



ecofair360.com

July 8-10, 2011

Walworth County Fairgrounds,
Elkhorn, WI

Embracing green commerce!

EcoFair360 is a 3-day
event spotlighting
green businesses
and organizations
including:
renewable energy,
green building,
sustainable practices
and
organic/local produce.

Sponsorship Invitation for EcoFair360

Why Green?

Because green is where people are spending their money NOW.

Why EcoFair360?

Because EcoFair360 is where they are coming
to find green products, services and information.

- EcoFair360 is the only comprehensive green festival in area
- 12,000,000 people live within 75 miles of our Fair
- 1,000,000 people will see our promotions
- 5,000 - 7,000 attendees over 3 days
- 250+ Exhibitors
- 100+ Speakers

Sponsor EcoFair360 and reach your target audience: people spending money NOW.

- 60% of consumers say they prefer to purchase from environmentally responsible companies.
- 75% of people consider environmental and social aspects in deciding what to buy.
- One in three buyers is willing to pay more for green.

Sponsorship Benefits

- Your brand on this 3-day event
- Exposure through multiple communication channels and partnerships including:
 - Radio and print ads
 - Partnership communication
 - Social media
 - Newsletters and E-blasts
 - On the EcoFair360 website and in printed Fair Guide for 12 months

Opportunities

Sponsorships

Many levels available, all with great promotional value and exposure

Exhibitors

Join 250+ great businesses to show attendees your goods and services

Speakers

Make a presentation about your green area of expertise

Volunteers

Make new friends while helping "Green Happen" at the Fair

"Our sponsorship at EcoFair360 put us in front of the right audience with the message that we wanted to share. The positive reflection on our business was the exact reaction we were looking to find in this geographic area."

Hans Herrmann, President,

Cost Containment International



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\$20,000 SHOW

2 available

\$10,000 Eco-
VISIONARY

5 available

\$5,000 Eco-
LEADER

10 available

\$2,500 Eco-
PARTNER

\$1,000 Eco-
ALLY

\$500 Eco-
HELPER

\$250 Eco-
FRIEND

Sponsorship Opportunities

At EcoFair360

2 Premium (orange) booths
Priority booth selection
Booth signage indicating sponsorship
50 three-day admission and parking passes
Space in Fair sponsor literature center

2 Premium (orange) booths
Priority booth selection
Booth signage indicating sponsorship
20 three-day admission and parking passes
Space in Fair sponsor literature center

1 Premium (orange) booth
10 three-day admission and parking passes
Space in Fair sponsor literature center

1 Premium (orange) booth
10 three-day admission passes

1 Standard (blue) booth
4 three-day admission passes

2 three-day admission passes

In EcoFair360 Marketing

Full Page ad in 4-color Fair Guide
Logo featured in Guide Sponsor Page
Logo featured on all Fair Signage
Logo featured in all Fair marketing
Logo featured in all sponsor listings

Half Page ad in 4-color Fair Guide
Logo featured in Guide Sponsor Page
Logo featured in most Fair marketing
Logo featured in all sponsor listings

Full Column ad in 4-color Fair Guide
Logo featured in Guide Sponsor Page
Logo featured in some Fair marketing
Logo featured in all sponsor listings

Half Column ad in 4-color Fair Guide
Logo featured in Guide Sponsor Page
Logo featured in all sponsor listings

Name featured in Guide Sponsor Page

Name featured in Guide Sponsor Page

Name featured in Guide Sponsor Page

On EcoFair360 Website

Logo link in block near top of every page
Logo link near top of all sponsor listings
Unlimited rights to add content to site
Premium listing in Eco-Vision SLC site

Logo link at next level of block on every page
Logo link on all sponsor listings
Rights to add content to site
Premium listing in Eco-Vision SLC site

Logo link in block at bottom of every page
Logo link on sponsor listings
Business listing on site
Premium listing in Eco-Vision SLC site

Name in block at bottom of every page
Logo link on sponsor listings
Business listing on site
Standard listing in Eco-Vision SLC site

Appears on sponsor listings
Business listing on site
Standard listing in Eco-Vision SLC site

Appears on sponsor listings
Business listing on site
Standard listing in Eco-Vision SLC site

Business listing on site
Standard listing in Eco-Vision SLC site

Join these returning Eco-VISIONARY sponsors



Additional Sponsorship Opportunities

\$2,000 Speaker Area Sponsor
4 available

2' x 10' banner (by sponsor)
Space in Fair Sponsor Lit Center
Verbal Credits
Credit and 1/2-page ad in Program Guide

\$1,500 T-Shirt Sponsor
1 available

Your logo featured on back of EcoFair360 2011 t-shirt sold at Fair and worn by staff, volunteers and crew.

\$1,500 Building Banner Sponsor
5 available

4' x 30' banner (by sponsor)
1/4-page ad in Program Guide

\$2,500 Exhibitor Party Sponsor
1 available

Friday Night, July 8 at 6:00pm.
All exhibitors, presenters and staff will be invited. Your logo will be featured on all placards and announcements. Credit in Program Guide and website.

Custom Sponsorships
Media Sponsorships

Negotiated individually.
Contact us to develop a package.



EcoFair360 Areas of Focus:

- **Energy**
wind, solar, geothermal, biomass
- **Environment**
water conservation, landscaping, gardening, recycling
- **Community**
buying local, economic development, job creation, conservation subdivisions, schools
- **Health & Wellness**
food systems, alternative healthcare, cleaning products
- **Home**
design, lighting, insulation, windows, roofing, plumbing, sustainable products, Energy Star materials
- **Transportation**
alternative fuels, electric and hybrid autos, bike paths



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Join us for three days of education, exploration and inspiration!

For more information on **sponsorships, exhibiting opportunities, speaking, presentations and volunteering,**

contact us at 262-248-0970 or info@ecofair360.com.

Follow EcoFair360 on Facebook and Twitter, and visit

www.EcoFair360.com

**"The attendees were pre-
educated about products of
interest... results exceeded
our expectations"**

Dick Rutledge, Evergreen Sustainable Products



**"We have sold two solar systems
from our leads at the Fair, and four
more potential buyers."**

John Kivlin, Convergence Energy



EcoFair360 is a presentation of the Eco-Vision Sustainable Learning Center. Headquartered in Lake Geneva, Wisconsin, EcoFair360 was created to promote and develop green entrepreneurship and innovation throughout Wisconsin and Illinois. It is our goal to make this area a leader in the growing green economy. Eco-Vision SLC is building a network of learning opportunities, community action and green business development. Everything we aim to achieve comes together at EcoFair360 2011.

Eco-Vision Sustainable Learning Center 750 Veterans Parkway, Suite 104 Lake Geneva, WI 53147 262-248-0970 fax 262-248-9005

