



**Irvington Earth Day 40
April 17, 2010**

How Can You Help?

Contribute: Despite all the volunteers – individuals and community groups – some costs will be incurred. The Earth Day 40 Committee anticipates the following expenses:

- Pre-publicity, including graphic design and professional writing
- Design and printing of a double-sided map/ program description, including business ads and names of contributors
- Fees charged by non-profit groups
- Materials and supplies not provided through reused contributions (canvas bags, T shirts)
- Municipal services
- Transportation costs: van, van driver, possible rental of alternative energy vehicle(s)
- Specialty music with an environmental or recycling focus
- Clean up costs
- Possible insurance costs

The current estimate of costs, to be fundraised, is \$10,000 - \$15,000.

Individual Contributions: The Committee will designate individuals and families who contribute: *Green Supporter* (\$25 -\$50) or *Green Friend* (\$51-\$250) and list these friends on the program and on the Irvington Earth Day 40 website. *Village Green Builder* (\$250-\$999) and *Village Green Partner* (greater than \$1000) will be further recognized at the closing ceremony on Earth Day 40. Every contribution, big or small, is greatly appreciated. See below for details.

Business Contributions: The Committee will designate a contributing business as an Irvington Earth Day 40 *Village Green Business Booster*: (\$25-\$249) or a *Village Green Business Sponsor* (\$250-\$999). Business Boosters and Sponsors will be recognized with a tasteful printed sticker or poster to display and a listing in the program and on the Earth Day 40 website. In addition, Sponsors will be provided with ad space (approximately business card size) on the program. A *Village Green Business Partner* (\$1000-\$2,499) will receive a customized approach to insure appropriate and significant exposure during the event. By becoming an *Earth Day Lead Sponsor* (\$2,500 and above) your business will receive the most prominent exposure. Businesses that provide needed professional services – especially publicity and graphic design – will be appropriately recognized as well.

Checks: Make payable to *Village of Irvington* with Memo “Earth Day 40” and send to Village Hall, ATTN: Village Clerk/Treasurer Brenda Jeselnik, 85 Main Street, Irvington, NY 10533. Please call the office of the Clerk/Treasurer at Village Hall 591-7070 or leave an email message at earthday40@irvingtonny.gov for further information and personal conference. **Include contact name, phone number and email address.**

Volunteer: Many community groups, all volunteers, have already agreed to set up, organize and execute activities and events. We will still need community members who are willing to help with set-up, the event itself, and break-down. Tasks may include: assisting with the green vendor fair; posting signs; greeting and directing out-of-towners; helping with the bike rental project or the aqueduct walks; helping seniors and others with transportation; participating in tree planting; and

many more odd jobs. Please provide your contact information, the time you have available, and any special skills and forward to earthday40@irvingtonny.gov