



**Major Corporate Sponsor (3) \$7,500**

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- Logo (smaller) displayed as a sponsor on printed material and publicity
- Log on the website with a reciprocal web link between sites
- Sponsors own company banner hung prominently at the event
- Company name on sponsor acknowledgement sign boards
- Booth Space - prominently located choice of 10 x 10 or 10 x 20 space
- Canopy provided (10 x10)
- Half page in our event passport (5,000 copies)
- One year Terawatt membership to Solar Sonoma County (\$2,000 value)
- Sponsors logo on T- Shirt
- Sponsor logo on tote bag

**Corporate Sponsor \$5,000**

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- Logo (smaller) displayed as a sponsor on printed material and publicity
- Logo on the website with a link
- Logo on the sponsor banner
- Sponsor's own banner hung prominently at the event
- Company name on sponsor acknowledgement sign boards
- Prominent 20' booth or display space
- Canopy provided (10 x 10)
- Logo in event passport (5,000 copies)
- 18-month Gigawatt membership in Solar Sonoma County (\$1500 value)
- Sponsor's Logo on T-shirt additional \$750.00
- Sponsor name on T- Shirt additional \$500.00
- Sponsor name on tote bag additional \$500.00

**Regional Sponsor \$3,000**

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- Logo (smaller) displayed as a sponsor on most printed material and publicity
- Logo on the website with a link
- Logo on the sponsor banner
- Sponsor's own banner displayed at the event
- Booth or display space
- Canopy provided (10 x 10)
- Name listed in passport (5,000 copies)
- One year Gigawatt membership in Solar Sonoma County (\$1,000 value)
- Sponsors Logo on T- Shirt additional \$1,000.00
- Sponsor Name on T- Shirt additional \$750.00
- Sponsor Name on tote bag additional \$500.00

**Local Solar Sponsor \$1,500**

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- Logo on website, poster, and sponsor banner
- Listed as sponsor in press releases
- Booth or display space
- One year Megawatt Membership (\$500 value)
- Canopy provided (10 x 10)
- Sponsor's logo on T- Shirt additional \$1,200.00
- Sponsor name on T- Shirt additional \$750.00
- Sponsor name on tote bag additional \$500.00

**Community Business Sponsor (Non Energy) \$500**

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- Logo on website and some printed materials

### Small Business Sponsor

\$200

- Name on the website

## NEW SPONSORSHIP OPPORTUNITIES AT THE FAIR

### BE A FOUNDING SCHOLARSHIP SPONSOR!!

### Founding Scholarship Sponsorship

\$5,000

- Week long solar training or other class offered in sponsor name to individual screened by SSC for an approved green jobs career training program
- Photo opportunity for sponsor with recipient
- Name on page in Solar Energy & Efficiency Fair passport announcing scholarship details  
Press release announcing scholarship with your logo. Distribution to SSC and your electronic media list
- Scholarship Banner at Solar Fair with your logo naming you as a Founding Scholarship Sponsor
- Link to SSC site and photograph of recipient for your website use
- Opportunity to distribute materials and make a presentation to educational program
- Logo and recognition as Founding Scholarship Sponsor on SSC web site

## Sponsor an Area at the Fair!!!

- Main Stage and Auditorium \$15,000
- Clean Energy Zone \$10,000
- Clean Energy Vendor Walkways \$4,000 each (6 available)  
Example: Retrofit Road, Energy Efficiency Way, Solar Energy Road, etc.
- Pathway to Clean Energy \$10,000
- Workshop Room (2) \$6,000
  - Cypress Room – indoors, smaller, more interactive, educational sessions
  - NEW Green Job Zone Workshop Tent – outside, placed in the Green Jobs Zone!
- Green Job Zone \$6,000
- Wine and Beer Garden \$4,000
- Fun Zone \$3,500

## 2010 Marketing Opportunities!

### T – Shirts and Tote Bags

Add your Company Name to our T- Shirts and Tote Bags an advertising opportunity for years to come.

- Sponsor's logo on T- Shirt additional \$2,000.00
- Sponsor name on T- Shirt additional \$500.00
- Sponsors logo on tote bag additional \$1,000.00
- Sponsor name on tote bag additional \$500.00

### PASSPORT TO CLEAN ENERGY – "Reduce Before You Produce"

Growing in 2010 the Pathway to Clean Energy was such a huge success our first year that we have decided to add advertising opportunities to our educational and informational Passport to Clean Energy. A keepsake, the Solar Energy and Efficiency Fair Passport will focus on promoting the Pathway to Clean Energy and all of its educational components, which are designed to help people make the move to clean energy. The Passport, highlighting the Pathway to Clean Energy Stations encourages our patrons to visit all the pathway stations to be entered into the Pathways Raffle - grand prizes: two (2) whole house performance assessments valued at \$600 each.

#### Advertising Rates:

##### Passport to Clean Energy Advertising Opportunities

*For Profit Advertising Rates*

4 Color Print

Ad Size

\$400	5x4 Full Page
\$250	2.5 x 4 Half Page
\$150	2 x 2.5 Quarter Page
\$750	Back Cover
\$700	Inside Front Page
\$600	Inside Back Page

*Non Profit Advertising Rates*

Four Color

Ad Size

\$200	5x4 Full Page
\$175	2.5 x 4 Half Page
\$100	2 x 2.5 Quarter Page
\$650	Back Cover
\$600	Inside Front Page
\$500	Inside Back Page

## **Other Marketing Opportunities**

### **Reciprocal Web links**

Solar Sonoma County is honored to have your support through support of our Solar Energy & Efficiency Fair this year. As a nonprofit, we are conscious of developing our reputation for the good work we do; it is only through our partners that we can truly achieve a successful outreach for our name and mission. By placing our logo, mission and link on your website, you will be furthering the cause of bringing solar and energy efficiency to Sonoma County. Together we can do it! Thank you for taking the extra time to highlight SSC and the Solar Energy & Efficiency Fair by April 30, 2010 on your website. Please contact us for any artwork you may need.

### **Auction and Raffle Items**

Do you have a product you would like to donate to our raffle and auction area? Brand your product with our pre-qualified audience – and help us raise funds for our nonprofit Solar Sonoma County.org while getting a tax write-off! Your contribution will be used in our Raffle and Auction Area. Thank you for considering how you can participate.

### **Food and Beverage Donations**

We are currently looking for Beer Wine Food and Beverage donations. These products will be used to in the following areas and is a great way to gain higher visibility for your product. Beer and wine will be used in our wine Beer and Wine tasting area as well as for our Speakers, Sponsors, and VIPs while your food and non alcoholic beverages will be used to nourish our staff, speakers, VIPs, Volunteers, and Performers.

### **Product Donation Program**

If you would like to donate product for the Solar Energy & Efficiency Fair, we would appreciate your contribution. We are looking for product giveaways for our Sponsors, VIP's, Presenters, Performers, Staff, Volunteers, and Pathways Prize Drawing. This is a great way to reach a lot of people with direct marketing of your product. Please see your welcome package for product delivery information.

Please contact Michelle at 707 263-1510 [sponsors@solarsonomacounty.org](mailto:sponsors@solarsonomacounty.org) for more opportunities!