



## Pledging to do more good in 2017 for your business and your community? Wylde Center wants to work with you!

### What is Wylde Center?

Wylde Center was founded in 1997 out of a need to provide opportunities to experience nature in an urban environment. As a result of the community's involvement and commitment, the organization has evolved into a large, active nonprofit seeking to expand the community's understanding of environmental stewardship, natural habitats, gardening and sustainability; to increase the growth, access to and consumption of locally grown food; and to preserve urban greenspace for the community's use.

### What does Wylde Center do?

- Operates five greenspaces spanning nearly seven acres in Decatur/Atlanta - Oakhurst Garden, Sugar Creek Garden (Oakhurst), Hawk Hollow (Kirkwood), Edgewood Community Learning Garden, and Mulberry Fields (Candler Park). Individual gardens feature on-site educational and after-school programs, community garden plots, a working herb farm, a wooded lot with native plant restoration, chicken coops and beehives. All sites are open to the public year-round.
- Hosts 15+ annual Wylde Center events and serves as a site for private event rentals.
- Provides one of the largest youth environmental and science education programs in metro-Atlanta, serving public school students in Decatur and Atlanta, residents of the Decatur Housing Authority and non-traditional schools with curriculum linked to the Common Core Standards.
- Offers garden coaching for schools, churches and other non-profits throughout metro-Atlanta on garden installation, urban greenspace management and community gardening.
- Engages with the community through over 300 volunteer opportunities by speaking at local organic agriculture and environmental education conferences and by partnering with other local organizations.
- Assists with community gardens, leads conservation efforts and demonstrations, educates on nutrition and healthy cooking, and aims to increase knowledge of and access to fresh, locally grown food.

### How Can My Business Get Involved with Wylde Center?

Wylde Center offers the following opportunities to engage with the Wylde Center audience and supporters and help support our mission: **Business Membership, Event Sponsorship, and Other Opportunities: Magazine Ads, Event Vendors, and More.** In-Kind donations are accepted for both business membership and sponsorship, and custom packages are available.

Contact Blair Keenan, Wylde Center Development Director at [blair@wyldecenter.org](mailto:blair@wyldecenter.org) for more details.



1997-2017: Celebrating 20 Years

# Business Membership

Wylde Center is a member supported, non-profit organization with 25% of our annual revenue coming from donations from over 600 individual and business members. Becoming a Wylde Center business member is great way to support treasured greenspaces and environmental education in Decatur and Atlanta, while gaining exposure for your business in the community. Join online at [wyldecenter.org/businessmember](http://wyldecenter.org/businessmember) or contact Blair Keenan at [blair@wyldecenter.org](mailto:blair@wyldecenter.org)

## Business Friend – \$250 Annually/\$21 per Month

- Logo and link on the Wylde Center website's business member page
- Facebook post & tweets about your support
- 10% Discount on one event rental, educational programs & services, and Wylde Center apparel
- Two invitations to exclusive member events, such as the Plant Sale Preview, and pop-up members-only specials
- Two tickets to Into the Wylde: A Tour of Gardens and Greenspaces
- Name in the Wylde Center magazine published 2x per year, mailed to your place of business.
- Opportunity to be a Wylde Center Business Buddy: Provide a 10% discount for members and be promoted on membership materials
- Wylde Center Member decal to display at your business

## Business Growing Circle – \$500 Annually/\$42 per Month

- Friend benefits
- Membership in Wylde Center's Growing Circle, includes 2 invitations to exclusive Growing Circle event.
- Name on business member thank you banner hung on Oakhurst Garden fence (printed in March and hung for 1 year)

## Business Sustainer - \$1,000 Annually/\$83 per month

- Business Growing Circle benefits
- 2 VIP tickets to Wylde Center Beer Garden Event
- Opportunity to place ¼ page ad in the Wylde Center magazine published 2x per year, mailed to your business

## Business Patron – \$3,000 Annually/\$250 per month

- Sustainer benefits
- Logo on business member thank you banner hung on Oakhurst Garden fence (printed in March and hung for 1 year)
- A private tour of one of the gardens with the Executive Director or Greenspace Director

## Business Benefactor – \$5,000 Annually/\$417 per month

- Patron benefits
- Adopt a Garden: Benefactors are considered an adopter of one of our 5 gardens (business choice, subject to availability) and will be recognized on a banner hung at the garden for 1 year, March to March. Adopters limited to 3 per garden, industry exclusive.
- Benefactor name and opportunity to place ½ page ad in the Wylde Center magazine published 2x per year, mailed to your business.
- Four VIP tickets to the Wylde Center Beer Garden event
- Lunch & Learn: Wylde Center staff will conduct a program for your employees

Join online at [wyldecenter.org/businessmember](http://wyldecenter.org/businessmember) or contact Blair Keenan at [blair@wyldecenter.org](mailto:blair@wyldecenter.org)



1997-2017: Celebrating 20 Years

# 2017 Event Sponsorship

Wylde Center holds 6 major events and several smaller community events each year. Sponsorship is a great way to get your brand in front of the Decatur and Atlanta community and be associated with the respected brand of a beloved local non-profit. Levels and benefits are listed below. Details vary slightly event to event. Custom packages and in-kind packages are available. Please contact Blair Keenan ([blair@wyldecenter.org](mailto:blair@wyldecenter.org)) for details or purchase sponsorship at [wyldecenter.org/sponsorships](http://wyldecenter.org/sponsorships).

## MAJOR WYLDE CENTER EVENTS

**April 13 - 16 - Wylde Center Plant Sale and Members Only Preview** 2,000 attendees from all over metro-Atlanta come to shop Wylde Center’s wide selection of vegetables, annuals, herbs, fruit trees and native plants. Open plant sale continues through 5/31.

**April 23 - Earth Day Birthday!** Wylde Center is turning 20, and we are celebrating 20 years of growing, educating and greening metro Atlanta at our Earth Day Birthday Party! Wylde Center’s free, family centered Earth Day event brings over 400 people to enjoy music, crafts, & food!

**May 6th - 7th - Into the Wylde: A Tour of Gardens** A ticketed event, 200 tour some of the most beautiful gardens in the greater Decatur and Atlanta areas.

**June 24th - Wylde Center’s Annual Beer Garden Fundraiser** With 450 attendees, this annual, sell-out event features local breweries, restaurants and a silent auction.

**July 15th - Mulberry Fields Gone Wylde!** A free, public event to celebrate summer and enjoy live music, games and refreshments. 200 attendees expected.

**Nov 10 -11 - S’mores for All Membership Drives** Free, public events drawing 400 attendees for s’mores and storytelling in the gardens.

**Bronze Sponsor (\$250)**

- 2 VIP tickets (as applicable)
- Use of “Official Wylde Center Event Sponsor” in media
- Name on marketing materials:
  - WC website event page (with link)
  - Event banner hung on garden fence
  - Event media: ad in WC magazine, E-blasts to 2,500 contacts, press releases
- Inclusion in event social media posts

**Silver Sponsor (\$500)**

- Bronze benefits
- Name on event poster distributed in/around surrounding communities
- May set up & staff display during the event (4 vendor passes)
- Recognized by speaker during event
- 2 invitations to WC Growing Circle donor events for 1 year
- May provide giveaway item to attendees

**Gold Sponsor (\$1,000)**

- Silver benefits
- 4 VIP tickets (when applicable)
- Logo on marketing materials:
  - WC website event page (with link)
  - Event banner hung on garden fence
  - Event media including ad in WC magazine, E-blasts to 2,500 contacts, press releases
  - Event poster distributed in/around surrounding communities
- Banner provided by sponsor hung at event in prominent location
- Dedicated social media posts about sponsor with link

**Presenting Sponsor (\$3000 - Industry Exclusive)**

- Gold benefits
- 8 VIP tickets (as applicable)
- Top tier positioning of logo and billed as presenting sponsor on marketing materials:
  - WC website event page (with link)
  - Event banner hung on garden fence
  - Event media including ad in WC magazine, E-blasts to 2,500 contacts, press releases
  - Event poster distributed in/around surrounding communities
- Pint glasses provided to all attendees (beer garden only)
- Sponsor may have time at podium during the event
- Banner provided by sponsor hung on perimeter fence of garden for one month before/after event

## Wylde Center Community Events

**Sunday, January 22 Annual Seed & Scion Swap** A free public event to share seeds/scions, knowledge and enthusiasm for different plant varieties with other gardeners and farmers from all over our bio-region.

**February 8 - Wylde Center Volunteer Appreciation Breakfast** A celebration to honor all of the hardworking volunteers who help make Wylde Center's mission a reality.

**May 4 - State of the Wylde Center** A free event for Wylde Center Members to join us for breakfast and learn about all that's happening at the Wylde Center, from updates on current projects to plans for the future.

**May 7 - Wylde Center Plant Swap!** A free public event for friends and neighbors to gather in the garden and trade plants and knowledge. This new event expects approximately 50 attendees

**May 21 - Edgewood Spring Sprout Festival** A free, public event to celebrate spring at the Edgewood Community Learning Garden! 100 attendees expected.

**June 3 - Picnic in the Park 5-8pm @ Hawk Hollow** Neighbors bring their families and a picnic baskets to Hawk Hollow for live music in the garden. A free public event with 100 attendees expected.

**August 4 - Wylde Center Members Ice Cream Social & Membership Drive** A special event for Wylde Center members to enjoy sweet treats and to introduce a friend to Wylde Center membership. 75 attendees expected

**Sept 2 - Oct 14 Wylde Center Fall Plant Sale** An ongoing, open sale for community members to purchase plants for the fall garden. 250 attendees expected throughout the sale.

**Oct 5 - Growing Circle Appreciation Event** A special and unique appreciation event for Wylde Center donors at or above the Growing Circle membership level of \$500 per year. 40 attendees expected.

**Oct 29 - Hallo-Wylde! Membership Appreciation Event** A fun, fall festival for Wylde Center members to enjoy games, music and other fall activities while showing off their creativity in a costume contest. 100 attendees expected.

**Nov 29 - Dec 2 - Deck the Wylde Wreaths! Holiday Fundraiser** A ticketed event for 150 community members to gather their friends for a fun, social, crafting activity - creating a beautiful wreath for the holiday season!

### Bronze Sponsor (\$250)

- May use 'Official WC Event Sponsor' in media
- Business name on marketing/media materials:
  - WC website event page (with link)
  - Event media including ad in WC magazine, E-blasts to 2,500 contacts, press releases
- Inclusion in Facebook posts & tweets about the event
- May set up & staff display during the event (4 vendor passes)
- Recognized by speaker during event
- May provide branded giveaway item for all attendees

### Silver Sponsor (\$500)

- Bronze benefits
- Business logo on marketing/media materials:
  - WC website event page (with link)
  - Event media including ad in WC magazine, E-blasts to 2,500 contacts, press releases
- Banner provided by sponsor hung at event in prominent location (stage/checkout, etc)
- Dedicated Facebook post and tweets about sponsor with link

### Gold/Presenting Sponsor (\$1000 - Industry Exclusive)

- Silver benefits
- Top tier positioning of business logo and billed as presenting sponsor on marketing/media materials:
  - WC website event page (with link)
  - Event media including ad in WC magazine, E-blasts to 2,500 contacts, press releases
- Banner provided by sponsor hung on perimeter fence of garden for one month

# Other Opportunities for Business Partnership

## Advertise in Wylde Center Magazine

Wylde Center publishes its magazine two times per year, highlighting programs and events and featuring articles on gardening and sustainability. The magazine is mailed to about 600 Wylde Center members throughout Decatur and metro-Atlanta, giving advertisers valuable exposure and alignment with Wylde Center values and brand. Contact [stephanie@wyldecenter.org](mailto:stephanie@wyldecenter.org) for more information or to purchase an ad.

- 1/8 Page Ad (3.65" w x 2.35"h): Single Issue - \$50 member/\$75 non member, Double Issue: \$80 member/\$130 non member
- 1/4 Page Ad (3.65"w x 4.8"h): Single Issue - \$90 member/\$115 non member, Double Issue: \$160 member/\$210 non member
- 1/2 Page Ad (7.5"w x 4.8" h): Single Issue - \$160 member/\$195 non member, Double Issue: \$300 member/\$370 non member

## Sponsor or Join with an In-Kind Donation

Wylde Center is open to in-kind donations, in full or part, that help directly offset our operating, event and program costs. In 2017, we are specifically in need of: tree work, printing, alcohol and food vendors for events, event rentals, landscaping supplies (plants, soil, compost), chicken keeping supplies (food, new coop), and more! If you have a product or service you're interested in donating in exchange for sponsorship, business membership or ad space, please contact Blair Keenan, Wylde Center Development Director at [blair@wyldecenter.org](mailto:blair@wyldecenter.org) for more details.

## Become an Earth Day Vendor - \$100

Wylde Center is turning 20, and we are celebrating 20 years of growing, educating and greening metro Atlanta at our Earth Day Birthday Party! Register as a vendor to sell your product or service to over 400 attendees at this free, family event. Please contact [clint@wyldecenter.org](mailto:clint@wyldecenter.org) to register or for more information.

## Sponsor Decatur Farm to School Program Newsletter- \$500

Decatur Farm to School (DF2S) is a Wylde Center program that educates on food origins, provides hands-on outdoor education, creates environmental awareness, and improves appetites for fresh vegetables by leading efforts in the classrooms, cafeterias, communities and gardens of the City Schools of Decatur (CSD). Printed 3x a year, the Farm to School newsletter is sent to parents of over 5000+ students enrolled in CSD and to 250+ national contacts with an interest in Farm to School. Interested? Contact Blair Keenan at [blair@wyldecenter.org](mailto:blair@wyldecenter.org)

### Benefits:

- Ad in DF2S newsletter published 3x per year (15,000 copies)
- May set up & staff display during two DF2S events
- Inclusion in Facebook posts & tweets about DF2S
- 2 invitations to Growing Circle donor events
- Business name in marketing/media materials, including: DF2S event posters, DF2S event e-blasts (sent twice to 2,500 contacts), and Wylde Center website DF2S page