

Dear Potential Earth Day Sponsor:

sus·tain·a·ble prac·tice, *noun* 1. the custom or habit of harvesting or using resources so that the resource is not depleted or permanently damaged

Piedmont Environmental Alliance (PEA) promotes sustainable practices in order to meet the needs of the present without compromising the ability of future generations to meet their own needs. A growing number of businesses, organizations, and individuals are adopting sustainable practices in order to protect the environment and save money. Educating the public about sustainable practices is PEA's central mission, and the Piedmont Earth Day Fair is the primary means through which we seek to fulfill that objective.

The Piedmont Earth Day Fair is a free community event hosted by PEA, a local grass-roots 501(c)(3) nonprofit organization funded solely by membership fees and donations. PEA is run by volunteers committed to educating the community about environmental issues and sustainable solutions. In addition to the Earth Day Fair held each April, PEA organizes events that carry the spirit of Earth Day throughout the year.

The 4th annual Fair will be held April 18, 2009 at our new location on the campus of Wake Forest University. This venue will enable us to greatly expand the number of exhibits and will accommodate thousands more visitors to the Fair. We expect more than 7,500 visitors to enjoy 100+ exhibits. New to the Fair this year will be a Green Jobs Fair and *Passport to the Earth*, a program featuring twelve geographically-themed educational activities for children.

It is impossible to list everything you'll find at the Fair or its potential impact on our community. The Fair serves as the seminal environmental event in the Piedmont Triad each year and is of vital importance to our transition to a sustainable community. Your sponsorship dollars will ensure the Fair's success, and your association with the Fair will generate goodwill among all who know of and benefit from your financial support. Together, Piedmont Environmental Alliance and our generous sponsors will help build a sustainable future for our community and for generations to come.

Attached is a list of sponsorship opportunities for the 2009 Fair. The opportunities shown meet the requirements of most of our sponsors; however, you may have a project or promotion that requires special arrangements. Please contact PEA to discuss your special requirements. We will craft a sponsorship package that meets your needs and your budget.

For more information about PEA and the Piedmont Earth Day Fair, please visit www.peaNC.org.

Sincerely,

Terri E. LeGrand, Executive Director
Piedmont Environmental Alliance
tlegrand@peaNC.org
www.peaNC.org
(336) 624-6755

www.peaNC.org



2009 Piedmont Earth Day Fair Sponsorship Opportunities

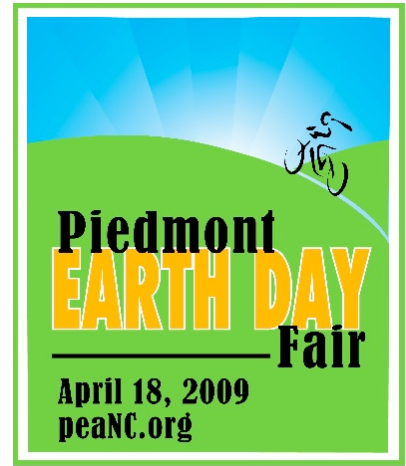
As an earth day sponsor, you will be joining local businesses and organizations in contributing to environmental education, action, and change. The Piedmont Earth Day Fair could not be sustained without the generous financial support of our sponsors. Fair attendance is free, and the fees paid by exhibitors cover only a small part of the cost of producing the event. Piedmont Environmental Alliance invites you to sponsor the Fair at one of the following levels:

	Green	Platinum	Gold	Silver	Bronze	Friend
Cash Business	\$8,000	\$5,000	\$2,500	\$1,000	\$ 500	\$ 250
Cash Nonprofit	\$6,000	\$3,500	\$1,000	\$ 500	\$ 250	\$ 150
In-Kind	\$16,000	\$10,000	\$5,000	\$2,000	\$1,000	\$ 500
Newspaper Ads	Lead Placement with Logo	Logo	Listed			
T-shirts	Lead Placement with Logo	Logo	Listed			
Posters	Lead Placement with Logo	Logo	Listed	Listed		
Earth Day Fair Webpage	Lead Placement with Logo	Logo	Listed	Listed	Listed	
Program Guide and Map	Lead Placement with Logo	Listed	Listed	Listed	Listed	
Sponsor Booth Space	Prime Location	Provided	Provided	Provided	Provided	Provided
One Year PEA Membership (1/1/09 – 1/1/10)	Included	Included	Included	Included	Included	Included
One Year Listing in PEA Eco-Directory, if qualified	Included	Included	Included	Included	Included	Included

Special Sponsorship Opportunities: The following special sponsorship opportunities are offered at the levels indicated and include signage at the Fair as well as other special recognition.

- **Passport to the Earth** (Platinum) – Banner at Children’s Activities Tent and signage at each passport booth
- **Zero Waste** (Platinum) – Attribution in press releases promoting Zero Waste plan, signage at all waste stations
- **Green Cars Parade** (Gold) – Signage at Green Car Parade site
- **Entertainment** (Gold) – Banner at the main stage
- **Green Jobs Fair** (Gold) – Banner at entrance to the Green Jobs Fair area
- **Sustainable Eating** (Gold) – Banner at entrance to food and beverage area
- **Demonstrations** (Gold) – Banner at entrance to demonstrations stage
- **Panel Discussions** (Gold) – Banner at entrance to Panel Discussion tent

2009 Piedmont Earth Day Fair Sponsorship Commitment Form



Name of Organization (as desired to appear in all marketing materials) _____

Sponsorship Level (check one)

Green Silver
 Platinum Bronze
 Gold Friend

Special Sponsorship: _____

\$_____ Total Included with Application

Primary Contact _____ Phone _____

Contact's Title _____ Fax _____

E-mail Address _____

Address _____

City _____ State _____ Zip _____

Secondary Contact _____ E-mail _____

Website, if applicable _____

Would you like a booth at the Fair? Yes No (no additional fee)

Will you need electricity at your booth? Yes No (not guaranteed; limited availability)

Would you like our Demonstrations Coordinator to contact you about the possibility of reserving a slot on our demonstrations schedule? Yes No

Liability Waiver:

We, _____, hereby agree to indemnify and hold harmless Piedmont Environmental Alliance, Inc., its directors, officers and volunteers, and Wake Forest University, from and against any and all loss, including attorney fees, damages, expenses and liability resulting from our participation in the 2009 Piedmont Earth Day Fair. We understand we are solely responsible for set-up, participation and clean up of our rented space. We accept responsibility for damages caused to our rental space that might occur as a result of our participation at the Fair.

Print Name _____ Sign Name _____ Date _____

Make checks payable to: PEA
Mail form & check to: Piedmont Environmental Alliance
1959 N Peace Haven Rd. #257, Winston-Salem, NC 27106