

Sponsor Categories and Benefits

Pinellas Living Green Expo sponsors acknowledge their commitment to a better environment and their association with a widely publicized, community-oriented event. Sponsors receive the following benefits depending on their level of participation.

Platinum Sponsor - \$6,000+ (Cash or In-kind contribution)

- Listed most prominently (in alphabetical order with logo) as a presenting sponsor in the program and event marketing materials including logo sponsor banner, billboards, posters, print advertising and website with link.
- Full-page ad (8.5" x 5.5") in event program/Pinellas Living Green guide
- Two free exhibit spaces in a prominent location (for cash contributions only)
- Included as a featured sponsor in event press kit, with suggested feature stories
- Invitation to Business-to-Business Reception

Gold Sponsor - \$2,500 (Cash or In-kind contribution)

- Listed as a participating sponsor in the program and event marketing materials, including website.
- Half-page ad (4.25" x 5.5") in event program/Pinellas Living Green guide.
- One free exhibit space in a prominent location (for cash contributions only).
- Invitation to Business-to-Business Reception

Silver Sponsor - \$750

(Cash or In-kind contribution)

- Listed as a participating sponsor in the program and event marketing materials.
- Quarter-page ad (2.75" x 4.25") in event program/Pinellas Living Green guide.
- One free exhibit space in a prominent location (for cash contributions only).
- Invitation to Business-to-Business Reception

Media partner

Media partners provide in-kind assistance to help the Pinellas Living Green Expo reach its target audience. The Pinellas Living Green Expo defines its target audience as Pinellas County residents who value a healthy, sustainable environment and who are motivated to take action for their families and their communities. Media partners provide donated media services valued at \$6,000 or more and receive the following benefits.

- Listed prominently, with logo, as a media partner in the program, event signage, brochure, posters, website, and large-format advertising.
- Exclusive rights as media partner in each media category.
- Free exhibit space in a prominent location.
- Invitation to Business-to-Business Reception

Media outlets contributing less than \$6,000 will be listed as a sponsor and will receive the sponsor benefits consistent with the value of the donated media services.

- Invitation to Business-to-Business Reception



Pinellas Living Green Expo

June 16-17, 2007

The Coliseum, St. Petersburg

Sponsorship Application

Pinellas Living Green Expo is a **FREE** educational event focusing on resource conservation solutions.

Participants will learn how to **save money, save natural resources and save our environment** for future generations.

www.pinellaslivinggreenexpo.org

The **Pinellas Living Green Expo** is a **FREE**, fun-filled family event that will help residents make informed decisions and take action to lead more healthy and sustainable lives with less impact on the environment. The Expo at the Coliseum in St. Petersburg, will feature many exhibitors offering a wide selection of products, services, and information. In addition, Expo Info Sessions on a variety of topics including, business, home and transportation smart energy and water solutions will be offered, as well as special activities for youth and children.

2007 Sponsorship Opportunities

The Pinellas Living Green Expo invites organizations that support our objectives to join us in helping to produce this unique community-oriented event. Event sponsorship is a mutually beneficial partnership.

Sponsorship provides “green” businesses, organizations, products and services with enhanced visibility among those who attend the Expo as well as to a much larger audience before and after the event. At the same time, sponsors provide the cash and in-kind support necessary for us to reach an increasingly broad audience and offer a quality event.

Who can be a sponsor?

Sponsors include companies whose products and operations have significantly reduced environmental impacts and move in the direction of long-term sustainability. Companies with a specific product line or service with significantly reduced environmental impacts are also eligible, as long as the sponsorship features the specific product or service. Government or nonprofit organizations whose objectives are consistent with the Pinellas Living Green Expo are also invited to be sponsors. **Sponsors must demonstrate a commitment to the Pinellas Living Green Expo’s long-term goals.**

Printed on Recycled Paper.

Please mail check and completed form to: P.O. Box 7936, St. Petersburg, FL 33734

What are the expo’s goals?

The Pinellas Living Green Expo provides real solutions for people to live better, healthier lives with less impact on the environment. The Expo connects people who are interested in making a positive difference in both their lives and in their communities.

The Pinellas Living Green Expo aims to do this by:

- Educating people about the environmental impacts of daily living and the concepts for cost savings through efficiency
- Connecting people with currently available “living green” products, businesses, services and resources
- Gaining greater public participation and support for government actions for sustainable communities.

www.pinellaslivinggreenexpo.org



Sponsorship Form

- | | |
|---|---------|
| <input type="checkbox"/> Silver Sponsor | \$750 |
| <input type="checkbox"/> Gold Sponsor | \$2,500 |
| <input type="checkbox"/> Platinum Sponsor | \$6,000 |
| <input type="checkbox"/> Media Partner | \$6,000 |
| <input type="checkbox"/> Media Sponsor | |

Your Name/Company Name

(as you would like it to appear on printed materials)

Contact Person

Address

City

State

Zip

Phone

E-mail Contact

Total \$ _____

Check enclosed payable to Pinellas Living Green, Inc.

Logos used for printed materials must be received by February 15, 2007; please include yours with this form if possible or e-mail to Mo Eppley at mo@mitymo.com.