



# CHANGE THE WORLD, START WITH ENERGY STAR

## Change the World, Start with ENERGY STAR 2010 Events Sponsorship Criteria

The following criteria provide requirements for ENERGY STAR partners and pledge drivers who are interested in sponsoring an event for the 2010 Change the World, Start with ENERGY STAR campaign. These events feature the ENERGY STAR Exhibit House, a custom-built, interactive exhibit structure modeled after EPA's [ENERGY STAR @ home](#) online consumer education tool.

If your organization is interested in this exciting sponsorship opportunity, please submit a two- to four-page response to EPA addressing the posted criteria by June 11, 2010. Please direct questions to April Wright at [changetheworld@cadmusgroup.com](mailto:changetheworld@cadmusgroup.com).

### Venue

Sponsors should choose an established venue that can accommodate a full installation of the 1,500 square foot event structure. The Campaign Exhibit House is approximately 30' x 50', but can be configured a number of ways.

- The venue may be indoors or outdoors, but the sponsor is responsible for protecting the Exhibit House from the elements (i.e., with tenting at an outdoor event).
- Additionally, the venue should be in a setting or location that has built-in foot traffic in at least the five digits (10,000+) over the course of a two-day event, such as a fair, festival, or special event; park or tourist attraction; etc.
- Venues that are part of an existing event ensure optimal exposure and continuous consumer interaction.
- The venue should be located in a top-25 media market (top metropolitan areas by population <http://www.mediainfocenter.org/compare/top50/> )

### Timing

EPA is looking for sponsors who can showcase the Campaign Exhibit House during a two-to-three day event, preferably over a weekend to maximize consumer traffic, and between late April 2010 and October 2010. (Note—The Exhibit House is already booked for the last week-and-a-half of August-first week of September.)

### Cost

Sponsors must be able to cover all in-market costs, including:

- Labor and travel costs incurred by the event production company to set up, secure, maintain, oversee, and tear down the Exhibit House structure.
- All requirements for showing and protecting the Exhibit House and its displays, as well as meeting all the cost requirements of the chosen venue.

ENERGY STAR®, a program sponsored by the U.S. Environmental Protection Agency, helps us all save money and fight climate change through energy-efficient products and practices. Learn more. Visit [www.energystar.gov](http://www.energystar.gov).



Guidance for Exhibit House requirements will be provided by EPA and its contractors, and by the event management for the established venue. Costs for exhibit set-up through tear-down mentioned above are determined by the location, length of event, access to venue for loading and unloading, union or non-union labor requirements, etc., but generally run between \$25,000 and \$40,000. EPA pays the cost of transporting the Exhibit House to and from the sponsor's venue, and for one to three on-site ENERGY STAR brand ambassadors (EPA and/or its communications support staff).

### **Internal Organizational Structure**

In order to manage the demands and details of sponsoring a very large exhibit at a high-traffic venue, potential Sponsors need to have:

- Experienced event staff available in-house or an outside event specialty agency whom they can engage to manage the ENERGY STAR co-branded event.
- An accessible pool of people for staffing the Exhibit House with employees and/or volunteers during the hours that the event is open to the public as well as set up and clean up times. A range of 8-15 volunteers *per shift* are necessary, depending on time of day, traffic flow of event, etc.
- Engagement with EPA's communications support contractor for the campaign. They will provide turnkey materials to sponsors that are specific to hosting the ENERGY STAR Exhibit House, and will provide designated counsel, technical assistance, and support for sponsored events.

### **History with EPA's ENERGY STAR Program**

Sponsors must:

- Have a history with and understanding of energy efficient products and practices for homes and consumers
- Be in line with ENERGY STAR core messages, and
- Preferably are partners in good standing with one or more ENERGY STAR programs.

### **Media and Promotion**

- Sponsors should be actively engaged in promoting the event in the media and driving the public to the ENERGY STAR Exhibit House before the event, as well as attracting visitors during the event through good placement of the exhibit, strategic signage placement, promotions and giveaways, etc.
- Sponsors are also responsible for soliciting any strategic, earned media coverage that may be appropriate in their various markets. Sponsors must include Change the World, Start with ENERGY STAR in their media messaging, and national or regional EPA spokespersons can usually be available to media.

### **Measurements of Success**

- Sponsors should be willing and able to track and report on EPA's metrics for event success. These include counting number of visitors to the exhibit, and may include providing examples of questions asked or one-on-one exchanges about ENERGY STAR.
- EPA also requests that Sponsors encourage visitors to take the ENERGY STAR pledge to save energy, and collect pledges at the event. Paper pledge templates and pledge collection forms will be provided.
- Sponsors are also asked to report on any media coverage that mentions ENERGY STAR and provide electronic or paper clippings of coverage.

Additionally, event sponsors may need to work with other ENERGY STAR Partners, specifically related to securing ENERGY STAR qualified products to populate the rooms of the Exhibit House (we will provide a list of needed products and can provide a list of manufacturer or retail partners for outreach through EPA). Sponsors may also choose to invite other interested partners to co-sponsor events, for a more robust event or to share event costs.

### **Local Event Sponsor Responsibilities**

- (a) Host the local consumer outreach event, which will showcase and feature the custom-built, interactive exhibit structure.
- (b) Select and secure an event location with attractive traffic flow, suggested dates/times of day, and positioning of the event where the Exhibit House footprint can be accommodated.
- (c) Procure a staging package sufficient for Exhibit House electrical needs (generator, cables, electrical cords, ramps, etc.).
- (d) Secure permits for tenting and acquire a tent for the exhibit if the event is outdoors.
- (e) Ensure labor for Exhibit House set-up and tear down, management and security.
- (f) Promote event to drive consumer traffic to the event location.
- (g) Create and produce local event signage and promotional materials (EPA will provide creative templates and will require approval of all final local event signage. Local event sponsors are responsible for developing and printing their promotional materials).
- (h) Coordinate with other partner organizations, if any, to develop and implement your event.
- (i) Select/obtain ENERGY STAR qualified products to integrate into the exhibit home and spotlight at the event.
- (j) Encourage regional and local media coverage.
- (k) Order supporting ENERGY STAR collateral from NSCEP.
- (l) Provide employee and/or volunteer staffing at the event, and manage staff to setup and breakdown event exhibit structure, plus associated supplies (e.g., dollies, staging materials, electrical and PA equipment, etc.) and prepare the exhibit structure for transport to and from the event.
- (m) Gather and log metrics during the event to provide EPA.

### **US Environmental Protection Agency Responsibilities**

- (a) Pay for shipping the entire event exhibit structure, including all associated banners, signage, set-dressing, and displays developed by EPA for use in the exhibit.
- (b) Include local event sponsors in EPA promotional materials and messaging about campaign events.
- (c) Provide ENERGY STAR marks and messaging for event signage and materials.
- (d) Provide national ENERGY STAR consumer education collateral, and engaging ideas for collecting ENERGY STAR campaign pledges.
- (e) Publicize the event and recognize sponsors by posting photos, testimonials and local event sponsor(s) logo(s) on energystar.gov.