

# Join us as a Sponsor of the Great Blue Benefit!

*United by Water: A Celebration of Leadership, Community, and the Lakes That Unite Us*

## ALLIANCE FOR THE GREAT LAKES

The Alliance advances the protection of our Great Lakes. Your support is crucial in maintaining a thriving ecosystem and healthy water that all life can rely on, today and far into the future. We advocate for policies that support the lakes and communities, by building research, analysis, and partnerships that inspire action, and by educating and uniting people as a voice for the Great Lakes.

## GREAT BLUE BENEFIT

The Great Blue Benefit is the Alliance's signature fundraising event bringing together more than 250 people for a fun evening of entertainment, networking, and education. Our attendees are distinguished philanthropists, community leaders, environmentally conscious consumers, and supporters from across the region who share a common interest in protecting the future of Great Lakes water.

This year's event will be held at the **Columbia Yacht Club** in **Chicago** on **June 12, 2025, 6:00-9:00 PM**.

## JOIN US AS A SPONSOR!

Sponsoring the Alliance not only supports our mission to protect, conserve, and restore the Great Lakes but offers multiple benefits that will:

- Open opportunities to network with like-minded individuals and organizations who share the same passions about protecting the Great Lakes.
- Identify your brand as one that cares about clean water for the 40 million people who depend on the lakes.
- Create a unique, fun, community-engaged opportunity for you and your employees at an event that promotes environmental responsibility and sustainability.
- Promote your brand to over 50,000 Alliance supporters who value businesses dedicated to protecting our drinking water.
- Educate consumers about the challenges facing the Great Lakes and ways to advocate for the preservation of this essential natural resource.
- Support programs that advance essential protections and improvements of the lakes.

**Please review the specific benefits offered at each level of Sponsorship on the next page.**  
**Thank you for your support and consideration!**



**GREAT  
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BENEFIT**

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Contact Genevieve Fletcher at [gletcher@greatlakes.org](mailto:gletcher@greatlakes.org)  
or 312-445-9736 with any questions or to sponsor  
the Great Blue Benefit.



# Great Blue Benefit Sponsorship

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Sponsor Benefits	Great Lakes Sponsor \$25,000	Lake Superior Sponsor \$15,000	Lake Michigan Sponsor \$10,000	Lake Huron Sponsor \$5,000	Lake Ontario Sponsor \$2,500	Lake Erie Sponsor \$1,000
Profile highlighting partnership and commitment to the Alliance's mission in print newsletter	●					
Highlight in promotional video sent to Great Blue Benefit email list (reaching 1,200 people) and posted on social media (14K+ Facebook, 10K+ X, 2K+ Instagram, 1K+ LinkedIn followers)	●	●	●			
Verbal recognition at the event	●	●	●			
Ad in program book	Full page	Full page	Full page	Half page		
Recognition in all media promotion, including social media (14K+ Facebook, 10K+ X, 2K+ Instagram, 1K+ LinkedIn followers)	●	●	●	●		
Recognition on invitations (printed & electronic) *	Logo	Logo	Logo	Logo	Name	
Recognition on event webpage & signage	Logo	Logo	Logo	Logo	Name	
Tickets to event	15	10	8	6	4	2
Recognition in program book	Logo	Logo	Logo	Logo	Name	Name



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\* Sponsorship pledges must be received by **April 8, 2025** to be included on the invitation. Ad specs will be provided by the Alliance and must be received by **April 25, 2025**. Sponsor is responsible for submitting guest information by **June 2, 2025**. Sponsorship of this event is tax deductible to the extent allowed by law.

# Sponsorship Reply Form

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To sponsor the Great Blue Benefit taking place on June 12, 2025, **please fill out this form and return it by email to [gletcher@greatlakes.org](mailto:gletcher@greatlakes.org) or by mail to the address below. Thank you!**

## SPONSORSHIP LEVEL

Great Lakes: \$25,000     Lake Michigan: \$10,000     Lake Ontario: \$2,500  
 Lake Superior: \$15,000     Lake Huron: \$5,000     Lake Erie: \$1,000

## PAYMENT TYPE

Enclosed is a check made payable to **Alliance for the Great Lakes**.  
 Please charge my credit card (payment information below).  
 This is a pledge. Payment will be submitted by (mm/dd/yy): \_\_\_\_\_

## CREDIT CARD INFORMATION

Card Type:  MasterCard     Discover     Visa     American Express  
Credit Card #: \_\_\_\_\_ Exp Date: \_\_\_\_\_ CVV: \_\_\_\_\_  
Name as listed on card: \_\_\_\_\_

## CONTACT INFORMATION

\_\_\_\_\_  
Sponsor Name (as it is to appear in event materials)  
\_\_\_\_\_  
Contact Name  
\_\_\_\_\_  
Address  
\_\_\_\_\_  
City / State / Zip  
\_\_\_\_\_  
Phone \_\_\_\_\_ Email \_\_\_\_\_  
\_\_\_\_\_  
**Signature**

For more information, please contact Genevieve Fletcher at [gletcher@greatlakes.org](mailto:gletcher@greatlakes.org) or 312-445-9736.



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