



"SLA provides useful and relevant workshops that demonstrate actionable ideas that we can each use to live in better harmony with our environment."

- M. Coley, Sustainable Living Fair Attendee



Sustainable Living Fair

SUSTAINABLE LIVING ASSOCIATION

EDUCATING PEOPLE AND COMMUNITIES
TO MAKE HEALTHY SUSTAINABLE CHOICES

SPONSORSHIP OPPORTUNITIES

The Sustainable Living Association collaborates with corporate leaders in the sustainable living industry through its Annual Sponsorship Program. These companies receive recognition as leaders in the sustainable lifestyle realm, renewable energy industry and green business communities.

Consider the impact your business will have when you partner with one of the most progressive, well established, nationally recognized organizations providing sustainable education and information for the Rocky Mountain region.

ABOUT THE SUSTAINABLE LIVING ASSOCIATION

For the last decade the Sustainable Living Association has been at the forefront of the sustainable living and lifestyle movement in our region.

The Sustainable Living Association is a 501(c)(3) non-profit organization committed to applying vision and expertise toward a sustainable future for all. We are a solution-driven organization with the distinguishing quality to move people toward powerful and profound choices in an effort to stave off complacency about issues affecting our world.

Our educational programs, workshops and community events deliver valuable, long-term benefits for a wide range of community interests that improve the relationship between people and the environment.

HOW TO PARTNER...

2012 PROGRAMS & EDUCATIONAL EVENTS

The Sustainable Living Association provides numerous opportunities for businesses to engage in and support our ongoing community efforts to educate, inspire and motivate citizens to make conscious and deliberate choices about the services or products you provide.

SUSTAINABLE LIVING SUPPORTERS ARE **SOLUTION DRIVEN,**
ENVIRONMENTALLY CONSCIOUS, FORWARD THINKERS,
WHO ARE **SELF-RELIANT,** PASSIONATE, **DO-IT YOURSELF** PEOPLE
LOOKING FOR YOUR **PRODUCTS AND SERVICES.**

Annual Business Sponsorship of the Sustainable Living Association

Through sponsoring the Sustainable Living Association your company has an unparalleled opportunity for visibility and branding within the sustainable lifestyle realm. Your company will be positioned as a partner with ALL of our annual programs.

Sustainable Living Fair, September 15-16

For twelve years the Sustainable Living Association has hosted the Sustainable Living Fair, the largest event of its kind in the Rocky Mountain region. As a working model of how to live and succeed within the realm of environmental and social responsibility, the Fair has become a national destination point for sustainable education and information. This 2-day event positions 250 businesses in front of 12,000 participants annually.

Earth Day Fort Collins, April 21

Earth Day is a combination of activities and events for the entire family that encourages and inspires community members to honor the Earth every day and make tangible efforts toward environmental conservation and preservation. Sixty exhibitors are featured at this free public event.

Year-Round Workshop Series, 40 Workshops in 2012

The Year-Round Workshop Series features diverse, educational programs and workshops that provide creative solutions for improving the relationship between people and the environment. By providing people with the latest technology, products and information they can more readily embrace new approaches to creating and maintaining sustainable communities and adopting environmentally friendly lifestyles. Workshops are taught by area experts from across Northern Colorado.

**CHOOSE YOUR LEVEL OF SUPPORT AND COMMUNITY
ENGAGEMENT**





MARKETING OPPORTUNITIES WITH THE SUSTAINABLE LIVING FAIR

The Sustainable Living Fair partners with numerous media sponsors every year, in order to reach the broadest audience possible. This annual campaign includes local, regional and national print advertising, regional radio spots and interviews, website banner ads with media sponsors, complete social media interface and numerous press releases geared towards relevant media sources.

Internet Exposure

- Sustainable Living Fair listserve is comprised of 9,000 contacts
- The Sustainable Living Fair banner is featured on multiple internet platforms through our impressive media partnerships

Advertising Exposure

- **Print Advertising:** HomePower Magazine, BackHome Magazine, Backwoods Home, Solar Today, ReDirect Guides, Coloradoan, Edible Front Range, Elevation Outdoors, Rocky Mountain Parent, Mountain Gazette, High Country News, Boulder Weekly, Bouldergeranic, Folks Fest & Rocky Grass Program Guides, NEXUS, Scene Magazine, Westword, Zone 4 Magazine, The Yoga Connections.
- **Radio:** reaching listeners in Fort Collins, Boulder, Denver and their surrounding areas, on KUNC, KRFC, TRI-102, 99.9 The Point, AM 760, 103.5 The Fox and 107.9 The Bear

Press Room

The Press Room at the Fair provides a venue for electronic and print media to facilitate on-site coverage of the event to local, regional and national markets. Focus Area Sponsors will have their logos strategically placed in the Press Room during weekend coverage.

Past Keynote Speakers

Over the years we have heard inspiring words from famous actors, environmentalists, activists, entrepreneurs, authors, musicians and more. Our attendees have come to expect informative, well-spoken and motivating speakers like these and this year will be no exception.

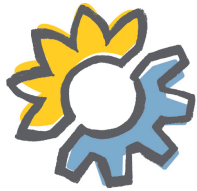
Yvon Chouinard - Patagonia, **Woody Harrelson** - Actor, **Julia “Butterfly” Hill** - Activist, **Gary Erickson** - Cliff Bar, **Nick Forester** - etown, **Jonette Napolitano** - Concrete Blonde, **Denis Weaver** - Actor, **Dr. Wes Jackson** - Land Institute, **Ed Begley, Jr** - Actor-Activist, **Amy Goodman** - Democracy Now!, **Randy Udall** – CORE, **Bryan Welch** - Ogden Publishing, **Francis Moore Lappé** - Diet for a Small Planet, **George Siemon** - Organic Valley, **Winona LaDuke** - activist and environmentalist, **John Hickenlooper** as Mayor of Denver and more!

Ray Aberle, Fair Director

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www.SustainableLivingFair.org



**Sustainable
Living
Fair**

13th ANNUAL SUSTAINABLE LIVING FAIR

September 15-16, 2012

Legacy Park, Fort Collins, Colorado

By becoming a sponsor of the Sustainable Living Fair, you are partnering with the longest running and largest event of its kind in the Rocky Mountain region! The Sustainable Living Fair highlights real options for real people. Put your company in front of 12,000 people who embrace new approaches to creating sustainable communities and adopting environmentally friendly lifestyles along the way.

FOCUS AREA SPONSORSHIP - \$15,000

Providing maximum brand exposure. Reflect your company's values and efforts in the focus area that best fits your demographic. (one sponsorship per area available)

Exclusive Sponsorship of one of the following areas:

- Family Planet
- Alternative Vehicle Pavilion
- VIP Room
- Keynote Event
- Real Food Market & Old Thyme Contests

- Exclusive logo signage in Focus Area
- Opportunity for participation as a speaker or presenter at the Sustainable Living Fair
- Logo on ALL Fair print and electronic advertising and mailings
- Full Page Ad in Fair Program, 150-word description and exclusive sponsorship of the page(s) promoting your Focus Area of choice
- Logo featured on Fair website and exclusive promotion of chosen Focus Area of website
- Rotating 2" x 2" advertisement on Fair homepage
- Social Media Two Week-long Feature
- Acknowledgement in all Sustainable Living Fair press releases and press packets
- Two High Exposure Booth Spaces
- Business Membership with Sustainable Living Association
- Special invitation to fundraising parties and networking events
- 8 VIP All Access Passes to the Fair
- 2 invitations to Drinks with Interesting People event Saturday of the Fair
- 2 Sustainable Living Fair T-shirts



SustainableLivingAssociation.org
970.224.3247



SUSTAINABLE LIVING FAIR STANDARD SPONSORSHIP LEVELS

The Sustainable Living Fair provides numerous opportunities for businesses to engage in and support our ongoing community efforts to educate, inspire and motivate citizens to make conscious and deliberate choices about the services or products you provide.

❖ Visionary Sponsor - \$10,000

- Logo on all Fair print and electronic advertising and mailings
- Full Page Ad in Fair Program plus a 150-word description
- Logo featured on Fair website
- Mentions on Main Stage throughout event
- Logo Displayed on banner at Main Entrance and the entrance of a workshop tent??
- 4 Social Media Features
- Two High Exposure Booth Spaces
- 6 VIP All Access Passes to Fair
- Business Membership and Benefits in the Sustainable Living Association
- 4 Sustainable Living Fair T-shirts

❖ Green Sponsor - \$6,000

- Logo on all Fair print and electronic advertising and mailings
- Full page color ad in the Fair Program
- Logo featured on Fair website
- Logo Displayed on banner at the entrance of a workshop tent??
- 2 Social Media Features
- One high exposure booth space in sponsor area
- 2 VIP All Access Passes to Fair
- 2 Sustainable Living Fair T-shirts

❖ Organic Sponsor - \$3,000

- Logo in Fair Program and on Fair website
- Company listed as a Sponsor in regional advertising and on Fair Poster ??
- Half Page ad in Fair Program
- One high exposure booth space in sponsor area
- 10 Weekend Fair passes
- Sustainable Living Fair T-shirt

❖ Future Generations Sponsor - \$1,500

- Company listed as a Sponsor on Fair website and Fair Program
- Quarter-page ad in Fair Program Guide
- One high exposure booth space in sponsor area
- 6 Weekend Fair passes

❖ Renewable Sponsor - \$800

- One booth space in sponsor area OR Half Page ad in Fair Program
- Company listed as a Sponsor on Fair website and Fair Program
- 2 Weekend Fair passes

