



2010 PIEDMONT EARTH DAY FAIR  
*A Day Of Action*



**piedmont  
environmental  
alliance**

*Connecting People to Preserve Our Planet*

# Dear Community Partner

The 5th annual Piedmont Earth Day Fair will be held April 17, 2010, at Wake Forest University. The Fair is a free community event hosted by Piedmont Environmental Alliance (PEA), a local grass-roots 501(c)(3) nonprofit organization. The Fair is organized by volunteers committed to educating the community about environmental issues and sustainable solutions.

When you have experienced tremendous success, it is difficult to imagine how you will improve. But, change and improvement are required for continued growth, and only through continued growth can we hope to achieve our goal of connecting people to preserve our planet.

In the past, the Fair has provided a centrally located demonstrations venue. For 2010, we will offer “teaching tents” throughout the Fair where hands-on demonstrations on a variety of topics will instruct and inspire Fair guests to take action in their own lives. All interested sponsors and exhibitors may apply to demonstrate in a teaching tent adjacent to or near their booth space. Sponsors are given priority.

The past year has been one of great progress by local, state, and the national governments in the area of environmental sustainability. At the 2010 Fair, we will showcase the positive changes that have been implemented by local municipalities on issues such as climate change, air & water quality, land use preservation, and energy. This feature of the Fair will demonstrate that individual action must be supported on a grander scale through government action.

Everyone is talking about the green economy. Last year, the Fair offered a Green Jobs booth to highlight the opportunities available locally in this growing field. For 2010, we will seek to partner with local colleges, universities, and the Chamber of Commerce to enhance and enlarge this exhibit.

Since its inception, the Fair has offered high quality, engaging, and educational children’s activities. For 2010, we will provide children with fun opportunities to take immediate action in meaningful ways. We will benefit from the expertise of our Community Partners, who will teach children how to preserve our planet at exhibits spread throughout the Fair. Special flags will mark each Community Partner exhibit participating in the children’s activities program.

The 2010 Fair will document the actions of thousands of visitors. We will inspire Fairgoers to commit to meaningful action that will preserve our planet -- at the Fair, on Earth Day, and every day.

Piedmont Environmental Alliance is proud to present the 5th annual Piedmont Earth Day Fair on the 40th anniversary of Earth Day. Join with PEA to support and promote sustainable practices in our community.

Sincerely,

Terri LeGrand, Co-Chair  
Piedmont Earth Day Fair Organizing Team  
tlegrand@peaNC.org

Janet Loew, Co-Chair  
Piedmont Earth Day Fair Organizing Team  
jloew@peaNC.org

Fair Attendance	
2006	450
2007	1,800
2008	3,000
2009	7,000

# Sponsorship Opportunities

	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 Value	\$16,000	\$10,000	\$5,000	\$2,000	\$1,000	\$ 500
VIP Parking at the Fair	2 spots	1 spot				
Newspaper & Magazine Ads	Lead Placement with Logo	Logo	Listed			
T-shirts	Lead Placement with Logo	Logo	Listed			
Winston-Salem Journal Insert	Lead Placement with Logo	Logo	Listed	Listed		
Table Tents at area Restaurants	Lead Placement with Logo	Logo	Listed	Listed		
Posters	Lead Placement with Logo	Logo	Listed	Listed	Listed	
Special Signage at Fair	Lead Placement with Logo	Logo	Listed	Listed	Listed	
Website	Lead Placement with Logo on All Pages	Logo on all Pages	Listed on all Pages	Listed on Earth Day Fair Page Only	Listed on Earth Day Fair Page Only	Listed on Earth Day Fair Page Only
Fair Map	Lead Placement with Logo	Logo	Listed	Listed	Listed	Listed
Earth Day Window Sticker	Provided	Provided	Provided	Provided	Provided	Provided

## All sponsorship levels include

- a single 10'x10' booth space (Green & Platinum may receive more space, possibly tented)
- a one-year membership in Piedmont Environmental Alliance (1/1/10 - 1/1/11)
- a one-year listing in the PEA eco-directory, if qualified
- premium booth location based on your organization's needs
- early booth assignment
- an Earth Day Fair Sponsor "button" for your website

We have worked hard to ensure that businesses and organizations of all sizes have an opportunity to participate in a meaningful way. If you have a project or promotion that requires special arrangements, please contact us. We will be glad to work with you to craft a sponsorship package that meets your needs and your budget.

# Benefits of Sponsorship

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.

Benefits of sponsorship include:

- association with the largest Earth Day event in NW North Carolina on the 40th anniversary of Earth Day;
- demonstration of a commitment to protecting our planet and improving our community to your employees, clients and/or customers;
- support of an event and a non-profit organization that is working to improve the health and quality of life for area residents and future generations;
- networking with those who can assist your organization towards becoming more sustainable.

PEA's promotion of the Fair will include:

- advertising in local newspapers and magazines (over 1.8 million marketing impressions for our sponsors last year);
- on-line advertising via PEA website and numerous other community partner sites;
- an aggressive email campaign to generate awareness and word of mouth;
- flyers sent home with over 30,000 school children;
- posters and banners placed strategically throughout the Piedmont Triad;
- a special insert in the Winston-Salem Journal that promotes our event, our exhibitors and our sponsors.

## Guests at the Fair Report High Levels of Satisfaction

*How likely are you to attend next year?*

Very	79%
Somewhat	17%
Neutral	2%
Not Likely	2%

*What did you enjoy most about the Fair?*

Exhibits	83%
Being Outdoors	54%
Demonstrations	38%
Food	33%
Networking	25%

*How likely are you to purchase products & services from exhibitors and sponsors?*

Very	21%
Somewhat	69%
Neutral	10%
Not Likely	0%

## Our Exhibitors are Overwhelmingly Satisfied

Exhibitor Ratings	excellent	good	fair	poor
registration	54%	45%	1%	0%
coverage in media	52%	35%	10%	3%
booth placement	46%	46%	7%	1%
quality of facilities	61%	36%	3%	0%
location of fair	70%	19%	9%	2%
attendance	61%	36%	3%	0%
quality of volunteers	73%	25%	1%	1%
overall rating	68%	26%	6%	0%

# Commitment Form

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

Sponsorship Level (check one)

Green  Platinum  Gold  Silver  Bronze  Friend

\$\_\_\_\_\_ Total Included with Application

Description and value of in-kind gift, if applicable: \_\_\_\_\_  
\_\_\_\_\_

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)

Are you interested in doing a demonstration in one of our teaching tents? Yes  No

Are you interested in hosting a children's activity? 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 2010 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