

The Power of Positive Energy

# SOLARFEST



2010 Sponsorship Guide

*Energize your Business with a SolarFest Sponsorship*

[www.solarfest.org](http://www.solarfest.org)

# INSPIRING PEOPLE EMPOWERING CHANGE

SOLARFEST STARTED WITH AN INNOVATIVE AND ORIGINAL IDEA:

TO HOLD A FESTIVAL SHOWCASING THE POWER  
AND POSSIBILITIES OF SOLAR ENERGY.

Sixteen years later, SolarFest, Inc. produces the Northeast's premier renewable energy and arts festival, a three-day family-friendly festival which combines an emphasis on renewable energy sources and sustainability with a diverse program of arts, music and culture. This innovative combination of energy education and the arts attracts a wide and varied audience.

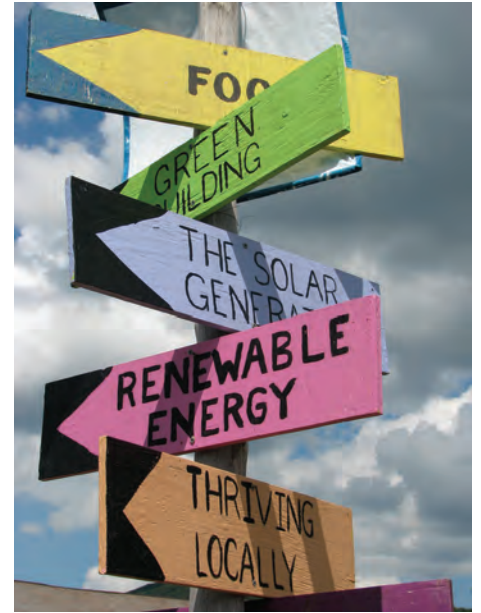
Along with educating people on solar energy, wind power, micro-hydro, bio-fuels and beyond, the festival devotes significant space to the burgeoning topics of green building, self-sufficiency, sustainable agriculture and more. The entire event—from ticket booth to stage—runs on solar and renewable power.

Recognition of the need to adopt more environmentally-conscious lifestyles broadens every year. Despite the challenging economic climate, festival attendance has been consistently robust - with an average of 6,000 annual attendees over the past four years - and is expected to remain strong as we continue to offer timely and useful information to our audience.

SolarFest, Inc., the organization, is a pioneer in the area of sustainability and remains a leading source of practical information and expertise for a continually growing audience of your customers. Our festival provides a lively annual showcase which, coupled with SolarFest's broader outreach to the Vermont community, provides your business numerous opportunities to be seen by potential customers. As a 501(c)3 non-profit organization, it is essential that we partner with you, our generous sponsors, in order to continue to reach out to your customers and our audience.

## FESTIVAL OPPORTUNITIES

- Education in topics including renewable energy, green building, and sustainable agriculture for the professional or DIY-er.
- Creative programs for families and young people.
- Vendors exhibiting the most current energy and sustainability technologies as well as local food and products.
- Nationally recognized and locally celebrated musicians, speakers and entertainers throughout the weekend attract additional attendees and keep them on site for the duration of the festival.



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## SPONSOR VISIBILITY

- Visibility at all SolarFest, Inc. events (including the three-day festival, intensive professional workshops, and outreach programs), as well as all outside conferences, exhibits and presentations supported by the organization.
- Internet exposure via our website, Facebook, MySpace and various other web media outlets.
- During the Festival, the main arena, ticket booth and information tent are seen by all attendees, offering ideal signage and logo placement options that enjoy high visibility and traffic throughout the festival weekend.
- On the Festival grounds, five individual workshop sites focus and define your audience and allow you to target those with a specific interest in your product or service.
- Several sites at the Festival offer continuous visibility from nearly all areas of the venue, and often appear in editorial photographs and footage.

## FESTIVAL SETTING

SolarFest enjoys a permanent home at Forget-Me-Not Farm, a location with stunning scenery and a natural amphitheatre. This setting provides a more relaxed, inspiring experience than is possible in an expo hall or urban locale. For an event that celebrates renewable energy and sustainable living, it makes perfect sense for attendees to spend the entire weekend with us.



## THE POWER OF NUMBERS

From the curious to the committed, SolarFest draws an ever-growing cross-section of the public. Many people return each year, and their loyalty extends to those Sponsors who bring the Festival to life. That means you will be tapping directly into the early adopters and trendsetters - as well as your prospects - that can more than fulfill your Return On Investment.

### Total Impressions

Print Advertising	4,746,800
Direct Marketing	18,855
Outdoor	22,800
Online	104,000
Website Hits	30,150
PR	105,000
Editorial	242,000
Radio	1,383,960
TV	571,700

## FESTIVAL FACTS & FIGURES

- **100+** VENDORS FROM NEW ENGLAND AND THROUGHOUT THE U.S. TURN SOLARFEST INTO A THRIVING MARKETPLACE WITH A CAPTIVE AUDIENCE OF READY, WILLING AND ABLE CUSTOMERS. VENDORS REPORT SOLID SALES, AND OVER **75%** RETURN EACH YEAR.
- **THE BIGGEST RESOURCE POWERING SOLARFEST EACH YEAR IS PEOPLE. MORE THAN 300 VOLUNTEERS FROM 9 STATES AND 6 COUNTRIES DEDICATE OVER 5,000 HOURS TO SOLARFEST.**
- **75 WORKSHOPS PROVIDE OVER 80 HOURS OF EDUCATION IN ALL AREAS OF RENEWABLE ENERGY AND SUSTAINABLE LIVING.**
- **THE MAIN STAGE, FAMILY STAGE AND OFF-STAGE AREAS PROVIDE OVER 45 HOURS OF ENTERTAINMENT AND PRESENTATIONS THROUGHOUT THE WEEKEND.**
- **SOLARFEST WAS VOTED A TOP TEN SUMMER EVENT FOR '04, '08, '09 AND '10 BY THE VERMONT CHAMBER OF COMMERCE.**

# POWERING YOUR IMAGE WITH POSITIVE ENERGY



## Marketing Highlights

SolarFest, Inc. produces one of the most dynamic, progressive and longest-running renewable energy and sustainable living events in the country. SolarFest attracts a diverse cross-section of people who are forward thinking, educated and involved in their communities. Prior to and during this event, you have the opportunity to present your brand, image, product or service directly to tens of thousands of these potential customers. Depending on your level of sponsorship, your company can benefit from:

- High-traffic locations within the extensive festival site grounds
- Use of SolarFest logo in your advertising and product promotion
- High-visibility signage
- Retail/trade promotion
- Inclusion in event materials, website and advertising

## Communications

During the four-month festival promotional schedule, your message will be seen by a large, diverse, and ever-expanding audience. This audience is dominated by people who are actively interested and engaged (or ready-to-engage) in renewable energy and sustainable lifestyles, but also includes financially-motivated consumers, youth and young adults, and the general public throughout the Northeast. Whether your company is involved in the industry or not, your sponsorship will create good will and positive feedback.

- Print
- Brochures
- Banners
- Website
- Posters
- Festival Stage Announcements
- Radio and TV
- Editorial Coverage
- Program Guide
- Direct Mail

## Demographics

(Children under 13 not included)

Age	Percentage
13-29	7%
30-39	12%
40-49	21%
50-59	29%
60+	17%

## Home State

VT	52%
NY, MA, NH, CT	38%
Other	10%

## Reasons for attending:

Workshops	36%
Vendors	25%
Music/Entertainment	24%

## Attendance:

One day	60%
All three days	40%

## Attended with:

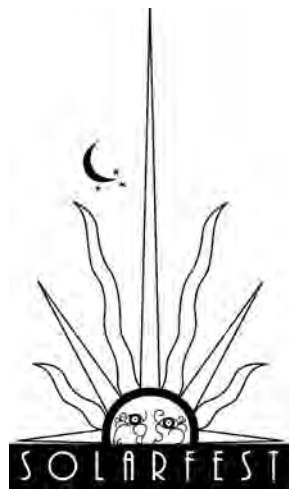
Family or Friends	49%
Partner/Spouse	33%
Alone	18%

**TO LEARN MORE ABOUT SOLARFEST OR TO BECOME A SPONSOR, PLEASE CONTACT**

**Patty Kenyon**

**Managing Director, SolarFest, Inc.  
12 McNamara Road  
Middletown Springs, VT 05757**

**802-235-2707 • pkenyon@solarfest.org  
www.solarfest.org**



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802-235-1513

[WWW.SOLARFEST.ORG](http://WWW.SOLARFEST.ORG)

**Board of Trustees**

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Sunweaver Solar

Mark McChesney  
The Barn Restaurant

Michael Sorce  
Dark Star Lighting, Inc.

Melody Squier  
Forget-Me-Not Farm

**Staff**

Patty Kenyon  
*Managing Director*

January 2010



Dear Potential Sponsor,

For over 15 years, SolarFest has provided businesses and organizations the opportunity to promote their goods and services to a highly educated, community-minded, and enthusiastic group of potential customers.

**By becoming a sponsor, SolarFest offers YOU the opportunity to align your business with the SolarFest brand,** thereby gaining the positive attention of people who demonstrate their values through the things they buy and the businesses they patronize.

**SPONSORING SOLARFEST MAKES GOOD BUSINESS SENSE.** Sponsoring SolarFest ensures that your message is seen and received by the thousands of potential customers who are loyal to SolarFest and to our sponsors.

SolarFest, through our three-day festival and our year-long commitment to education and community outreach, consistently provides New England with its most comprehensive—and entertaining—exposure to renewable energy and its many rewards. Our three-day festival attracts thousands of people from all walks of life and inspires them to take whatever steps are necessary and possible to become more conscientious custodians of our planet. From our standing-room only workshop tents to the bustling marketplace, SolarFest attendees actively seek out new ideas and information on many important issues of the day.

**By becoming a SolarFest sponsor, you could match their enthusiasm and create strong, productive, and loyal alliances within the ever-growing "green" movement.**

**Take advantage of the mutually beneficial alliance that sponsorship provides.**

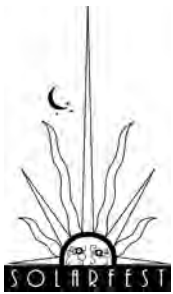
Please take a moment to look over our sponsorship materials and choose the sponsorship level that best meets your marketing goals. **Sponsorship is as simple as completing the enclosed forms.** However, to better develop a sponsorship package that meets your needs, please expect a follow-up phone call from a SolarFest staff person or trustee. If you are interested in becoming a **SolarFest Underwriting Sponsor**, we would be happy to meet with you to tailor sponsorship benefits to your specific goals.

We thank you in advance for your consideration of a SolarFest sponsorship. Together, we can strengthen your business opportunities and build a strong and sustainable future for us all.

Sincerely,

Patty Kenyon, Managing Director  
802-235-2707 (Home Office)  
[pkenyon@solarfest.org](mailto:pkenyon@solarfest.org)





## SolarFest, Inc

### 2010 Sponsorship Benefits

**Our 2010 Festival will take place on July 16, 17 & 18**

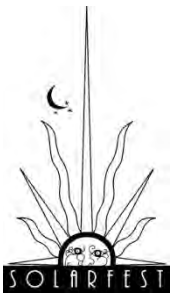
[www.solarfest.org](http://www.solarfest.org)

Deadline for Sponsorship is: April 1, 2010

#### BENEFITS TO ALL SPONSORS

- Listing on our Sponsor Board at SolarFest 2010: The New England Renewable Energy Festival
- Listing in our Festival Program (5,000 copies printed and distributed)
- Listing and link on our website Sponsor page
- Exclusive access to our Sponsor Hospitality Tent at the 2010 Festival

AMOUNT	LEVEL	BENEFITS
\$10,000	<b>Super Nova</b> <i>Underwriting In-kind sponsorship not applicable</i>	<b>This is a completely customizable sponsorship.</b> Opportunities include but are not limited to: <ul style="list-style-type: none"> <li>➤ Exclusivity as an Underwriting Sponsor of our organization in all publicity and events</li> <li>➤ Share in television ad buy promoting the 16<sup>th</sup> annual festival</li> <li>➤ Maximum visibility at our 3-day festival with company banner prominently displayed in your choice of 3 prime locations: ticket booth, info booth, or above the Power Station (SolarFest will design and/or produce this banner.)</li> <li>➤ Full page festival program ad and an exclusive festival pass package</li> <li>➤ “Benefits to all Sponsors” as listed above</li> </ul>
\$ 5,000	<b>Nova</b> <i>4 Available</i>	<ul style="list-style-type: none"> <li>➤ Premium visibility at our 3-day festival with your company banner prominently displayed in the central square above the Power Station. (SolarFest will design and/or produce this banner.)</li> <li>➤ Half-page Festival Program ad</li> <li>➤ 12 Weekend Passes (or equivalent day passes) to SolarFest 2010</li> <li>➤ Company name mentioned in radio ads</li> <li>➤ Button ad on all SolarFest web pages</li> <li>➤ Company logo on festival poster (2,500 printed)</li> <li>➤ Company logo w/link in our monthly E-Newsletter</li> <li>➤ Free premium 10’ x 20’ exhibitor space at our 3-day festival (Space must be reserved by April 20, 2010)</li> <li>➤ “Benefits to all Sponsors” as listed above</li> </ul>
\$ 2,500	<b>Aurora Borealis</b> <i>10 Available</i>	<ul style="list-style-type: none"> <li>➤ Premium visibility at our annual 3-day festival with your company banner prominently displayed inside and outside one of our 5 workshop tents (2 sponsors per tent)</li> <li>➤ One-quarter page festival program ad</li> <li>➤ 8 Weekend passes (or equivalent day passes) to SolarFest 2010</li> <li>➤ Free premium 10’ x 20’ exhibitor space at our 3-day festival (Space must be reserved by April 20, 2010)</li> <li>➤ “Benefits to all Sponsors” as listed above</li> </ul>
\$ 1,000	<b>Solstice</b>	<ul style="list-style-type: none"> <li>➤ Visibility with your company banner displayed at our annual 3-day festival.</li> <li>➤ One-eighth page festival program ad</li> <li>➤ 5 Weekend passes (or equivalent day passes) to SolarFest 2010</li> <li>➤ Free premium 10’ x 10’ exhibitor space at our 3-day festival (Space must be reserved by April 20, 2010!)</li> <li>➤ Sponsor recognition from the main stage during our 3-day festival</li> <li>➤ Company logo in our festival program and on our website w/ link</li> <li>➤ “Benefits to all Sponsors” as listed above</li> </ul>
\$ 500	<b>Sunburst</b>	<ul style="list-style-type: none"> <li>➤ Half price 10’ x 10’ exhibitor space at our 3-day festival (Space must be reserved by April 20, 2010)</li> <li>➤ Two complimentary weekend passes to SolarFest 2010</li> <li>➤ Free business card size festival program ad</li> <li>➤ “Benefits to all Sponsors” as listed above</li> </ul>



**SolarFest, Inc.**  
**2010 Sponsorship Pledge Form**  
***Our 2010 Festival Dates: July 16, 17 & 18, 2010***  
***www.solarfest.org***

*Deadline for Sponsorship is April 1, 2010*

**COMPANY INFORMATION**

*Please complete this form and return it to us. Help us to keep our records up to date by making corrections to your contact information. Thanks!*

Company / Organization Name: \_\_\_\_\_

Contact person: \_\_\_\_\_

Street Address: \_\_\_\_\_

City: \_\_\_\_\_ State: \_\_\_\_\_ Zip: \_\_\_\_\_

Phone: \_\_\_\_\_ Email: \_\_\_\_\_ Website: \_\_\_\_\_

**SPONSORSHIP PLEDGE**

*Please check one:*

**Super Nova \$10,000**

**Nova \$5,000**

**Aurora Borealis \$2,500**

**Solstice \$1,000**

**Sunburst \$500**

**Sponsor Booth requested:**  **Yes**  **No** (*Reservation forms will be sent to you separately and only if requested here. Reservation is required by April 20, 2010!*)

**Installments Requested:**  **Yes**  **No** (*We are happy to tailor payments to your needs.*)

**Amount Pledged:** \_\_\_\_\_

**Your Signature:** \_\_\_\_\_

**Date:** \_\_\_\_\_

No need to send money now. Sponsorship invoices as well as other important paperwork will be sent to you along with your official sponsorship confirmation letter. Please make a copy of this form for your records!

**Thank you for your support of SolarFest!**