



DAY OF IMPACT PROGRAM



Chicago Gateway Green
1000 N Milwaukee Ave Suite 401
Chicago, IL 60642

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EXECUTIVE SUMMARY

Founded in 1986 by Hyatt Hotels & Resort's Donald J. DePorter, Chicago Gateway Green (CGG) has been building public-private partnerships to green and beautify Chicago for almost three decades. The Day of Impact Program is yet another way that Chicago Gateway Green is partnering with Chicago's businesses to green and beautify Chicago's neighborhoods through volunteer tree plantings and neighborhood clean ups.

Working with our corporate partners' staff and volunteers, Day of Impact plantings and clean up events not only provide a myriad of benefits for local communities but also galvanize and enhance the relationship that businesses have among both their staff and the communities they serve.

Day of Impact sponsorship packages vary. Larger plantings include all costs of materials, coordination, and publicity, 1 year of maintenance for the developing tree grove, and unique on and off site marketing and visibility assets. For neighborhood clean ups

ABOUT CHICAGO GATEWAY GREEN

Executive Director

Tony Abruscato

Chicago Gateway Green

Honorary Co-Chairman

Mayor Rahm Emanuel

City of Chicago

Chairman

Grant DePorter

Harry Caray's Restaurant Group

Dedicated to greening and beautifying Chicago's expressways, gateways and neighborhoods, Chicago Gateway Green was founded in 1986 on the belief that beauty and sustainability go hand in hand. Since then, Chicago Gateway Green and its partners have helped to improve both the local environment and the quality of life for millions of Chicagoland residents and visitors.



A 501(c)3 non-profit organization, Chicago Gateway Green improves Chicago's communities through three key programs: the **Expressway Partnership**, transforming city roadways into landscaped parkways; the **International Sculpture Program**, beautifying gateways through the installation of public, international art on expressways; and the **Day of Impact Program**, a large scale tree planting initiative that transforms vacant land into tree filled green spaces. The organization has broad support across the region's business and civic community and serves as a model for effective public private partnerships.

ABOUT THE DAY OF IMPACT PROGRAM

Launched in 2008 as the Tree Partnership Program, the Day of Impact Program is a large scale planting initiative transforming vacant land across Chicago into green spaces through engaging volunteers and communities in beautifying and caring for their environment. Working towards the sustainability goals of the Chicago Climate Action Plan, Chicago Gateway Green partners with socially responsible corporate citizens and local communities to hold large scale volunteer plantings throughout the city



Sponsorship Options

Contribution Level: \$25,000 Tree/Shrub/Perennial Planting

Chicago Gateway Green provides:

- Employee engagement planting day for **up to 100 employees***
- Opening ceremony: CGG to invite the Major, Alderman of Ward to speak, Sponsor and CGG remarks. A qualified Tree Keeper to demonstrate the correct way to plant a tree
- 35 trees planted in a location chosen by the sponsor with recognition signage day of event
- Mulch and water for the trees/shrubs/perennials
- All logistics for the planting event, including but not limited to: food (breakfast, snacks, or lunch depending on time of event) and drinks, permits (if needed), equipment and equipment transportation, Chicago Gateway Green personnel and expertise for event-day logistics, education and instructions, and other aspects needed to execute a quality and memorable event for our partner's volunteers
- Logo on Gateway Green's website under corporate sponsors webpage for one year
- Highlighted supporter of CGG in one e-newsletter (distribution 11,000+)
- Acknowledgement of support on Facebook and Twitter before, during and after event

**Additional on-site costs may be incurred.*

Contribution Level: \$15,000 Tree/Shrub/Perennial Planting

Chicago Gateway Green provides:

- Employee engagement planting day for **up to 70 employees***
- Opening ceremony: CGG to invite the Major, Alderman of Ward to speak, Sponsor and CGG remarks. A qualified Tree Keeper to demonstrate the correct way to plant a tree
- 20 trees and 10 shrubs (or a mixture of plant materials depending upon location needs) planted in a location chosen by the sponsor with recognition signage day of event
- Mulch and water for the trees/shrubs/perennials
- All logistics for the planting event, including but not limited to: food (breakfast, snacks, or lunch depending on time of event) and drinks, permits (if needed), equipment and equipment transportation, Chicago Gateway Green personnel and expertise for event-day logistics, education and instructions, and other aspects needed to execute a quality and memorable event for our partner's volunteers
- Logo on Gateway Green's website under corporate sponsors webpage for one year
- Highlighted supporter of CGG in one e-newsletter (distribution 11,000+)
- Acknowledgement of support on Facebook and Twitter before, during and after event

**Additional on-site costs may be incurred.*

Contribution Level: \$10,000 Tree/Shrub/Perennial Planting

Chicago Gateway Green provides:

- Employee engagement planting day for **up to 50 employees***
- Opening ceremony: CGG to invite the Major, Alderman of Ward to speak, Sponsor and CGG remarks. A qualified Tree Keeper to demonstrate the correct way to plant a tree
- 15 trees and 5 shrubs (or a mixture of plant materials depending upon location needs) planted in a location chosen by the sponsor with recognition signage day of event
- Mulch and water for the trees/shrubs/perennials
- All logistics for the planting event, including but not limited to: food (breakfast, snacks, or lunch depending on time of event) and drinks, permits (if needed), equipment and equipment

transportation, Chicago Gateway Green personnel and expertise for event-day logistics, education and instructions, and other aspects needed to execute a quality and memorable event for our partner's volunteers

- Logo on Gateway Green's website under corporate sponsors webpage for one year
- Highlighted supporter of CGG in one e-newsletter (distribution 11,000+)
- Acknowledgement of support on Facebook and Twitter before, during and after event

**Additional on-site costs may be incurred.*

Contribution Level: \$5,000 Tree/Shrub/Perennial Planting

Chicago Gateway Green provides:

- Employee engagement planting day for **up to 25 employees***
- Opening ceremony: CGG to invite the Alderman of Ward to speak, Sponsor and CGG remarks. A qualified Tree Keeper to demonstrate the correct way to plant a tree
- 10 trees (or a mixture of plant materials depending upon location needs) planted in a location chosen by the sponsor with recognition signage day of event
- Mulch and water for the trees/shrubs/perennials
- All logistics for the planting event, including but not limited to: food (breakfast, snacks, or lunch depending on time of event) and drinks, permits (if needed), equipment and equipment transportation, Chicago Gateway Green personnel and expertise for event-day logistics, education and instructions, and other aspects needed to execute a quality and memorable event for our partner's volunteers
- Logo on Gateway Green's website under corporate sponsors webpage for one year
- Highlighted supporter of CGG in one e-newsletter (distribution 11,000+)
- Acknowledgement of support on Facebook and Twitter before, during and after event

**Additional on-site costs may be incurred.*

Contribution Level: \$2,500 Tree/Shrub Planting

Chicago Gateway Green provides:

- Employee engagement planting day for **up to 15 employees***
- Opening ceremony: CGG to invite the Alderman of Ward to speak, Sponsor and CGG remarks. A qualified Tree Keeper to demonstrate the correct way to plant a tree
- 5 trees (or a mixture of plant materials depending upon location needs) planted in a location chosen by the sponsor with recognition signage day of event
- Mulch and water for the trees/shrubs/perennials
- All logistics for the planting event, including but not limited to: food (breakfast, snacks, or lunch depending on time of event) and drinks, permits (if needed), equipment and equipment transportation, Chicago Gateway Green personnel and expertise for event-day logistics, education and instructions, and other aspects needed to execute a quality and memorable event for our partner's volunteers
- Logo on Gateway Green's website under corporate sponsors webpage for one year
- Highlighted supporter of CGG in one e-newsletter (distribution 11,000+)
- Acknowledgement of support on Facebook and Twitter before, during and after event

**Additional on-site costs may be incurred.*