

sustainable
tucson



Tucson Green Festival Committee

Presents

Living' La Vida Verde!

Tucson's Inaugural Green Festival

August 2007

Dear Friends,

This is your official invitation to help sponsor an exciting event in Tucson: *Living' La Vida Verde* is the first green festival in Tucson and the time is right! It is a free educational event for the public to learn how to get involved in greening the Old Pueblo. Consumer interest in becoming greener has never been higher. This event is solution-oriented—participants can engage in activities meant to enable them to immediately make changes to conserve water or energy, and other sustainable practices.

When: October 27, Saturday, 12:30 to 5 p.m.
Where: Mission Manor Park, 6100 S. 12th Avenue
Who: Sunnyside School District, Arizona Association for Environmental Education, and Sustainable Tucson

Who will attend?

Over 2,000 students and their families will gather in Mission Manor Park after a morning of volunteer projects (*National Make a Difference Day*). They will be joined by citizens who want to learn how to become greener at home, and environmental educators and non-profit organizations working for a cleaner environment; teachers from across Arizona who are attending the Arizona Association for Environmental Education (AAEE) "Education for Sustainability" Conference at University of Arizona (October 25-27) which culminates in the Green Festival.

Why are you being invited as a potential partner?

The Green Festival Committee believes your sponsorship is a key to our success because of your involvement in the community and your efforts to promote sustainability through example, mission, or product. At the same time we believe that the participants at the Green Festival are among your target audiences.

Sponsorship Opportunities:

The Green Festival invites organizations that support our objectives to join us in helping produce a unique community-oriented event. Sponsorship provides “green” businesses, schools, organizations, products and services with enhanced visibility among those who attend the Green Festival as well as to a much larger audience before and after the event. Sponsors provide the cash and in-kind support necessary to reach a broad audience and offer a quality event.

Festival Objectives:

- Educating people about the environmental impacts of daily living and the concepts for cost savings through efficiency
- Connecting people with currently available “living green” products, businesses, services and resources
- Gaining greater public participation and support for government actions for sustainable communities

Who Can Be a Sponsor:

Sponsors include companies and organizations whose products, operations and services have or will significantly reduce environmental impacts and move in the direction of long-term sustainability. Government, County and City entities are also welcome to promote programs they have in place or will put into place to help Tucson and Pima County move towards more cohesive sustainability measures.

Sponsorship Benefit Details:

Sponsor names will be featured in all Green Festival materials, the AAEE and Sustainable Tucson websites, and any banners produced for the event. The prominence of the listing will increase as sponsorship levels increase. Logos of presenting and major sponsors will also be used in the publications and pieces below.

- **Brochures and posters** - 300,000 full-color print pieces are distributed to targeted individuals through the network of event sponsors and also placed in public places such as libraries, recreation centers, cafes and exhibiting retail stores.
- **Event program/Green Festival guide** - The event program is distributed to all attendees and contains information about the event, tips for living green, and exhibitor and workshop contact information. The program is designed to be used as a year-round resource. Logos and ads in the program will be in black and white.
- **Website** - Sponsors will be listed on the "Sponsors" page of sustainabletucson.org and arizonaee.org with a link to the sponsors' websites for a minimum of six months. A description of each sponsor will accompany its logo and link.
- **Booth space** - Spaces are 10' x 10' and are assigned by topic areas. You will need to provide your own tables, chairs, and tent.
- **Advertising** - All large-format ads (5" x 8" or larger) placed by the Green Festival will list all sponsors and include the logos of major sponsors.

Sponsor Categories and Benefits

The Green Festival sponsors acknowledge their commitment to a better environment and their association with a widely publicized, community-oriented event. Sponsors receive the following benefits depending on their level of participation:

Media partner - \$2,500+

Media partners provide in-kind assistance to help the Green Festival Committee reach its target audience. Media partners provide donated media services valued at \$2,500 or more and receive the following benefits:

- Listed prominently, in alphabetical order with logo, in the program, event signage, brochure, posters, website, and large-format advertising
- Exclusive rights as media partner in each media category
- Free exhibit space in a prominent location

Festival Sponsor - \$5,000+

- (Cash or In-kind contribution)
- Listed prominently (in alphabetical order with logo) as a presenting sponsor in the program and event marketing materials, including logo sponsor banner, print advertising and website with link
- Full-page ad in event program/Green Festival guide
- One free exhibit space in a prominent location (for cash contributions only)
- Included as a featured sponsor in event press kit, with suggested feature stories

Supporting Sponsor - \$2,500+

- (Cash or In-kind contribution)
- Listed as a participating sponsor in the program and event marketing materials, including website
- Half-page ad in event program/ Green Festival guide
- One free exhibit space in a prominent location (for cash contributions only)

Participating Sponsor - \$500+

- (Cash or In-kind contribution)
- Listed as a participating sponsor in the program and event marketing materials
- Quarter-page ad in event program/ Green Festival guide
- One free exhibit space in a prominent location (for cash contributions only)

General guidelines

All sponsors agree to help promote the event to their constituencies, members and customers through newsletters, mailings, e-mail communication, events, flyer distributions, and other avenues. The Green Festival Committee invites and accepts sponsors based upon its interpretation of the criteria stated herein.

In the next few weeks, a representative from the Tucson Green Festival Committee will contact you to answer any questions you may have concerning sponsorship of the Festival.

Greenly given,

Tucson Green Festival Committee

Committee Contact:

Name of Contact

Phone Number

Email Address

AAEE is a 501(c)(3) non-for-profit organization established in 1980 to promote environmental literacy in Arizona by providing professional training for educators.

Sustainable Tucson is a citizen's initiative to facilitate the transition of Tucson toward a sustainable community.

Resources:

[Make a Difference Day:](http://usaweekend.com/diffday/index.html) <http://usaweekend.com/diffday/index.html>
[Sustainable Tucson:](http://www.sustainabletucson.org) <http://www.sustainabletucson.org>
[AAEE:](http://arizonaee.org) <http://arizonaee.org>
[Sunnyside School District:](http://www.sunnysidedu.k12.az.us/) <http://www.sunnysidedu.k12.az.us/>