



South Lake Tahoe Earth Day Festival 2010

**Saturday, April 17th
Lake Tahoe Community College
10:00 a.m. to 5:00 p.m.**

January, 2010

Greetings friends of Earth Day!

The Earth Day Committee would like to invite you to participate in the 2010 South Lake Tahoe Earth Day Festival. Earth Day is one of the largest public environmental events of the year in the Lake Tahoe area and is a volunteer-run, non-profit event. South Lake Tahoe Earth Day recognizes, celebrates, and promotes the region's unique beauty and educates the public on local environmental issues. Attendance at each year's event is between 2,000 and 3,000 people throughout the day. The South Lake Tahoe Earth Day Festival works harder each year to increase efforts to make Earth Day an entirely zero waste and carbon neutral event. **This year's South Lake Tahoe Earth Day Festival is taking place at the Lake Tahoe Community College from 10am to 5pm and will include:**

Friday, April 9th

- Earth Dance Environmental Film Festival (www.earthdancefilms.com), 7 to 9pm at the Lake Tahoe Community College

Saturday, April 17th

- Educational booths focusing on watershed and forest health, pollution prevention, alternative energy, waste management, and more.
- Live music, food, bike fix-it booth, and bike valet
- Clothing swap/food drive
- Kid Zone featuring arts and crafts, a book swap, and an eco parade with prizes for best costumes
- Raffle (all proceeds support the Tahoe Earth Day Foundation)
- Third annual Paesano Productions Earth Day After Party at MontBleu, 10pm

Earth Day is hosted by a dedicated team of volunteers, local agencies, businesses, and non profits and is a free and fun public Saturday event. Support from various donors throughout our community is crucial for the continued success of Tahoe Earth Day celebrations.

Please consider becoming a 2010 Earth Day supporter by making a tax-deductible donation, submitting a booth application, or volunteering the day of the event. Sponsorship levels are attached. Sponsors can also fund certain aspects of the event, such as the Kid Zone or the Film Festival. In-kind contributions are also appreciated.

Please return the enclosed form with your check to the **Tahoe Earth Day Foundation before March 13th, 2010** for recognition in publicity materials.

If you have questions, comments or would like to get involved in other ways please contact Sarah Ford at the number listed below. If you are interested in volunteering for Earth Day, please contact Ellen Nunes at 530.544.4210.

Thank you in advance for your support!

Sincerely,

Sarah Ford
South Shore Earth Day Committee Chair
sford@tahoercd.org
530.543.1501 * 114



Please enclose your tax-deductible contribution to support South Lake Tahoe Earth Day 2010.

Business, Organization or Individual Name _____

SOUTH LAKE TAHOE EARTH DAY FESTIVAL April 17th, 2010

_____ Earth Day Exclusive Sponsor (\$2,000+) _____ Official Sponsor (\$1,000 - \$1,999)

_____ Business Sponsor (\$500 - \$999) _____ Official Kid Zone or Film Festival Sponsor (\$750)

_____ Sponsor (\$100 - \$499) _____ Raffle Prize Donation(s) _____ In-Kind Donation(s) _____ Volunteer

Earth Day Exclusive Sponsor (\$2,000+)

- Inclusion of your company's logo on color Earth Day posters to be distributed in the region (please provide logo)
- One free premier booth space for your organization at Earth Day (if interested in booth space complete enclosed application form)
- Prominent display of your company's banner near the main stage and/or area (please provide)
- Recognition in event promotional PR and local media
- Inclusion of your company's logo and website link on South Lake Tahoe Earth Day website - southlaketahoeearthday.org
- At least three (3) verbal public acknowledgements of your company's sponsorship from the stage at the event
- Exclusive Sponsor tier ranking in our "thank you" newsletter

Official Sponsor (\$1,000 - \$1,999)

- One free booth space for your organization at Earth Day (if interested in booth space please complete the enclosed application form)
- Inclusion of your company's logo and website link on South Lake Tahoe Earth Day website - southlaketahoeearthday.org
- At least two (2) verbal public acknowledgement of your company's donation from the stage at the event
- Official Sponsor tier ranking in our "thank you" newsletter

Business Sponsor (\$500 - \$999)

- One free booth space for your organization at Earth Day (if interested in booth space please complete the enclosed application form)
- Inclusion of your company's logo and website link on South Lake Tahoe Earth Day website - southlaketahoeearthday.org
- Business Sponsor tier ranking in our "thank you" newsletter

Official Kid Zone or Film Festival Sponsor (\$750)

- Inclusion of your company's logo (please provide) on Event Specific poster
- One free booth space for your organization at Earth Day (if interested in booth space please complete the enclosed application form)
- Inclusion of your company's logo and website link on South Lake Tahoe Earth Day website - southlaketahoeearthday.org
- Prominent display of your company banner in the Kid Zone or at the Film Festival (please provide)
- Tier ranking in our "thank you" newsletter

Sponsor (\$100 - \$499)

- Inclusion of your company's logo and website link on South Lake Tahoe Earth Day website
- Sponsor tier ranking in our "thank you" newsletter

Raffle Prize and In-Kind Donations

- Inclusion of your company's logo and website link on South Lake Tahoe Earth Day website
- Verbal acknowledgement of your company's donation from the main stage at the event
- Additional promotion will be commensurate to the value of the donation
- Tier ranking in our "thank you" newsletter

Volunteers

- Volunteers receive lunch the day of the event

Please make checks payable to: Tahoe Earth Day Foundation

Mail Applications/Checks to: P.O. Box 9401, South Lake Tahoe CA 96158, or Fax: 530-541-1710

For more information, contact:

Sarah Ford, 530.543.1501 * 114, sford@tahoercd.org