



Pittsburgh  
Parks  
Conservancy

## SPONSORSHIP OPPORTUNITIES

APRIL 10-12, 2025



# ***What the Muck?!***

Annual Lake Elizabeth Clean Up Event in Allegheny Commons Park

## **\$150 • “Dirt”**

- Recognition on What the Muck webpage

## **\$500 • “Gunk”**

- Everything in the previous tier, and:
- Listing on Facebook Event Page Listing on What the Muck Event Calendar

## **\$1,000 • “Sludge”**

- Everything in the previous tier, and: Recognition on pre-event social media post
- Shout-out during the event
- Recognition on post-event social media post

## **\$2,000 • “Muck”**

- Everything in the previous tiers
- Title Sponsor of 2024 Event Title recognition on What the Muck webpage
- Exclusive on-site interview opportunities with local media
- Opportunity for your organization to invite a volunteer group to participate in the clean-up effort





# ***Your Impact at a Glance***

Sponsorship donations will support staff time organizing the event, at the event, and cost of supplies to run the event.

A special thanks to the City of Pittsburgh Department of Public Works, Allegheny Commons Initiative and Northside Leadership Conference for their support of this event.

## ***Average Annual Stats***

### **VOLUNTEERS**

150+ ATTENDEES

### **MEDIA RELATIONS**

TOTAL PLACEMENTS: 11

AUDIENCE REACHED: 1.9 MILLION

### **SOCIAL MEDIA**

IMPRESSIONS: 5,436

ENGAGEMENTS: 215

### **FUNDS RAISED FOR LAKE ELIZABETH**

\$6,500+

### **TREES MULCHED**

350

### **MUCK REMOVED**

5 TONS

**Interested in providing  
in-kind support?**

Contact Jeneni Withers:  
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