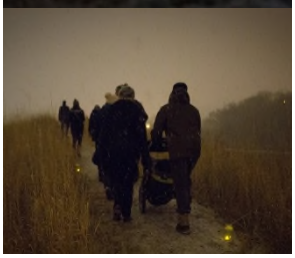
Co-hosted by:

Friends of HANK AARON STATE TRAIL

URBAN ECOLOGY CENTER
So much life



January, 2022

Dear Friend,

The Friends of Hank Aaron State Trail and the Urban Ecology Center are thrilled to announce the **5th Annual Urban Candlelight Hike** in Three Bridges Park on Saturday, February 26, 2022.

Each year, 2,000 people bundle up to enjoy this candlelit hike on a crisp February night. The Hank Aaron State Trail glows with hundreds of candles to welcome and guide explorers through this beautiful urban oasis.

The night is sure to be bright! The event will again include:

- Hiking by candlelight along 2 miles of trail,
- Roaring campfires & marshmallow roasting at the Fireside Plaza
- Winter activities and campfires along the route

As a respected business and community member, we hope you will consider a sponsorship of the Urban Candlelight Hike. The enclosed/attached flyer explains the unique benefits we offer our sponsors, including great recognition opportunities.

Three Bridges Park was transformed from an abandoned rail yard to a 24-acre park in 2013 - all because of supporters like you! It was visited by more than 20,000 people last year. The Urban Candlelight Hike will continue to build Milwaukee's reputation as a premier city to live, work and play - in all temperatures!

Thank you for your consideration!

Sincerely,

Jill Maertz
Outreach & Events Coordinator
Friends of the Hank Aaron State Trail
414-563-7051

Angélica Sanchez
Branch Manager, Menomonee Valley
Urban Ecology Center
414-431-2940

Learn more at UrbanCandlelightHike.com. The full website will be live mid-January.

Saturday
February 26th, 2022

Each year over 2,000 people bundle up to experience an outdoor adventure and unique winter experience in the heart of the City, Menomonee Valley!

The Hank Aaron State Trail is lit with over 500 candles to welcome and guide explorers through this beautiful urban oasis. The trails are free and open to the public. "Fun pass" tickets are available for purchase and offer extras such as hot cocoa and snacks.

The event will include:

- Hiking along two miles of candlelit trails
- Roaring campfire & marshmallow roasting at the Fireside Plaza
- Winter activities and bonfires along the route

Reach of Friends of Hank Aaron State Trail's communications:

- Over 160,000 people use the Hank Aaron State Trail each year
- Over 3,900 e-newsletter subscribers
- Over 1,900 likes on our Facebook page.
- Over 400 Twitter followers

Reach of the Urban Ecology Center's communications:

- Over 500,000 visits to our parks
- Over 14,000 subscribers to the Weekly Guide (e-newsletter)
- Over 5,000 printed programs guides distributed
- Over 20,000 likes to the UEC's Facebook page
- Over 10,000 Twitter followers

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Sponsorship Benefits

Only one available!

FIRESIDE PLAZA SPONSOR - $5,000

- Exclusive sponsor of the Fireside Plaza (the hike's largest gathering point)
- Fireside Plaza will be marked on all maps and promotional materials as the *Your Company Name* Fireside Plaza.
- 20 Fun Pass Tickets

(As well as all benefits listed below)

MAJOR SPONSOR - $2,500

- Company name included in pre-and-post email communications to event participants and supporters
- Company logo included on all promotional materials including posters and flyers
- 15 Fun Pass Tickets

(As well as all benefits listed below)

KEY SPONSOR- $1,200

- Opportunity to display corporate banner at event
- Company name included on signage at the event
- 10 Fun Pass Tickets

(As well as all benefits listed below)

SUPPORTING SPONSOR - $500

- Opportunity to share coupons with event attendees
- 4 Fun Pass Tickets

(As well as all benefits listed below)

EXPLORER SPONSOR - $250

- Company name recognized in Urban Ecology Center Weekly Guide promotional emails and Friends of Hank Aaron State Trail Newsletter
- Company name and/or logo included in "Thank you" social media post and tagged in Facebook event
- Company name and/or logo on event webpage
- Company recognized in Center's donor list (bi-monthly online and Annual Report)
- 2 Fun Pass Tickets that include free hot cocoa, door prize entry, and pastries.

For more information or to become a sponsor contact Meenal Atre, Corporate and Foundation Relations Manager at the Urban Ecology Center, 414-964-8505 ext. 144, matre@urbanecologycenter.org

Sponsorship Agreement Form

Help support the Urban Candlelight Hike and its mission through sponsorship!

Your business will receive great benefits too! (Please view the corresponding information for sponsorship and benefit details.)

Company

Address

City, State, Zip

Facebook? account name

Twitter? account name

Linkedln? account name

Instagram? account name

Contact name

Phone

Email

I/We as indicated above, pledge to support the Urban Candlelight Hike through the sponsorship contribution marked on the right.

Signature

Urban Candlelight Hike

February 26, 2022

- ☐ Fireside Plaza Sponsor - $5,000
- ☐ Major Sponsor - $2,500
- ☐ Key Sponsor - $1,200
- ☐ Supporting Sponsor - $500
- ☐ Explorer Sponsor - $250

Agreement:

Please return a completed and signed copy of this agreement via postal mail to:

Meenal Atre
Urban Ecology Center
1500 E. Park Pl.
Milwaukee, WI 53211

Or via email to:
matre@urbanecologycenter.org

Please also include in your email a high-resolution file of your company's logo. (.ai, .eps files are best)

Payment:

- ☐ Please find payment enclosed
- ☐ Please send an invoice to:

Contact Name

Address

City, State, Zip

Phone

Email