

SHOWCASE YOUR COMMITMENT.



New York City, Bryant Park, 42nd Street, United States

EARTH FROM ABOVE is the premier platform for showcasing corporate commitment to a sustainable future.

A world class venue with awe-inspiring touch points, Picture Earth offers an unprecedented media vehicle for promoting industry leadership, vision, innovation, and social responsibility.

Routed for impact, tour cities include:

- 2010 NYC, Los Angeles
- 2011 San Francisco, Miami, Minneapolis, Atlanta
- 2012 Las Vegas, Boston, Denver, Dallas
- 2013 Albuquerque, Seattle, Detroit, Memphis
- 2014 Orlando, Philadelphia, Charlotte, Lincoln, Honolulu
- 2015 Washington DC, Anchorage

Route, markets and timeframe are subject to change. Learn more at

EarthFromAboveUSA.com

Sponsorship dollars and grant contributions are fully tax-deductible.



World Map

EMPOWERING PEOPLE. LOVING PLANET.

Picture Earth is the first and leading organization dedicated to using art to help the general public embrace sustainable living.

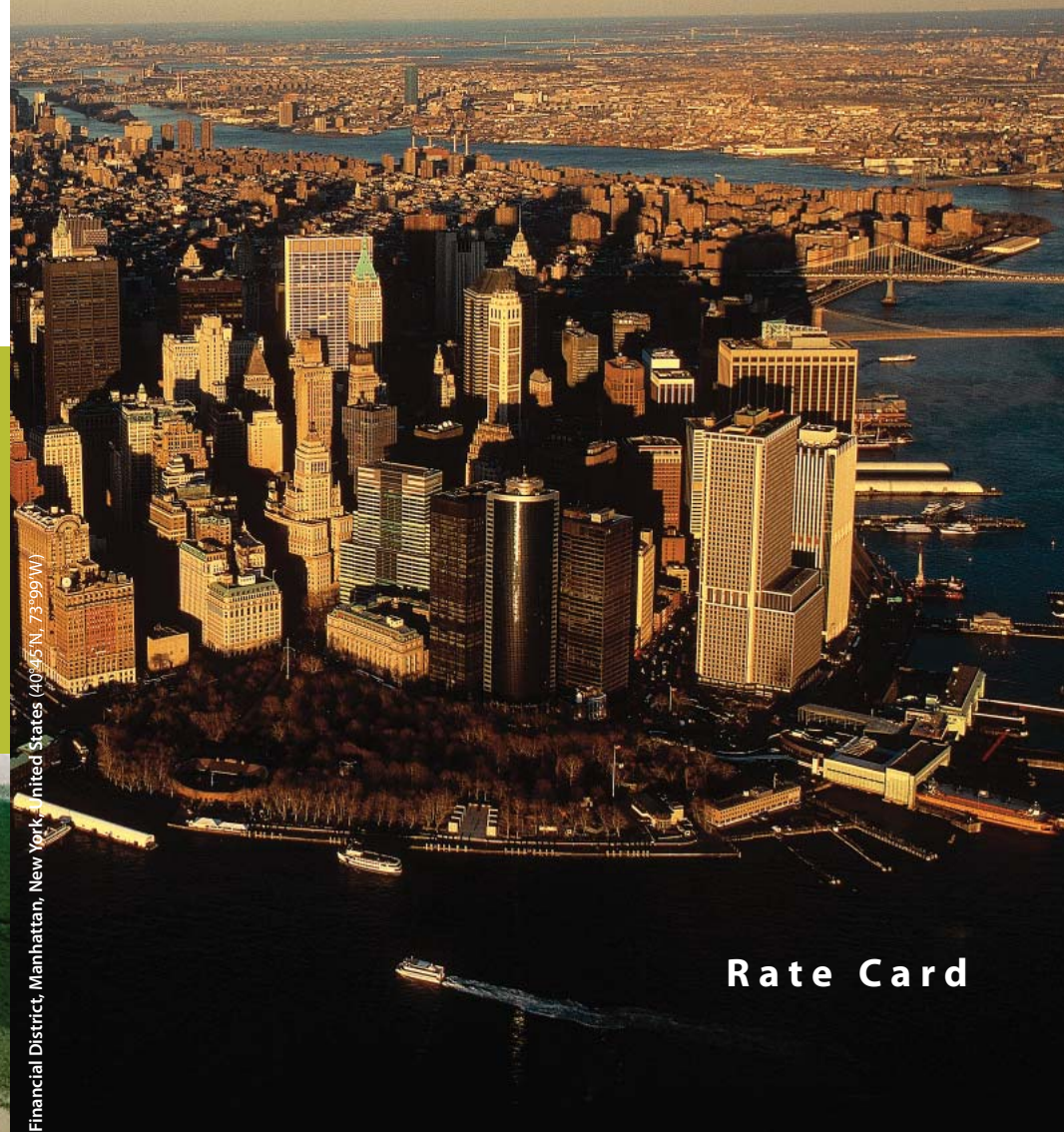


Heart in Voh, New Caledonia, France
(20°57' S, 164°41' E)

» BECOME PART OF SOMETHING GREATER «

EARTH FROM ABOVE

The New York City debut and United States exhibition tour
An arts and education program benefiting Picture Earth



Financial District, Manhattan, New York - United States (40°45' N, 73°99' W)

Rate Card

Picture Earth, Inc.
285 Fifth Avenue, Suite 458, Brooklyn, NY 11215
Phone +1 917-972-6346
partnership@picture-earth.com

ABOUT THE PROJECT

PICTURE EARTH Inc.

a 501c(3) (pending) not-for-profit organization, is seeking corporate sponsorship for its first major national arts and educational program:

EARTH FROM ABOVE

Timeframe
April - May 2010 (8 weeks)

Timing
Kicking off the 40th Anniversary of Earth Month

Venue
Bryant Park, New York City

Attendance
2,000,000 people



Mexico City, Mexico

EARTH FROM ABOVE will launch as the lead event for Earth Day's 40th anniversary in NYC followed by a 20-city tour through Los Angeles in October 2010, San Francisco in February 2011, and then cities nationwide.

Free to visit. Green by design. Picture Earth's aerial photography and experiential exhibition presents the work of artist Yann Arthus-Bertrand and a new, hopeful perspective on sustainable living.



Geneva, Switzerland

EARTH FROM ABOVE promotes sustainable living by increasing awareness of our impact and ways we can minimize it with sustainable development and greener personal choices.



Montreal, Canada

RATECARD

MAJOR SPONSORS

SECONDARY SPONSORS

	VISIONARY (1 Total)	INNOVATOR (1 Total)	PIONEER (1 Total)	TRAILBLAZER (Multiple)	ACTIVATOR (Multiple, in-kind)	WORLD CITIZEN (Multiple, Photograph Sponsor)
Sponsorship Investment for 1 market (NYC, LA or SF)	\$500,000	\$350,000	\$250,000	\$75,000	\$25,000	\$10,000
Sponsorship Investment for 3 markets (NYC, LA and SF)	\$1,250,000	\$875,000	\$625,000	\$200,000	\$65,000	\$25,000
Advertising - logo	1 st tier	2 nd tier	3 rd tier			
- Event TV spots	X					
- Event radio spots	X					
- Event outdoor campaign	X	X	X			
- Event print ads	X	X	X			
- Event online banners	X	X				
Exhibit logo usage rights to advertise sponsorship	X	X	X	X		
Press Releases - listing	X	X	X	X		
Press Releases - promotional	X	X	X	X	X	
Posters	1 st tier	2 nd tier	3 rd tier	X		
Brochures	1 st tier	2 nd tier	3 rd tier	X		
Sponsor Activation - usage rights for 1 image in ads, corporate materials and venues, employee volunteer/education programs	X	X	X			
Picture Earth Sustainer Program - financial services, travel, hospitality, printing, insurance, shipping, media	X	X	X	X	X	
Category Exclusivity	X	X	X	X		
Entrance Signage (NYPL facade) - logo	1 st tier	2 nd tier	3 rd tier			
Entrance Signage (Bryant Park) - logo	1 st tier	2 nd tier	3 rd tier			
Satellite Signage (other NYC locations) - logo	1 st tier	2 nd tier	3 rd tier			
Photo Panels - exclusive Major Sponsor logo	X					
Photo Panels - exclusive brand CSR panel (static or video / within photo exhibit)	X	X	X			
Photo Panels - "Sustainable Solution" sponsorship (logo)						X
Photo Panels - Audiovisual Tour (separately sponsored)				X		
World Map - exclusive Major Sponsor logo		first to confirm	first to confirm			
Exhibit for the Blind - exclusive logo (separately sponsored)		X				
Inspiration Center Theater - exclusive Major Sponsor logo	X					
Inspiration Center Theater - logo sponsor listing spot	X	X	X	X		
Inspiration Center Theater - CSR video	10 min	5 min	3 min	1 min	behind the scenes	30 sec
Gift Shop - exclusive Major Sponsor logo		first to confirm	first to confirm			
Gift Shop - product spot on monitor (2 retail locations)	60 sec	30 sec	30 sec	30 sec	30 sec	30 sec
Gift Shop - product/merchandising sales	X	X	X	X	X	X
Gala - media event	X	X	X			
Gala - premium tickets	20	14	10	6	4	2
Gala - verbal recognition	X	X	X	X	X	
Gala - logo on invitations, signage	X	X	X	X		
Classroom Activities	X	X	X	X	X	
Promotional overlays across exhibit elements	X	X	X	X		
Homepage - Major Sponsor logo and link	X	X	X			
Homepage - Major Sponsor image slide	slideshow	slideshow	link			
Major Sponsor page - feature	rich media	rich media	static			X
Major Sponsor page - widget form and opt-in	X	X				
Listserv and Newsletter - sponsorship, feature	X	X	X	X	X	
Partners Page - logo and link				X	X	
Activation features page - video profile, logo and link	X	X	X	X	X	

OFF SITE

ON SITE

ON LINE