



## SPONSORSHIP, ADVERTISING & PROGRAM OPPORTUNITIES

The Students of Edinboro for Environmental Defense (S.E.E.D.) are proud to present our first Green Energy Week and pleased to offer multiple sponsorship opportunities for your company or organization to promote and communicate directly to green energy end users along with students and faculty who are vanguards of the green movement and the leaders of the future!

*You will have access to hundreds of enthusiastic green consumers who are seeking information and products to satisfy their green appetites. Your participation in this event will serve to educate both students and the general public — and propel our country into a green, environmentally responsible energy future.*

**When:** Thursday, December 3, 2009 (main event)

**Where:** Edinboro University — Pogue Student Center

**The Event:** Green Energy Week will include a Green Movie Nite, Green Jobs Panel, Green Energy Speakers and Green Car Test Drives.

The main event of the week is the Green Energy Fair featuring environmental displays, presentations, demonstrations, workshops and environmentally friendly products and services (with a special focus on renewable energy).

**Attractions:** Eco-Elvis (*Live!*)                      Music                      Free Food  
 Door Prizes    Free Giveaways                      Participant Goodie Bags

**Promotion:** This event will be advertised in print, radio, billboard, broadcast e-mail and online. We ask that you consider adding our links and logos to any advertising you are doing encouraging people to come meet you at the Green Energy Fair!



### KEY FACTS:

- ✓ Edinboro University – Students: 7,700 Faculty: 400
  - ✓ Population of Edinboro, PA: approximately 6,700
  - ✓ Population of nearby Erie, PA: approximately 104,000
  - ✓ Expected participation: 3,000+ during the week; 500+ for the fair; 200+ for workshops
- Event website: <http://www.edinborogreenweek.org>

Deadline: **November 13, 2009**

*Feel free to suggest other compelling ways your organization can play a role in this great event!*

# GREEN FAIR EXHIBITORS

The Fair is your opportunity to connect directly with consumers!



## Exhibitor - \$25

- Opportunity to purchase ad space in program
- Name on exhibitor page on event website
- Name in the printed program
- Exhibitor space at the Fair
- Opportunity to include promotional materials in attendee packets

Exhibitor tables will be 6' or 8' long. The 4,700 square foot multipurpose room will be set-up in an open square, trade show style with tables around the outer edge of the room. Electricity can be provided at a limited number of tables.

Note: non-profit organizations providing information on alternate energy or living green will be allowed free exhibitor space.

## PROGRAM OPPORTUNITIES

Select one of these special program sponsor opportunities and your organization will be recognized with:

- Name or logo prominently displayed placards & signage
- Logo displayed as a special sponsor on the back cover of the program
- Name in the printed program & on event tee shirts
- Opportunity to participate in the introductions
- Logo or company name listed on the event website with a link to your homepage
- Opportunity to include promotional materials in attendee packets
- Name inclusion on scrolling screen display during fair



### Green Fair Entertainment — Eco Elvis - \$1,000 (one only)

Elvis lives and he has gone green! ([www.ecoelvis.com](http://www.ecoelvis.com))

*This extra special entertainment will drive more people to the fair and add a lot of fun!*



### Green Fair Refreshments - \$300 **SOLD!**

Participants will remember you when they **SOLD!** Refreshments are likely to be popcorn, hot chocolate, pizza.



### Green Movie Night — "The Age of Stupid" - \$500 (one only)

This film has gone viral! We will be one of the first colleges in the US to show this movie. ([www.ageofstupid.net](http://www.ageofstupid.net))

Anticipated attendance is between 250 and 500 people.



### Green Job Panel - \$500 (one only)

This will be one of our most popular activities of the week and one of the most practical!



### Green Guest Lecturers - \$5,000 (one only) **SOLD!**

Colin Beavan—No Impact Man is coming! This is big time green living. Don't miss this one.

# SPONSORSHIP OPPORTUNITIES

All sponsors will receive the gratitude and business of those who care about the environment!  
And the following recognition for your support:



## Terawatt Sponsor - \$2,500 (one only)

- Logo inclusion on all event promotional materials (posters, flyers, etc.)
- Mention of sponsorship in all press releases
- One full-page ad space in the printed program
- Key spot for company logo on event tee shirts
- Logo on home page of event website with link to your homepage
- Prominently highlighted inside the program; logo on the back cover in Terawatt position
- Exhibitor space at the Fair
- Up to two (2) banners displayed during the week\*
- Opportunity to include information sheet on company and/or promotional materials in attendee packet
- Logo inclusion on scrolling screen display during fair (PowerPoint format)



## Gigawatt Sponsor - \$1,000 (limited number)

- Logo inclusion on all event promotional materials (posters, flyers, etc.)
- One half-page ad space in the printed program
- Company logo on event tee shirts
- Logo on event website with link to your homepage
- Prominently highlighted in program; logo on the back cover in Gigawatt position
- Exhibitor space at the Fair
- One banner displayed during the event\*
- Opportunity to include information sheet on company and/or promotional materials in attendee packets
- Logo inclusion on scrolling screen display during fair (PowerPoint format)



## Megawatt Sponsor - \$500

- Name inclusion on all event promotional materials (posters, flyers, etc.)
- One quarter page ad space in the printed program
- Name in bold on event tee shirts
- Name on event website with link to your homepage
- Highlighted in the program; name on the back cover in Megawatt position
- Exhibitor space at the Fair
- One banner displayed during the event\*
- Opportunity to include promotional materials in attendee packets
- Name inclusion on scrolling screen display during fair (PowerPoint format)



## Kilowatt Sponsor - \$100

- One eighth page ad space in the printed program
- Name on event tee shirts
- Name on event website with link to your homepage
- Name on the back cover of program in Kilowatt position
- Exhibitor space at the Fair
- Opportunity to include promotional materials in attendee packets
- Name inclusion on scrolling screen display during fair (PowerPoint format)

*\*Banners to be provided by the sponsor*

# ADVERTISING OPPORTUNITIES

Participants will be given a program booklet with tips on how to save energy... with your advertisement!



Full Page	\$100	1/4 Page	\$25
1/2 Page	\$50	1/8 Page	\$10

- Program booklet to be 5.5" w x 8.5" h — color cover, b&w content — camera ready ads are due by November 16, 2009
- With enough advertisers, we will provide a booklet to every student and staff on campus and at downtown businesses

## DOOR PRIZES & GIVEAWAYS

"Free" will attract more participants and provide more excitement!



Please let us know if you are able to provide any "freebies".

- Door prizes will be awarded every half hour. Free giveaways will be given to participants at random
- Recognition for providing door prizes and giveaways will include mention in the program, inclusion on the scrolling screen display during fair and your name announced during the presentation.

## GENERAL INFORMATION

### Contact information:

M. Robert Marks, *Event Chair*

Rob@EdinboroGreenWeek.org  
(412) 352-4251

Room #3201 D — Highlands 2  
122 Perry Lane  
Edinboro, PA 16444

### Presented by:

Students of Edinboro for Environmental Defense The purpose of S.E.E.D. is to promote knowledge and awareness of environmental issues by participating in field trips, inviting guest speakers and arranging for "green" activities. The club also serves the local community through various volunteer projects such as highway and stream cleanups and creating nature trails.



### With assistance from:

Alpha Phi Omega. APO is a national service fraternity dedicated to developing leadership, promoting friendship and providing service to the campus of Edinboro University, the community, and the nation.



### Use of proceeds:

All of the money received from exhibitors, sponsors and advertisers will be used for costs associated with Green Energy Week events. In the event of a surplus, all remaining money will be used for programs and activities that help protect our environment and conserve our natural resources.

This event is possible because of your generous support.

**THANK YOU!**



EDINBORO UNIVERSITY GREEN ENERGY WEEK  
**Exhibitor, Sponsor and Advertising Form**

**DEADLINE: November 13, 2009**



**We wish to be an Exhibitor with booth space.**

(We will provide one table and two chairs)

- For Profit, \$25       Event Sponsor (sponsor fee includes booth space)  
 Not for Profit, Free



**We wish to place an ad in the Event Booklet.**

(See advertising specs on reverse side)

- Full Page, \$100     Half Page, \$50     Quarter Page, \$25     Eighth Page, \$10



**We wish to be an Event Sponsor.**

(See sponsor brochure for details)

Sponsor Category	Contribution	Sponsor Category	Contribution
<input type="checkbox"/> Terawatt	\$2,500	<input type="checkbox"/> Megawatt	\$500
<input type="checkbox"/> Gigawatt	\$1,000	<input type="checkbox"/> Kilowatt	\$100

*Contact us about a special Petawatt Host Sponsor opportunity*



**We wish to be a Program Sponsor.**

(See sponsor brochure for details)

Sponsor Category	Contribution	Sponsor Category	Contribution
<input type="checkbox"/> Eco-Elvis	\$1,000	<input type="checkbox"/> Fair Refreshments	\$300
<input type="checkbox"/> Green Movie Nite	\$1,000	<input type="checkbox"/> Green Job Panel	\$750
		<input type="checkbox"/> Green Guest Lecture	\$500

<b>Company or Organization:</b>			
Address:			
City:	State:	Zip:	
Email:		Website:	
Phone:		Do you need an outlet?	
Featured Product or Service:			
Authorized Signature			
<p><i>Make check payable to</i>  <b>S.E.E.D.</b>  c/o M. Robert Marks, Edinboro University  Room #3201 D Highlands 2 ▪ 122 Perry Lane ▪ Edinboro, PA 16444</p>			

**SEE REVERSE SIDE FOR ADDITIONAL DETAILS**

# INFORMATION FOR EXHIBITORS & SPONSORS:

## EXHIBITORS:

- Exhibitors must work directly with issues relating to renewable energy, energy efficiency, sustainable living or environmental conservation.
- Fair will be open to the public from 4:30 to 7:30 PM
- Exhibitor can arrive after 3:30 PM to set-up.
- Smoking is prohibited in any campus building
- Sound devices must be controlled so as not to interfere with others.

## ADVERTISORS

- Ad sizes:
  - 1/8 Page 2.25"w x 2.0"h
  - 1/4 Page 2.25"w x 4.25"h
  - 1/2 Page 5.5"w x 4.25"h
  - Full Page 5.5"w x 8.5"h
- All ads must be delivered by **November 16, 2009**
- Ads will be printed in Black and White. (cover will be color)
- Files should be provided camera ready in one of the following formats: Adobe Acrobat (.pdf); Photoshop (.psd, .tiff, .eps, .pdf); or Illustrator (.eps, .ai, .pdf)
- Your files should meet the following criteria:
  - 300 dpi (or higher); All fonts converted to outlines or included
- Please forward your ad by e-mail to: Mike@EdinboroGreenWeek.com  
Questions about ads? E-mail or call Mike at (412) 956-7117

## SPONSORS

- Please deliver all door prizes and sponsor inserts to Edinboro University by **November 24, 2009**. Make arrangements for drop off with Robert Marks – Rob@EdinboroGreenWeek.org.
- E-mail PowerPoint information for scrolling screen display to Mike@EdinboroGreenWeek on or before **November 20, 2009**.

## DEADLINES

- Booth, Sponsor & Advertising Application: November 13, 2009
- Program Ads: November 16, 2009
- PowerPoint info for Scrolling Display: November 20, 2009
- Door prizes/freebies delivered to EUP: November 24, 2009

## QUESTIONS:

- M. Robert Marks, *Event Chair*  
**Students of Edinboro for Environmental Defense**  
E-mail: Rob@EdinboroGreenWeek.org  
Cell phone: (412) 352-4251