



Connect with the Community on Saturday April 19 2025



What is Tri-Cities Earth Day?

Tri-Cities has celebrated Earth Day for many years, from an Earth Month with spread out activities earlier on, to more recently a more focused event on a Saturday in April at the REACH Museum.

All of these activities have reached audiences of hundreds of attendees with a varied demographic.

Earth Day is a global event on April 22. Every year a different theme inspires organizers to give the celebration a unique angle.

The history of Earth Day started with Rachel Carson's New York Times bestseller *Silent Spring* in 1962. The book represented a watershed moment, selling more than 500,000 copies in 24 countries as it raised public awareness and concern for living organisms, the environment and the inextricable links between pollution and public health.

Earth Day as a yearly event was kicked off in 1970. Since then, EARTHDAY.ORG has been mobilizing over 1 billion people annually on Earth Day, and every other day, to protect the planet.

With the current knowledge of a changing climate, celebrating Earth Day has become more relevant and an opportunity to engage wider audiences with the message that protecting the earth is not at the fringes but at the forefront of a sustainable future.

Family friendly

The main characteristic of the event is its educational character. The REACH museum has a decade of experience designing events that offer a young audience a unique, memorable experience, so it's the perfect venue for the event.

Indoors and Outdoors

With the time of year being most likely to be pleasant, the unique outdoor space and tent at the REACH museum will be available for tents so presentations can be held all around the building. Space indoors is also available for presentations that require protection from the elements.

Thanks to support by sponsors, the entire REACH museum is rented for the event and attendance is free.



Plans for April 19, 2025

For this unique event to become more visible to engage more families and alliances, plans include paid temporary admin resources, speakers, outreach/media buy, rich educational content, signage and Spanish translated content.

What are Earth Day talks & presentations about?

Organizations who are a great fit to present at the event traditionally embrace the natural environment and have solutions or activities that inspire others. The following criteria are defined to describe the organizations who would be present:

- Organizations supporting ways of living that are healthy for themselves, for their local community, for the environment, and for the global climate.
- Organizations supporting resource conservation, pollution prevention and cleanup, or sustainability.
- Organizations who engage visitors in relevant activities or education.

Topics you can expect:

Science & innovation

The latest on environmental solutions supporting a sustainable way to grow food and generate energy. Focus on building a resilient community.

With a national science laboratory in Richland, innovation is part of our DNA.

Health & Food

As human beings we are dependent on clean air and clean water. The current state of the environment in Tri-Cities is of interest to most people in the area. Agencies representing Hanford cleanup or air and water monitoring will be invited to report on it.

Food demonstrations will engage the community and educate about healthier nutrition.

Transportation

Ben Franklin Transit has always been a host and organizer at EarthDay. The event is also known for electric cargo bikes and the 'parade of EV's', a destination for many enthusiasts and a draw for many people in the community interested in transitioning to electric transportation.

Natural Ecosystems

Conservation and education about our natural environment is important for our understanding of healthy ecosystems and encourages more sustainable gardening practices with native plants.

Multi-cultural

Our plans for 2025 are to actively engage the Hispanic population present in our community through publicity on Spanish language radio.



How you can connect

Organizations and businesses can connect with Tri-Cities Earth Day through a variety of sponsoring packages. General supporters of community activities can choose to be a general marketing sponsor. Those with a mission with a strong tie to one of the Earth Day themes can participate in the content creation and present at a table at the event. See below the details of each and the associated exposure. There are custom arrangements possible if time and resources are available.

General Marketing Sponsor

As an entity you may want to provide general support for this event. Funds are needed for recruitment, publicity, REACH museum rental, music, operations etc.

Based on the level of sponsorship, logo, advertising opportunities can be offered.

Contributing & Participating Sponsor

For commercial organizations or government entities, whose message is in line with the Earth Day theme, participation is offered as a contributing table sponsor with a recommended donation of \$200.

Free Participation

For local non-profit community organizers - fitting the EarthDay theme - the participating with a table is for free, as always.

	Banner placement at event	Logo on various media	Mention at event	Table/Poster session	Social Media Post
General Marketing Sponsor	● \$3000+	● \$1000+	● \$100+		
Contributing & Participating Sponsor				●	●
Free Participation				●	●



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