

(Organization logo here)

Recipient Name

Title

Company

Address

Dear (name),

We're delighted that you've expressed interest in sponsoring the 2021 [organization name/Local Solar Tour Name] Solar Tour on [insert date].

This event is part of the annual National Solar Tour, coordinated by the American Solar Energy Society in all 50 states. Our National Solar Tour gives prospective customers a chance to tour exemplary homes and buildings, and learn how sustainable technologies are already reducing utility bills right here in their own neighborhood. The National Solar Tour engaged more than 150,000 participants: solar installers, energy-efficiency businesses, solar homeowners – and, most of all, qualified potential customers.

As a [insert organization name/Local Solar Tour Name] National Solar Tour Sponsor, your business will receive locally-targeted visibility to tour attendees. The National Solar Tour is open to the public, and tour attendees have proven to be a self-selected eager audience for information on distributed-energy installations.

Because the National Solar Tour has always been a grassroots operation, [run by volunteers,] it's a remarkably cost-efficient way to promote your business. Solar homeowners and small businesses open their doors and explain their own sustainable solutions to people who are already interested in making their own investment in your products and services. National Solar Tour attendees are targeted customers focused for a whole [Saturday] on learning how to get started, what products are available, costs, financing options, payback periods, how to find an installer and more.

These are the customers you've been looking for, and they are ready to buy!

- 76% of National Solar Tour attendees surveyed confirmed they will or are very likely to purchase and install solar or energy efficient systems after attending the National Solar Tour
- 33% of National Solar Tour attendees state that they plan to invest in these technologies within the next year and 51% within two years
- 49% have household incomes of \$75k or more

Don't miss the opportunity to reach your targeted local market.

Attached is this year's local sponsorship opportunities for your consideration. If you are interested in sponsoring on a national level, please contact ASES' Sales Department at sales@ases.org.

Sincerely,

Name

Title

Company

Logo

[Insert Local Name] Solar Tour

As a [insert local name] National Solar Tour sponsor, your company information will be in the forefront at each of the local open house and building locations during the [insert local name] National Solar Tour.

Each of these sponsorship opportunities are packaged to give your company the best visibility and advertising exposure to tour attendees.

| Benefit | Local Platinum Sponsor | Local Gold Sponsor | Local Silver Sponsor |
|--|-------------------------------|---------------------------|-----------------------------|
| Your Pop up sign at local tour locations | ✓ | | |
| Your Company Representative at tour sites | ✓ | | |
| Your Company logo on all marketing materials for this tour | ✓ | | |
| Your Company Brochure at Local Locations | ✓ | ✓ | |
| Your company logo & link on Local Tour Website | ✓ | ✓ | ✓ |
| Free passes [if local tour charges] | 20 | 10 | 5 |
| Ad in Local Tour Brochure | Full page | 1/2 page | 1/4 page |
| Price (suggested local pricing, use what works in your area) | \$5,000 | \$2,500 | \$1,000 |

SPONSORSHIP FORM:

Thank you for agreeing to sponsor the 2021 [Organization/ Tour Name] Solar Tour at the [level].

Please sign and return with full payment to:

[Fill IN: CONTACT NAME, ADDRESS, PHONE NUMBER]

Sponsoring Organization Name: _____

Company Address: (to be used for billing) _____

Signing contact: _____ Title: _____

Phone: _____ E-mail: _____

Total Cost: \$X,XXX

As a Local Sponsor, you will receive:

- FILL IN AS NEEDED
- FILL IN AS NEEDED
- FILL IN AS NEEDED
- FILL IN AS NEEDED

___ Paying by check (submit within 30 days to address above)

___ Please charge my credit card for total amount due:

Credit card type: Visa ___ MasterCard ___ American Express ___

Credit card number: _____

Expiration Date: _____ CVV: _____

Name on credit card: _____

Signer's Name: _____ Title: _____

Signature: _____ Date: _____