



August 20-22, 2009  
Aspen, CO

Aspen Meadows Resort, Doerr-Hosier Center  
Aspen Cooper Street Mall and Wagner Park

American Renewable Energy Day (AREDA) brings leaders together to promote the rapid implementation of renewable energy and energy efficient strategies as practical solutions to the climate crisis through presentation, performance, film and dialogue. Special guests for AREDA 2009 include: Bill Ritter, Governor, State of Colorado and Amory Lovins, Chief Scientist, Rocky Mountain Institute, Larry Schweiger, CEO, National Wildlife Federation among others.



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## AREDAY Sponsorship Levels

National Title Sponsorship - \$250,000

Benefit: Provides 3 year exclusive sponsorship to AREDAY.

Please contact Producer Chip Comins for details. [ccomins@rof.net](mailto:ccomins@rof.net)

Exclusive Title Sponsor - \$50,000

Benefit: Aspen exclusive title sponsorship

- Exclusive Title placement in all AREDAY print advertising
- Logo placement in all AREDAY print advertising
- Logo on AREDAY website
- 150 word description in program
- Mention in all AREDAY television and radio spots
- Mention in distinguished speaker series program
- 20 full passes to AREDAY Forum
- 20 reserved seats in theater for Saturday Night Keynote
- One booth in mall
- Opportunity to purchase additional Forum passes at discount

Title Sponsor - \$25,000

Benefit: Aspen title sponsorship.

- Logo placement in AREDAY program and print advertising
- Logo on AREDAY website
- 100 word description in program
- Mention in all AREDAY television and radio spots
- Mention in distinguished speaker series program
- 10 full passes to AREDAY Forum
- 10 reserved seats in theater for Saturday Night Keynote
- One booth in mall
- Opportunity to purchase additional Forum passes at discount

Sustainable Planet - \$10,000

Benefit: This is our platinum sponsorship level that includes:

- Logo placement in AREDAY program and print advertising
- Logo on AREDAY website
- 6 full passes to AREDAY Forum
- 10 reserved seats in theater for Saturday Night Keynote
- One booth in mall
- Opportunity to purchase additional Forum passes at discount

Sustainable - \$5,000

Benefits: This is a premium sponsorship level that includes:

- Logo placement in AREDAY program and print advertising
- Logo on AREDAY website
- 4 full passes to AREDAY Forum
- 6 seats in theater for Saturday Night Keynote
- One booth in mall
- Opportunity to purchase additional Forum passes at discount

Renewable - \$3,500

Benefits: This level is the bread-and-butter of our event. It includes:

- Logo placement in AREDAY program and print advertising
- Logo on AREDAY website
- 2 full passes to AREDAY Forum
- One booth in mall
- Opportunity to purchase additional Forum passes at discount

Green - \$2,000

This level is very popular for companies wishing to network and expose their products to this targeted market. It includes:

- Logo placement in AREDAY program
- Logo on AREDAY website
- One booth in mall
- One full pass to AREDAY Forum
- Two tickets for Saturday Night Keynote
- Opportunity to purchase additional Forum passes at discount

Energy Efficient - \$1,000

Benefits: This grassroots level is geared to support our event and network with all the speakers to help build the awareness of our climate. It includes:

- Logo on AREDAY program
- Logo on AREDAY website
- One booth in mall
- Two tickets for Saturday Night Keynote
- Opportunity to purchase Forum passes at discount

## Other sponsorship opportunities include:

Program Ad - \$600 for ½ page ad, \$800 for full page ad in AREDAY program

Registration Bag: \$1000

- Logo in AREDAY program
- Logo on AREDAY website
- Logo on AREDAY Forum signage
- 1 full pass to AREDAY Forum
- 500 requested – recyclable materials
- Opportunity to purchase additional Forum passes at discount

Saturday Night Evening Special Event Sponsor - \$4000

- Logo in AREDAY program
- Logo on AREDAY website
- 2 full passes to AREDAY Forum
- Dedicated signage at Event
- Dedicated e-mail blast to AREDAY database
- Opportunity to address the event audience
- Opportunity to raffle sponsor product or service to event attendees
- Sponsor may collect attendee business cards from raffle
- One booth in mall
- Opportunity to purchase additional Forum passes at discount

AREDAY Forum lunch sponsor - \$2500

- Logo in AREDAY program
- Logo on AREDAY website
- 2 full passes to AREDAY Forum
- Dedicated signage at lunch event (4 large posters at entrance Doerr-Hosier)
- Opportunity to address the event audience
- One booth in mall
- Opportunity to purchase additional Forum passes at discount

Booth Registration - \$250

Benefits: This level is geared to companies who want to increase brand awareness in an interactive setting. The AREDAY Expo takes place in the Aspen Cooper Street Mall and Wagner Park and boasts over 3,500 visitors on Saturday. Activities include music, speakers, and fun for the entire family.

- AREDAY provides tented table
- ½ of a 4X8 table (larger can be arranged on request)
- Chairs
- Or you provide 10X10 tent