



CHICAGO GATEWAY GREEN

Celebrating over twenty years as a nonprofit organization dedicated to greening and beautifying Chicago

www.gatewaygreen.org
(312) 540-9930

Chicago Gateway Green is a 501 (c)3 nonprofit and sponsorship is tax deductible

EXPRESSWAY PARTNERSHIP



Have you seen the signs?

In 1998 Chicago Gateway Green launched the Expressway Partnership, an intensified version of traditional adopt-a-highway programs.

The program has become a national model for public/private partnership and has helped to identify Chicago as one of the most beautiful cities in the world.

Since its inception nearly 100 businesses have joined the program—a sign of true community stewardship, of a vibrant economy, and an improving quality-of-life.

Visible Results

- 77,000 shrubs planted
- 3,000 trees planted
- 71,000 perennials planted
- 495,000 lbs of litter removed

- Nearly 1 million drivers use the expressways daily
- In 2005 a new landscaping design was implemented on both the Kennedy and the Eisenhower using native grasses and undulating mowlines to create a sweeping effect.
- This design will be applied to the Dan Ryan along with an additional 24 gardens

Types of Sites

Exit/Entrance Ramps

- Key 'gateways' into specific neighborhoods
- Saturated exposure to slow and stopped traffic

Mile Segments

- Mainline visibility to millions of annual visitors and daily commuters
- Panoramic impact of environmentally beneficial landscaping, boasting sweeping mow lines and expanded plant beds

Dan Ryan Gateway Gardens

- 24 new garden sites located at prominent gateways along the Dan Ryan
- Gardens will feature robust planting and dramatic floral displays

*Boundaries of work are on all expressways to the Chicago city limits.

Sign Up!

From small local businesses to multi-billion dollar international corporations, the benefits of sponsorship are evident. As each site matures and additional landscaping is added, the value of sponsorship increases.



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Valuable Marketing:

"As it regards the value proposition that Gateway Green offers its sponsors, bar none on a cost per thousand, [the Expressway Partnership] absolutely can't be matched."

Steve Platcow
CEO
RPM Advertising

"Gateway Green is a unique opportunity to be out there with your brand, supporting a great cause. Our city has never looked better. Why wouldn't we want to be a part of that?"

Larry Wert
President & General Manager
NBC-5 Chicago

"...[T]he Gateway Green Expressway Partnership is an excellent opportunity for companies doing business in the city of Chicago to get great marketing exposure while helping others to beautify the expressways. The concept is one that makes all of the sense in the world."

Lee Golub
Executive Vice President
Golub & Company

Innovation:

"[Chicago] Gateway Green's Expressway Partnership is like an adopt-a-highway program ... but on steroids."

Christy Webber
Christy Webber Landscapes

"Doing the right thing is rarely this rewarding."

John B. Lower
Partner
Fioretti, Lower & Carbonara, LLP

Community Pride:

"When we put our name on that [Expressway Partnership] sign, it says we are proud to be part of the community."

Joe Gregoire
President & CEO for Illinois Banking
National City Bank of the Midwest

"Our business is right along the expressway and [the Expressway Partnership] really says a lot about who we are as citizens of the community to show the civic pride we have and to demonstrate that we care."

Steven Schwartz
President & CEO
Tennis Corporation of America/Mid-Town Tennis Club

"The [Expressway Partnership] program contributes so much to the beautification of the city. As a lifelong Chicagoan, I can easily say that the city has never looked better."

Patty Kryschka
District Marketing Manager
Southwest Airlines

"...Gateway Green is one of the best organizations in the country for its ability to bring communities, corporations, and the city together to affect positive change for everyone's benefit. Esurance appreciates the excellence of the partnership."

Kristen Brewa
Director of Brand & Public Relations
Esurance

