

# ASES NATIONAL SOLAR TOUR

## LOCAL TOUR ORGANIZER TOOLKIT

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## TIPS FOR TOUR HOSTS

- Signage! Offer educational materials for sustainable aspects of homes
- Have the owner communicate if pictures are allowed or not (Note: ASES would love to share your pictures! Please send any to [solartour@ases.org](mailto:solartour@ases.org))
- Have volunteer badges / name tags for volunteers
- Have host name badges (differentiate from volunteer badges)
- Have the builders present if possible for questions from attendees
- Offer a laptop slideshow showcasing the sustainable aspects of home
- Adding home specs in the brochure of your tour
- Add a list of resources: installers, builders, suppliers, designers to brochure
- Have explicit shoes off policy or offer reusable shoe covers
- After party is a great idea - opportunity to thank tour hosts and offers a final chance for questions from everyone
- Have photos of the houses in programs/brochures/maps
- If houses on your tour are really far apart, possibly break up into multiple maps to see street names
- Have anything on hand that physically shows construction details of the home (builders could supply)
- Emphasize energy efficiency before renewable energy consumption
- Making literature, brochures, business cards of builders, architects, installers available to attendees
- Encourage biking and carpooling to homes along your tour
- Providing light refreshments is a nice touch if homeowners are comfortable providing some
- Teaming up with other tours in your area, for example: Boulder tour-goers got a promo code for free admission to Metro Denver Tour when tickets were purchased
- Most importantly... HAVE FUN!

Contact: [Your Name, Phone, Email]

For Immediate Release

**[Your Org Name] and the American Solar Energy Society Host the National Solar Tour in Support of the World's Largest Grassroots Solar Event.**

Homes, Schools & Businesses Nationwide are Participating in the 29th Annual ASES National Solar Tour in order to Help [your town] Residents Cut Energy Costs, Enjoy Tax Credits & Assert Their Energy Independence!

[YOUR TOWN, STATE, Date] – [Your organization name here] joins the nonprofit American Solar Energy Society (ASES) and hundreds of solar-savvy installers and grassroots organizations throughout America to showcase thousands of solar-powered homes, schools and businesses — in [your town or region] and across North America in-person and virtually -- for the 29th Annual National Solar Tour, the world's largest grassroots solar event.

The event, slated for [date of tour here], will showcase the solar technologies your neighbors are using to 1) drastically reduce monthly energy bills, 2) reduce harmful carbon emissions, and 3) enjoy rich tax credits and cash incentives as they improve their property values.

"The ASES National Solar Tour shows families and businesses real-life examples of how their neighbors are harnessing free energy from the sun to generate electricity, warm and cool their homes, heat water and slash monthly utility bills," [he/she] said.

On [date], [Name of your event/organization] will hold Tour Site Tours of more than [number of participating sites] homes and businesses in the greater [use name of your region here] area.

The self-guided National Solar Tours have attracted more than 150,000 people in 49 U.S. states, the District of Columbia and Puerto Rico. National Solar Tours afford participants the direct perspectives of homeowners and installers about the costs, processes and economic and environmental benefits of going solar. The National Solar Tour also gives [use name of your citizenry, e.g. 'Coloradans' or 'San Diegans'] a glimpse at how a variety of solar systems look in and around structures with different architectural styles.

"The National Solar Tour demonstrates an array of practical and economical solutions available right here, right now. It encourages neighborhood conversations addressing the growing need for clean energy," ASES Executive Director, Carly Rixham, stated.

This National Solar Tour is free and open to the public [or, if your tour charges a nominal fee or donation, please describe here]. Learn more about sponsoring, hosting or volunteering for a tour in your community at: [nationalsolartour.org](http://nationalsolartour.org).

**ABOUT [YOUR ORGANIZATION]:** [Add 2-3 sentences describing your organization here.]

**ABOUT THE AMERICAN SOLAR ENERGY SOCIETY:**

Since 1954 the American Solar Energy Society has led the renewable energy revolution. It is the nonprofit organization dedicated to increasing the use of solar energy, energy efficiency, and other sustainable technologies across North America. ASES leads national efforts to promote solar energy education, public outreach, and advocacy. [www.ases.org](http://www.ases.org).

**Property Owner Authorization**

Local Tour: \_\_\_\_\_

Tour Date(s): \_\_\_\_\_

Tour Organizer: \_\_\_\_\_

Tour Organizer Email: \_\_\_\_\_

Tour Organizer Phone: \_\_\_\_\_

Tour Organizer Mailing Address: \_\_\_\_\_

Tour Site Address: \_\_\_\_\_

Property Owner(s): \_\_\_\_\_

Person Responsible for Submitting this Project (may or may not be owner): \_\_\_\_\_

By signing this Release, I, the Property Owner, agree to and understand the following:

I grant to \_\_\_\_\_ Solar Tour (or ASES chapter involved), its advertising or public relations agency, licensees, and producers of its educational and promotional materials and their successors and assigns, the right to use, publish, and copyright my picture, voice and/or moving image and/or images of the Property for educational programs, advertising, and promotion in connection with the \_\_\_\_\_ Solar Tour.

I understand that this right includes the right to combine my picture, voice and/or moving image with others and the right to alter any of these for the purposes described herein.

I agree to release \_\_\_\_\_ Solar Tour (or ASES Chapter), American Solar Energy Society, and all of its officers, employees, and agents, and any parties listed as "Produced by" or "Sponsored by" and their officers, employees and agents, from any liability claims and costs of whatever kind that occur in connection with conducting any segment of the \_\_\_\_\_ Solar Tour on my property.

I grant \_\_\_\_\_ Solar Tour permission to place directional signage on my property during the week prior to tour day.

I hereby grant permission for this project to be open on tour day from \_\_\_\_\_ (times). I further agree to have at least four (4) persons available on site at all times to conduct the tour and answer questions.

\_\_\_\_\_  
Property Owner Signature/Printed Name/Date

\_\_\_\_\_  
(Optional secondary) Property Owner Signature/Printed Name/Date

(Organization logo here)

Recipient Name

Title

Company

Address

Dear (name),

We're delighted that you've expressed interest in sponsoring the 2024 [organization name/Local 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 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](mailto:sales@ases.org).

Sincerely,

Name

Title

Company

Logo

**[Insert Local Name] Local 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.

<b>Benefit</b>	<b>Local Platinum Sponsor</b>	<b>Local Gold Sponsor</b>	<b>Local Silver Sponsor</b>
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 2024 [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: \_\_\_\_\_

**PLEASE SIGN IN**

(Please print clearly)

Full Name	Email	Zip Code

Thanks for showing your interest and support for solar energy by attending a  
Tour Site on the National Solar Tour!



ASES NATIONAL

 SOLAR TOUR

# TOUR SITE

**Date:**

**Time:**

[nationalsolartour.org](http://nationalsolartour.org)

## SOCIAL MEDIA CAPTIONS:

- **FACEBOOK:** The 2024 in-person and virtual National Solar Tour brought to you by @americansolarenergysociety is right around the corner. This event is the largest grassroots solar, renewable energy, and sustainable living event in the nation. The Tour occurs October 4-6 showing a collection of Tour Sites and Local Tours around the country.  
Find my <<Virtual/ in-person/hybrid>> << Local Tour or Tour Site Name>> details and RSVP at [nationalsolartour.org](https://nationalsolartour.org)! #NationalSolarTour #SolarTour2024 #<<Local Tour or Tour Site Name>>
- **TWITTER:** The 2024 in-person and virtual National Solar Tour brought to you by @ASES\_Solar is coming up on October 4-6. Find my <<Virtual/ in-person/hybrid>> << Local Tour or Tour Site Name>> details and RSVP at [nationalsolartour.org](https://nationalsolartour.org)! #NationalSolarTour #SolarTour2024 #Solar
- **INSTAGRAM:** The 2024 in-person and virtual National Solar Tour brought to you by @ASES\_Solar is right around the corner on October 4-6. Find my <<Virtual/ in-person/hybrid>> << Local Tour or Tour Site Name>> details and RSVP at [nationalsolartour.org](https://nationalsolartour.org)! #NationalSolarTour #SolarTour2024
- **LINKEDIN:** The 2024 in-person and virtual National Solar Tour brought to you by @americansolarenergysociety is right around the corner. This event is the largest grassroots solar, renewable energy and sustainable living event in the nation. The Tour occurs October 4-6, showing a collection of solar and sustainable Tour Sites and Local Tours around the country.  
Find my <<Virtual/ in-person/hybrid>> << Local Tour or Tour Site Name>> details and RSVP at [nationalsolartour.org](https://nationalsolartour.org)! #NationalSolarTour #SolarTour2024 # SolarMovement
- **ONLINE NEWSLETTER:** The 2024 in-person and virtual National Solar Tour brought to you by the American Solar Energy Society is right around the corner. This event is the largest grassroots solar, renewable energy and sustainable living event in the nation. The National Solar Tour will occur October 4-6, showing a collection of Tour Sites and Local Tours around the country.  
  
Find my <<Virtual/ in-person/hybrid>> << Local Tour or Tour Site Name>> details and RSVP at [nationalsolartour.org](https://nationalsolartour.org)! #NationalSolarTour #SolarTour2024 # SolarMovement

## BE SURE TO TAG ASES WE CAN SHARE YOUR POSTS!

- **Facebook:** @americansolarenergysociety
- **Instagram:** @ases\_solar
- **Twitter:** @ASES\_Solar
- **LinkedIn:** @American Solar Energy Society

Thank you for hosting a Local Tour and contributing to the National Solar Tour! For more resources and printable versions of the resources above go to [nationalsolartour.org/resources](https://nationalsolartour.org/resources).

If you have any questions or need support, feel free to reach out to Lauren Reddington, National Solar Tour Director, at [solartour@ases.org](mailto:solartour@ases.org).