



perennial

corporate memberships,  
underwriting + sponsorships



## Dear Future Perennial Supporter,

In 2010, I was working as a community artist in St. Louis teaching people creative ways to reuse objects and reduce waste. Leading workshops with a range of diverse people, I realized that our community would truly benefit from an organization focused on creative reuse — the process of artistically transforming discarded goods into objects of worth.

In 2011, Perennial was founded with a mission to build a creative culture of sustainability in which discarded items are transformed into valued and cherished resources. Since 2011, our organization has engaged over *2,000 people in reuse programs*, which taught them to live a sustainable and self-sufficient life through the power of their personal creativity.

Inside Perennial's community workshop and store in the South Carondelet neighborhood of St. Louis, artists teach workshops covering topics from eco-refinishing, to rag-rug weaving, to building new furniture from pallets. Our teaching artists also travel around the city to bring creative reuse classes to social service agencies that serve homeless women, survivors of domestic violence, and formerly incarcerated women. It's through a broad spectrum of programs that Perennial works to infuse our community's culture with a sense of creativity and environmental stewardship.

I hope you and your company recognize the importance of Perennial's work throughout the community and will consider supporting us this year. From corporate memberships to event sponsorships, there are many opportunities for your company to get involved. I look forward to building a beautiful and sustainable future for St. Louis with you by our side!



Thank you for your consideration,

A handwritten signature in black ink, which appears to read "Jenny Murphy".

Jenny Murphy  
Founder + Executive Director


 @perennialstl  

 /perennialstl  
 314-832-2288  
 info@perennialstl.org  
 7413-15 S. Broadway  
 St. Louis, MO 63111  
[www.perennialstl.org](http://www.perennialstl.org)

Our mission is to build a creative culture of sustainability in which discarded items are transformed into valued and cherished resources.

# company donor form

Please fill out the following form to confirm the ways your company would like to support Perennial. Completed forms can be returned to Jenny Murphy, Executive Director, at:

*jenny@perennialstl.org* or by mail to:  
 7413-15 S. Broadway, St. Louis, MO 63111.

## Contact Information

\_\_\_\_\_

company name / contact person

\_\_\_\_\_

contact email

\_\_\_\_\_

contact phone

\_\_\_\_\_

address

\_\_\_\_\_

city / state / zipcode

## Ways to Support Us

### Membership

\_\_\_ \$5,000 Eco-Elite

\_\_\_ \$2,000 Sustainable Supporter

\_\_\_ \$1,000 Green Giver

### Lost + F(o)und Sponsorship

\_\_\_ \$2,000 Green Builder

\_\_\_ \$1,000 Dumpster Diver

\_\_\_ \$500 Upcycler

\_\_\_ \$250 Reuser

### Underwriting

\_\_\_ \$1,250, 12 months

\_\_\_ \$900, 8 months

\_\_\_ \$500, 4 months

### Payment Information

\_\_\_ Please send an invoice

\_\_\_ I've enclosed a check  
 made payable to  
 Perennial

\_\_\_\_\_

program category selection

\_\_\_\_\_

\$

\_\_\_\_\_

total payment

\_\_\_\_\_

signature / date

cut here and mail

Demonstrate your company's commitment to sustainability and creativity by becoming a corporate member of Perennial. As a member your company will receive benefits including discounts on Perennial's workshops for employees, educational creative-reuse programs brought to you, and more!

Check out some of the programs available to your company and employees when you support Perennial through a corporate membership.



## Annual Membership Levels

### green giver ----- \$1,000

- 1 *Lunch n' Learn* session at your location
- Monthly *reuse-project article* for your company newsletter
- Logo featured on Perennial's website
- *For Employees:* 10 passes that can be used for admission to DIY Demos, Community Workshop, and reMAKE events

### sustainable supporter ----- \$2,000

- 2 *Lunch n' Learn* sessions at your location
- Monthly *reuse-project article* for your company newsletter
- Logo featured on Perennial's website
- Private *reMAKE* event at Perennial's shop for up to 15 guests
- *For Employees:*
  - 20 passes that can be used for admission to DIY Demos, Community Workshop, and reMAKE events
  - 5 passes for admission to Perennial's classes

### eco-elite ----- \$5,000

- 2 *Lunch n' Learn* sessions at your location
- Monthly *reuse-project article* for your company newsletter
- Logo featured on Perennial's website
- Private *reMAKE* event at Perennial's shop for up to 25 guests
- *For Employees:*
  - 30 passes that can be used for admission to DIY Demos, Community Workshop, and reMAKE events
  - 10 passes for admission to Perennial's classes

## Membership Benefits

### Lunch n' Learn

Gather your employees for a fun-filled and educational lunch hour. Perennial will engage your team in hands-on upcycling projects, teach the environmental benefits of reuse, and have your employees work together to develop creative solutions for items normally thrown away. *We will bring the best of our educational programs right to your offices!*

### Private reMAKE Event

Invite clients, employees, or friends and family to Perennial's shop for an evening of upcycled crafting. We'll provide the materials and instructions for three unique upcycled crafts that your guest can create with their own two hands at the event.

### Reuse-Project Article

Perennial will provide a short article with a new reuse-project idea each month. Simple instructions accompanied by before and after photos will inspire your employees to transform common items, like soda cans or t-shirts, into functional goods for the home and office.



When your company becomes an underwriter, you provide essential support for Perennial's educational creative-reuse programs while promoting your business! Underwriting is a great way to get your name in front of a captive audience interested in sustainability, creativity, and homegrown efforts that make St. Louis a better place.

In 2014, Perennial engaged over 800 people in its classes and events and was featured in publications such as St. Louis Magazine, ALIVE, St. Louis Post Dispatch, The Vital Voice, and more.

By underwriting one of our program categories you can target an audience tailored to your business!



## Pricing for One Program Category

1 Season of Underwriting (4 months) \_ \_ \_ \_ \$500

2 Season of Underwriting (8 months) \_ \_ \_ \_ \$900

Full Year of Underwriting (12 months) \_ \_ \_ \_ \$1,250

## Underwriter Benefits

- Your business name and logo will be featured on class listing flyers. *Perennial distributes over 800 class flyers throughout the St. Louis region each season, posting them in local business and handing them out at community events.*
- Your business logo with a link to your website will be featured on the sponsors/partners section of Perennial's website. *Each month over 2000 people visit our website to learn more about the organization.*
- Your business name and logo will be featured on all of Perennial's website listings in the program category of your choice. *Each month over 1,000 people visit our website to peruse classes.*
- Your business name will be written as a sponsor on all online community calendar listings. *Perennial posts all of its classes to over 20 online calendars including, KDHX, St. Louis Post-Dispatch, Do314, and more.*

## Underwriter Program Categories

(average of 8 classes each season in each category)



### Textiles + Paper Arts

Natural Textile Dyeing  
Papermaking  
Rag Rugs



### Furniture + Upholstery

Building Picture Frames  
Pallet Furniture  
Intro to Upholstery



### Garden + Home

Upcycled Mosaics  
Wine Bottle Reuse  
Cold Frames



### Sewing + Fashion

Jean Hemming  
Wire-Wrapped Jewelry  
Wood Rings



### Community Workshop

Time the shop is open for folks to work on personal projects.



### DIY Demos

Classes on creative reuse basics that repeat every month.

Perennial's unique and creative fundraising events draw attendees from all over the St. Louis region, who are interested in art, design, and sustainability. With an emphasis on fun, these green events not only rally our community around Perennial but provide an opportunity for you to align your brand with a locally grown idea that positively impacts St. Louis.

Become an event sponsor and capture the attention of our engaged audience and provide essential support for Perennial to continue teaching diverse populations the skills to reuse objects, reduce waste and live a creative and sustainable life.



## Lost + F(o)und

Each fall, Perennial holds its annual fundraiser, Lost + F(o)und. The event has been Perennial's largest fundraising event since 2011 and is an evening of green festivities and rootin'-tootin' fun that attracts over 300 attendees to one of St. Louis' beautiful event venues. Inspired by county fairs, Lost + F(o)und is filled with pie, live music, local brews, and a silent auction featuring unique furniture pieces crafted by local designers and architects from reclaimed material.



Lost + F(o)und attendees bid on auction items.



Close to 100 homemade pies are served at Lost + F(o)und!



An average of 300 lbs are diverted from the landfill at a Swap.

## Swaps: Clothing and Home Goods

Perennial's Clothing Swap and Home Goods Swap are each held twice a year at Perennial's shop and draw upwards of 100 people. At the Swaps, participants bring clothes or household items they no longer want, add these to the stock of stuff that's up for grabs, and then 'shop' through others' castoffs to find new wardrobe items and home goods for the season. Sponsorship for these events is perfect for any 'fashion-forward' company interested in apparel, reuse, or growing a solidarity economy in St. Louis.

**sponsor 2 SWAPS** ----- \$250

- Company name listed as a sponsor on the online event pages

## Lost + F(o)und Sponsorship Opportunities

**green builder** ----- \$2,000

- Ten complimentary tickets to attend Lost + F(o)und
- Your logo and link to your website on Perennial's website
- Public acknowledgement during the event
- Your logo/name on printed posters and invitations
- Your logo/name on signage at the event
- Social media 'shout-out' on Facebook, Twitter, and Instagram

**dumpster diver** ----- \$1,000

- Eight complimentary tickets to attend Lost + F(o)und
- Public acknowledgement during the event
- Your logo/name on printed posters and invitations
- Your logo/name on signage at the event
- Social media 'shout-out' on Facebook, Twitter, and Instagram

**upcycler** ----- \$500

- Six complimentary tickets to attend Lost + F(o)und
- Your name on printed invitations
- Your logo/name on signage at the event
- Social media 'shout-out' on Facebook, Twitter, and Instagram

**reuser** ----- \$250

**Perfect for the small local business!**

- Four complimentary tickets to attend Lost + F(o)und
- Your logo/name on signage at the event
- Social media 'shout-out' on Facebook, Twitter, and Instagram