



April 23-25, 2010
Rochester, MI

Michigan's Premier Green Sponsorship Opportunity



SPONSOR THE MI EARTH DAY FEST

Over the weekend of April 23–25, 2010, the *MI Earth Day Fest* will bring to downtown Rochester an anticipated audience of 100,000 people from around Michigan, eager to learn about green and healthy living, and seeking earth-friendly alternatives in food, energy, transportation, clothing, wellness, home, garden, finances and more. Sponsoring this high-profile event can help you to achieve your marketing goals and will highlight your commitment to our environment, community and economy.



Why Earth Day Matters



What began as a protest has grown into the world's largest secular event, celebrated by over 1 billion people in 150 countries.

April 22, 2010 will mark the 40th anniversary of the birth of the modern environmental movement. In 1970, pollution was commonly accepted as the price of prosperity and “environment” was a word that appeared more often in spelling bees than on the evening news. Earth Day turned that all around...

U.S. Senator Gaylord

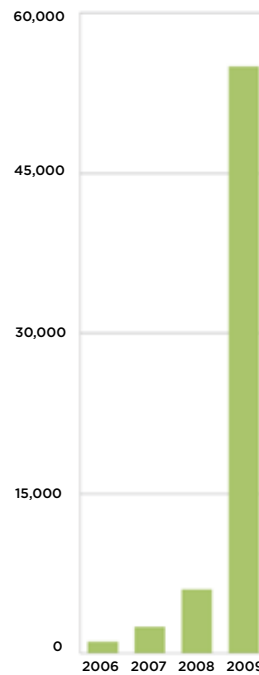
Nelson proposed the first Earth Day and on April 22nd 20 million Americans demonstrated for a healthy environment. What began as a protest has grown into the world's largest secular event, celebrated by over 1 billion people in 150 countries. Transcending political divisions, Earth Day has come to advance an inclusive agenda to promote the “triple bottom line” of environmental, societal and economic sustainability.



Michigan's Largest Earth Day Event

The largest Earth Day event in Michigan has been held in Rochester for the past four years. In April 2006, the Earth Day Expo (www.earthdayexpo.org) was cofounded by Upland Hills Ecological Awareness Center and the local

ATTENDANCE



publishers of Natural Awakenings Magazine. It was held at Oakland University and was attended by just over 1,000 visitors and 70 exhibitors.

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After three years of steady growth at Oakland University, a partnership with Rochester Downtown Development Authority brought the event “to main street” in April 2009, and the event grew to over 50,000 attendees and 170 exhibitors.



In 2010, the management team of the Earth Day event will remain the same but a new organization, Tri•Green Development L3C, will produce the event and will name it the *MI Earth Day Fest* (www.miearthday.com).

Tri•Green is a Michigan L3C—an innovative for-profit/non-profit hybrid—building partnerships with local business, government and non-profit organizations to promote economic development that meets the triple bottom line of people, planet and prosperity.

SUPPORT EARTH DAY PROGRAMS

Exhibits of green & wellness products, services & programs



Kids Area with crafts, petting farm, rides & family activities



Displays of alternative fuel & electric vehicles, & renewable energy



Food area with a farmers' market & organic food service



Services including free yoga, massage, prizes & contests



Music, dance, film and other entertainment on stage & on the streets



Speakers including educators, community leaders & VIPs



Earth Day Activities

As shown above, the Earth Day event offers a wide variety of fun, informative, healthy and earth-friendly experiences.

Each year, new programming and activities are added. In 2009, a *Connections Café* was offered to allow for more networking opportunities. In 2010, several new and exciting activities are planned including a parade, trail race, art fair, media-sponsored contests, electronics recycling, green awards ceremony and evening-hours *Party for the Planet*.



Community Building

Earth Day is a true community occasion, bringing together interests and leadership from across the political spectrum to promote sustainable economic and community development.

In 2009, U.S. Representative Gary Peters provided the opening address and Oakland County Executive L. Brooks Patterson presented an Earth Day proclamation. This year, partnerships will be expanded with Rochester, Oakland County and the State of Michigan.

As always, leading non-profit environmental, business and other community groups will play a major role in designing and delivering festival presentations and programming.



Gary Peters



L. Brooks Patterson



CONNECT WITH MICHIGAN'S GREEN CONSUMERS



The transition of green consumerism from fad to market fundamental is well underway. Despite the continuing recession, in virtually every industry the green segment is expanding rapidly. Green consumers—those interested in eco-friendly and healthy living—have become a driving force behind how many companies do business. They are creating a new economy based

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on corporate/consumer responsibility and ecological sustainability.

These consumers put \$230 billion dollars into the economy last year—and those numbers are growing fast. To find this market, look no further than the *MI Earth Day Fest*, one of the largest gatherings of green consumers on the planet!

Rochester Demographics

In 2009, attendance was drawn from all around Michigan, as far away as Marquette. Although only a quarter came from greater Rochester, this area alone provides impressive demographics:

Audience

Downtown Rochester's trade area includes over **270,000 people** in Rochester, Rochester Hills, Troy, Washington Township, Oakland Township, Shelby Township, Auburn Hills, Lake Orion, Orion Township and Oxford.

Education

The Rochester area is home to three colleges and universities with a combined enrollment of over **90,000 students**.

Income

Average Household Income: \$116,023

Median Home Value: \$272,734



LEVERAGE EARTH DAY PUBLICITY

Media Sponsorships

Media sponsorships grew significantly in 2009, resulting in a wide variety of high-profile advertising. Sponsors included metro Detroit TV and radio, as well as leading Michigan wellness periodicals.



In 2010, these sponsorships will significantly increase and will include the leading local daily newspapers, additional major radio stations, and large general-audience magazines.

Media Coverage



In 2009, media coverage included live television news feeds, pre-event radio interviews, as well as many print and web articles before and after the event.

Major media outlets provided coverage including:

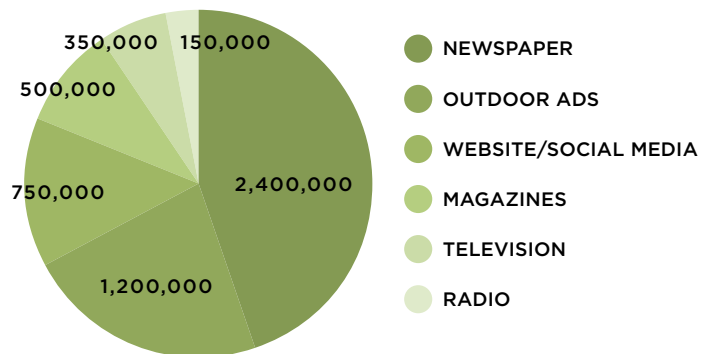
WJBK - Channel 2 (FOX), WDIV - Channel 4 (NBC), WXYZ - Channel 7 (ABC), Detroit Free Press, Detroit News, Daily Oakland Press, Macomb Daily, Detroit CBS Radio & many others

Make a Big Impression



Media sponsorships and coverage, along with outdoor advertising and web/e-mail marketing, resulted in millions of marketing impressions in 2009. With additional sponsors and publicity, total impressions will increase dramatically in 2010.

Impressions in 2009



2010 Event Advertising

The following numbers are estimated minimum impressions based on early ad campaign arrangements. These will increase significantly with additional ads placed both within and in new media categories.

Print Advertising

(frequency x readership)

- Regional Daily Newspapers (10+ x 300,000+)
- Event Guide, including newspaper inserts (50,000+)
- Regional Wellness & Sustainability Periodicals (8+ x 75,000+)
- Postcards & Flyers (25,000+)

Outdoor Advertising

(days x daily traffic)

- Rochester City Street-wide & 12 Vertical Banners, north & south (30+ x 37,000+)
- On-site Event Banners (20+ x 50,000+)
- Rochester Area Chamber Banner (45+ x 35,000+)
- Posters (1000+)
- Yard Signs (100+)

Internet/Social Media

(frequency x list count)

- Sponsor E-blasts (3+ x 500,000+)
- Festival Website, with live sponsor links
- Facebook, Twitter, LinkedIn & Flickr
- Banner Advertising
- Festival Website & Third Party Blogs

Broadcast/Cable Media

- Network Television, including major news channels
- Cable Television, including green stations
- Radio, including major news station
- CMN Public Access Television Sponsor Showcase Series

REAP THE BENEFITS OF EARTH DAY SPONSORSHIP

Businesses and organizations committed to the triple bottom line—people, planet and profits—are invited to sponsor the *MI Earth Day Fest*. A limited number of sponsorships are available offering:

- **EXPOSURE** to an anticipated audience of 100,000+ health and eco-conscious consumers, eager to learn about your healthy, earth-friendly, and responsible products and services.
- **RECOGNITION** of your association with the premier Michigan green event and its publicity that will create millions of marketing impressions.
- **SALES** of your products or services at your booth, plus the opportunity to develop prospect lists.
- **COMMUNITY SERVICE** to foster a more sustainable future and educate the public about eco-friendly and healthy alternatives.
- **NETWORKING** to connect with others that share your vision and values, and to learn what is available to improve the eco-friendliness of your organization.
- **FUN** at Michigan's largest Earth Day celebration!

SPONSORSHIP LEVELS

Features	PRESENTING	VENUE	PRIMARY	ACTIVITY
Level	PRESENTING	VENUE	PRIMARY	ACTIVITY
Quantity Available	2	4	8	10
Price	\$20,000	\$10,000	\$5,000	\$2,500
Pre-Event Promotions				
Website Logo	All Pages, Top	All Pages	All Pages	Activity Page
Website Listing	Sponsor Page, Top	Sponsor Page	Sponsor Page	Activity Page
Printed Materials	Top Logo	Logo	Logo	Activity List
Print/TV Ads*	Top Logo	Logo	Logo	No
Press Releases*	Top Listing	Listing	No	No
Media Interviews*	Priority	Preferred	Eligible	Eligible
VIP Reception				
Introduction	Presentation	Introduction	Mention	No
Tickets	6	4	2	1
Official Video	Featured	Interview	No	No
Event Promotion				
Volunteer T-shirts	Top Logo	Logo	Logo	No
Event Signage	Top Logo	Logo	Logo	No
Event Banner	Entrance	Venue	None	No
Program Ad	Inside Cover	1/2 Page	1/4 Page	1/8 Page
PA Announcements	8	6	4	2
Exhibit				
Placement	Event Entrance	Venue Entrance	Premier	Prominent
Width	20 ft.	20 ft.	20 ft.	10 ft.
Electric Service	5 kW	3 kW	2 kW	1 kW

*Using our best efforts with media sponsors.

Contact Us Today!

The number of sponsorships is limited, so contact us today to express your interest or to request further information. Call Steve Rogge at **248.535.9390** or e-mail him at **steve@trigreen.biz**.

