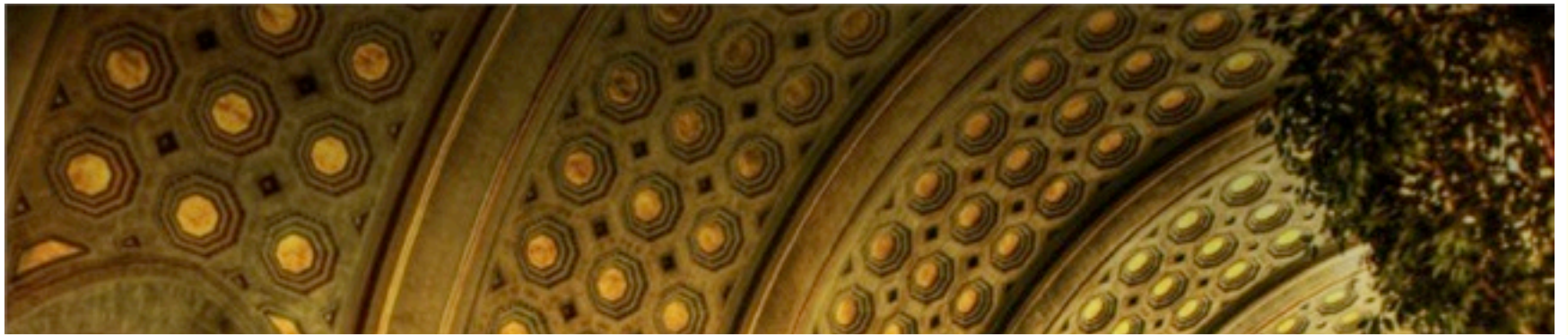


EARTH DAY NETWORK

Be part of one of the most exciting opportunities on earth

2013

UNION STATION
WASHINGTON DC



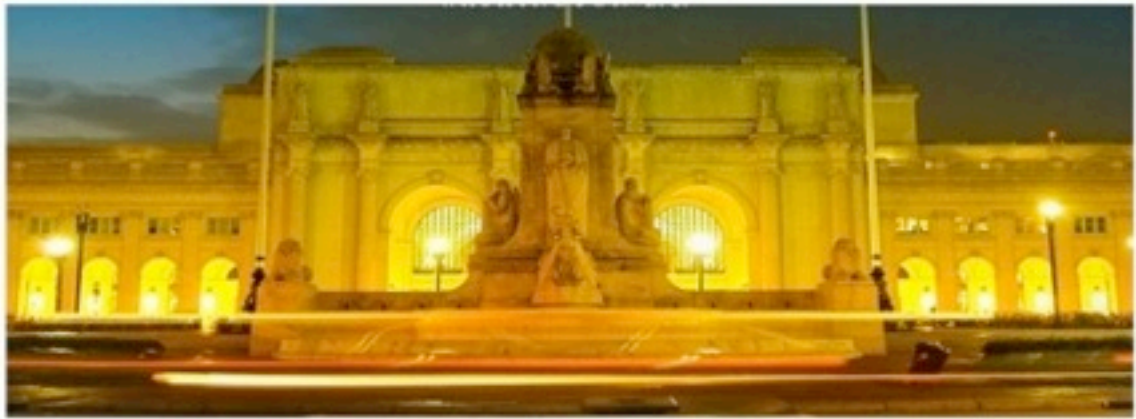
Observed by over one billion people in 192 countries,
Earth Day is the world's largest simultaneous event.

From April 1st through April 30th, 2013, Union Station will devote the entire month to raising awareness and encouraging environmental responsibility, advocacy, education and engagement.

Please join us to create a more sustainable future.



Union Station Washington DC



Mission Statement

One of the nation's premier, historic public transportation hubs, Union Station, will host Earth Month at Union Station in honor of the 43rd anniversary of Earth Day.

This month of interactive, eco-friendly experiences will begin with the Cherry Blossom Festival on April 1st and will continue throughout the month of April, culminating in a special series of events and exhibits surrounding Earth Day, Monday April 22nd.

Earth Month at Union Station will reach over **100,000 people per day** and over **3 million** people during the entire month. Through interactive exhibits, a farmers market, a film festival and a science fair, plus product sampling, new technology demos, music, dancing and more, Earth Month at Union Station will incorporate fun and learning for guests of all ages.

All events are FREE! Please join us!

Sustainability Partner:



Audience



46% of DC residents hold Bachelor's Degrees or higher versus 27% nation's average

15.5
Million
Local Residents

5
Million
Commuters

8
Million
Tourists

2.2
Million
Bus Riders

3.5
Million
Government Workers

3.8
Million
Amtrak Passengers



75% of Capitol Hill employees go through Union Station daily

64% frequent art galleries and museums

52% attend theater, professional sporting events



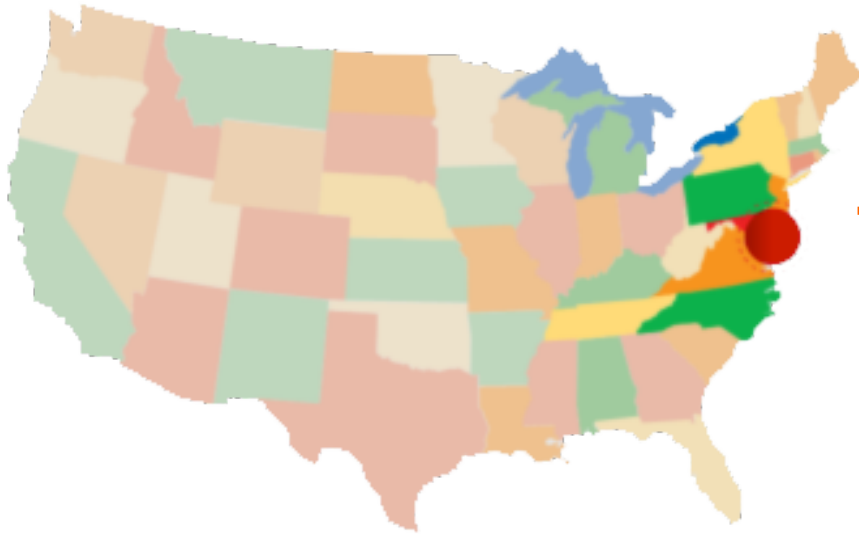
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Contact: | Jonathan Agus |
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Union station



1st

Most Trafficked Area in
the Mid-Atlantic Region

2nd

Busiest Land Transportation
Hub in The US

3rd

Most Visited Tourist
Destination in the World

**Home to over 130
shops and restaurants**

This multi-use transportation
facility and shopping center is
the hub for Amtrak, MARC, VRE
and the D.C. Metro, as well as
Megabus and Bolt Bus.

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GET on Board TODAY!
SPONSORSHIP OPPORTUNITIES

EARTH MONTH EVENTS

Earth Day - On April 22nd - Union Station will host a full day of free music and entertainment

Green Screen – Join a free, eco-conscious film festival anchored by National Geographic Films

Farmers Market - Entire month of April, visit our Farmers Market showcasing local goods and produce

Science Fair - Competition for DC Public School students to showcase their booths on topics related to the environment



Recycling Center - Info, collections and exhibits.

Contests for students to design recycling bins

Green Fashion Show - Showcasing brands that are committed to the environment

Alternative Energy Demonstrations - Renewable energy sponsors and exhibitors

Sponsor Exhibits - Vending, free gifts and sampling, new product demos and interactive activities

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www.Earthmonth2013.com

Presenting Sponsors

Presenting Sponsorship Package

Earth Month will accept one Presenting Sponsor

- Category exclusivity
- Brand integrated into Earth Month's logo and title
- Inclusion in all Earth Month at Union Station media (I.e., print, radio, TV, online, in-house, social media, press releases, etc.)
- Logo on the Earth Month out-of-home signage
- Experiential marketing privileges: Multiple prime locations and exhibit spaces throughout Union Station
- Individual signage (in addition to general Earth Month OOH)
- Inclusion in Earth Month's and Union Station's website. (I.e., banners, background, homepage and advertising.)
- Presenting sponsor of Earth Month launch party
- Listing and info with hyperlink on www.earthmonth2013.com
- Photo opportunities with featured logo included on step and repeat backdrop
- Out-of-home digital projection opportunities throughout Union Station
- Logo on Earth Month merchandise
- Inclusion in newsletters and event calendars distributed to DC tour bus guides
- VIP passes to all Earth Month featured events
- Plus anything that an exhibitor sponsor receive
- Additional benefits per negotiation

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Premier Exhibiting Sponsorships

Premier Sponsorship Package

Earth Month will accept up to 10 non-competing Premier Sponsors

- Experiential marketing privileges: Prime location in Union Station
- Category exclusivity
- Inclusion in all Earth Month related advertising and marketing initiatives. (I.e., print, radio, TV , online, in-house, social media, press releases, etc.)
- Inclusion in Earth Month's and Union Station's website. (I.e., banners, background, home page, advertising.)
- Logo on the Earth Month out-of-home signage in the station
- Directional signs to the exhibiting sponsor's event
- Listing and info with hyperlink on www.earthmonth2013.com
- Feature article on blog
- Access to private event room for one selected day
- VIP tickets to Earth Month parties and events, plus onsite hospitality.
- Distribution privileges through brand ambassadors at high traffic locations in Union Station
- Inclusion in Press Release as one of the premier sponsors of Earth Month 2013
- Public announcement opportunities for the brand's green initiatives
- Photo opportunities with featured logo included on step and repeat backdrop
- Green carpet

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General Exhibiting Sponsorships

Standard Exhibitor Package

Earth Month will accept up to 50 Exhibitor Sponsors

- Experiential marketing privileges: Select location in Union Station
- Inclusion in select Earth Month related advertising and marketing initiatives. (I.e., print, radio, TV , online, in-house, social media, press releases, etc.)
- Inclusion in Earth Month's and Union Station's website. (I.e., banners, background, home page, advertising.)
- Directional signs to the exhibiting sponsor's exhibit
- Distribution privileges through brand ambassadors at high traffic locations in Union Station
- Tickets to Earth Month parties and events, plus onsite hospitality
- Fundraising opportunities for green nonprofit initiatives hosted at Union Station
- Photo opportunities with featured logo included on step and repeat backdrop
- Green carpet

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Earth Month at Union Station 2013

Earth Day Network, Sustainability Partner



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