



Change the World, Start with **ENERGY STAR[®] Campaign**

Local Event Sponsorship

Opportunity Q & A

2008 Tour Highlights



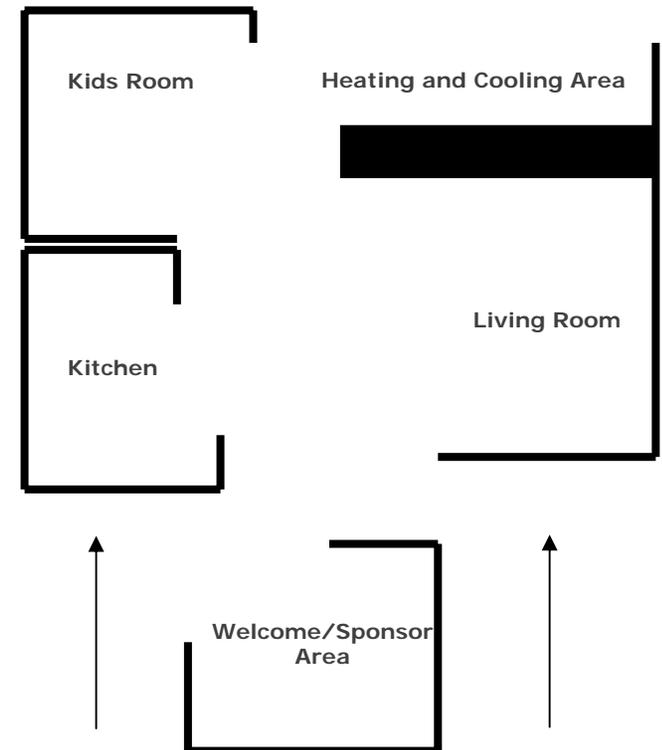
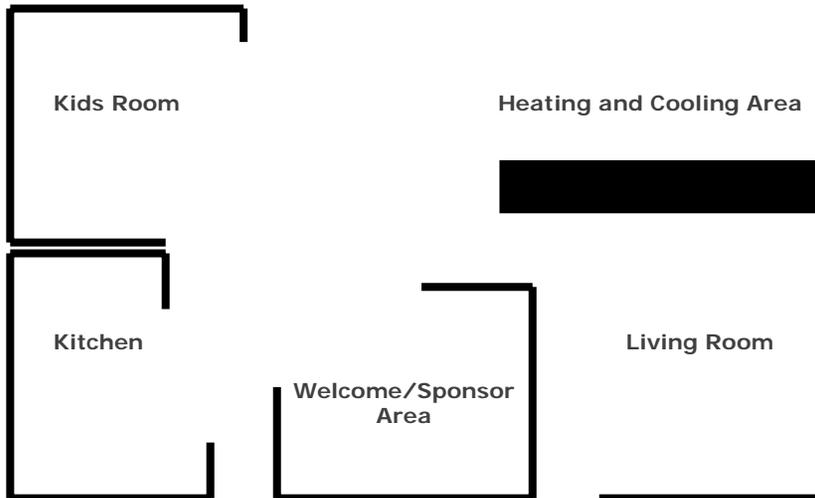
- Number of visitors: 30,000+
- Number of pledges: 5,528
- Number of in-depth interactions (sharing of 2+ message points): 7,654
- Video Testimonials: 166
- High-profile local media: nearly 3 million media impressions



Event Structure



- Full installation is 1,500 square feet
- Examples of preferred 30' X 50' configurations from 2008 Home Exhibit Tour



Event Structure Photos



Example of layout – *Atlanta, GA*



Aerial view of layout – *Chicago, IL*

Event Structure Photos



Welcome Center/Sponsor Area – *San Francisco, CA*

Heating and Cooling Display – *Atlanta, GA*



Kitchen Area – *Plano, TX*

What to Include in Your Proposal



1. Brief organizational profile
2. Brief summary of your connection to energy efficiency education and/or your work with EPA's ENERGY STAR program
3. Specify at least 2 service project ideas
 - Projects should tie into efforts of local community service groups and/or provide a connection to the programs you offer
 - Projects should relate to key themes of Change the World, Start with ENERGY STAR campaign as well as ENERGY STAR qualified products, practices, and home improvement



What to Include in Your Proposal



4. Identify proposed event location/target venue(s)
 - Should accommodate 1,500 square foot event structure
 - Location should attract foot traffic (e.g., fair, festival, park, or tourist attraction)
5. Indicate preferred dates and times
 - Four events slated to take place between August and November 2009, but willing to receive proposals for the March/April 2010 timeframe
 - Events should be at a minimum two days (and venue access prior to and post event)
6. Specify products and practices you intend to highlight during your event

What to Include in Your Proposal



7. Identify organizations you plan to work with in developing and implementing your event
 - Co-sponsorship allows for a large variety of educational information and a wide reach to consumers
 - EPA can help facilitate these relationships
8. Outline a preliminary marketing plan
 - Should include past experience in promoting events and indicate ideas for future promotion
9. Provide contact information for your event liaison to the EPA Event Team



Other Considerations for Event Planning



- Promotional materials/collateral to give to consumers during the event
 - Giveaways and event signage are often key elements to a successful event
 - Examples include: holiday LED light strings, CFLs, reusable bags, etc.
- ENERGY STAR products
 - Sponsors should be willing to coordinate with other ENERGY STAR partners, as relevant, to outfit the exhibit home with products
- Media and promotion
 - Sponsors should coordinate with EPA's event public relations team on local and regional media coverage for the event
- Staffing the event
 - Sponsors should be willing to staff the event structure during event days



Additional Information



CHANGE THE WORLD, START WITH ENERGY STAR

“ I pledge to do my part to save energy and help fight global warming. ”

First Name* _____ E-mail* _____

Zip Code* _____

(* indicates a required field)

I pledge to:

Replace at least one light in my home with an ENERGY STAR qualified one.
How many bulbs do you plan to replace with an ENERGY STAR qualified bulb? (up to 50) _____

Make my home heating and cooling system work better. I will:

- Set or program my thermostat to save energy while I'm asleep or away from home
- Have my heating and cooling equipment tuned-up by a professional and change my air filter
- Seal obvious leaks and repair disconnections in my home's duct system

Make sure my home is well sealed and insulated. I will:

- Seal my home's envelope (outer walls, ceiling, windows, doors, and floors) with caulk, spray foam, or weather stripping, and add insulation to the attic.

Choose ENERGY STAR qualified equipment for my home office. I plan to purchase a(n):

- Computer
- Monitor
- Multi-Function Device
- Fax
- Ink-Jet Printer

Choose ENERGY STAR qualified home theater products. I plan to purchase a:

- TV
- DVD player
- Home Theater in a Box (sound system)

Enable my ENERGY STAR computer and monitor to sleep while I'm away.

Choose ENERGY STAR qualified products for my kitchen and laundry. I plan to purchase a:

- Clothes Washer
- Dish Washer
- Refrigerator

Purchase ENERGY STAR holiday lights this holiday season: I plan to buy _____ light strings

- I'd like to receive quarterly e-mails from ENERGY STAR with energy-saving tips.

PRIVACY POLICY: Your identifying information will be used only for the purpose of the ENERGY STAR Pledge. This information will never be provided or sold to third parties. If you are under 13 years old, ask a parent or guardian to complete the pledge for you.

Products that earn the ENERGY STAR prevent greenhouse gas emissions by meeting strict energy efficiency guidelines set by the U.S. Environmental Protection Agency and the U.S. Department of Energy. www.energystar.gov



- The ENERGY STAR Pledge is a cornerstone call to action and central talking point of the Tour
- A sponsorship agreement must be signed by all parties *before work begins*

Next Steps



- **March 30:** Deadline for responding to EPA with 5-page proposals
- **April 14:** Sponsorship award notification
- **April 22, 2009:** Earth Day campaign launch and announcement of sponsorships and events

Contact Information



- Please direct questions about local events to:
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Q & A

