

ASES NATIONAL SOLAR TOUR

Sponsorship Opportunities



ASES NATIONAL SOLAR TOUR

October 2–4, 2026
OVERVIEW

VIRTUAL
AND
IN-PERSON

The largest grassroots solar, renewable energy, and sustainable living event in the U.S. takes place every October in conjunction with Energy Awareness Month. From **October 2–4, 2026**, hundreds of people across the nation will show off their solar homes and businesses. During this weekend, solar owners and supporters will have a chance to connect, ask and answer questions, and participate in a nationwide virtual and in-person solar experience.



Why Sponsor the National Solar Tour?

- Reach people ready to make an investment in solar and energy efficiency
- Nationwide visibility and brand recognition
- Exposure to 60,000+ solar advocates and professionals via email, 20,000+ ASES Online Community members, and 200,000+ followers across all ASES social media platforms
- Legacy of commitment to stronger, more energy-stable communities, people, and business



Thank you SO much for all of your assistance with putting our tour together. Our entire team is so happy with how things came together, and we already have so many ideas to make it even better next year. This has been an amazing experience! – EXACT SOLAR

AT-A-GLANCE

- Date: October 2–4, 2026
- Virtual and In-Person
- Virtual Tours are on the website through the end of the year, providing three added months of exposure
- Heat pumps, EV charging, energy efficient homes with low-cost retrofits
- **1,500+ solar homes and businesses**
- **20K+ attendees**
- Experience solar-living innovations
- Learn money-saving best practices
- Get your neighbor's advice!

ATTENDEES ARE

Educators	Consultants
Contractors	Policy Makers
Developers	Researchers
Architects	Manufacturers
Engineers	Solar Enthusiasts
Installers	Students

 nationalsolartour.org

NEW Solar Street Fairs,
Booths at Farmers Markets and
more general public outreach!

ASES NATIONAL SOLAR TOUR

SPONSOR BENEFITS AND PRICING

Sponsorships make this important event possible and have a tangible impact on an individual and community-wide basis.

BENEFITS	PLATINUM (limit 3)	GOLD (limit 5)	SILVER (limit 5)	BRONZE (limit 10)	LOCAL
Premium logo placement in all Tour marketing assets (tour logo, web, print, social)	✓				
Sponsorship of an ASES webinar featuring your speaker(s)	✓				
Logo featured on Tour signs & posters nationwide	✓	✓			
Installers/dealers receive 50% off Local sponsorships	✓	✓	✓		
Company logo & link on Tour App	✓	✓	✓	✓	
Mention in Tour press releases	✓	✓	✓	✓	✓
Social media recognitions	✓	✓	✓	✓	✓
Ad, four (4) issues of Solar@Work newsletter, & four (4) issues (one year) of Solar Today magazine	Leaderboard Ad Full Page Ad	Skyscraper Ad 1/2 Page Ad	Square Ad 1/4 Page Ad		
Company logo & link on Tour website through end of year	✓	✓	✓	✓	✓
SPONSORSHIP RATE	\$15,000	\$8,000	\$4,000	\$2,500	\$1,000

Special nonprofit rates available.

NEW!

Installer Collaboration Package

With the same benefits as a Bronze sponsorship, ASES helps recruit and support tour sites. Rates negotiable - suggested rate \$100/site. Minimum \$1,500.

National Solar Tour Attendees are Ready to Go Solar!

- 76% of tour attendees surveyed confirmed they are definitely or very likely to purchase and install solar or energy-efficient systems after attending the Solar Tour.
- 33% of 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.



Sponsor Commitment Deadline: August 14, 2026

Contact Kathryn White at kwhite@ases.org or call (303) 443-3130 for ad placement

ASES MEMBERSHIP FORM



CHOOSE YOUR MEMBERSHIP:

Basic \$50 **Digital Basic \$34**
Includes Solar Today magazine, a 15% conference discount, access to ASES online community, credit unions, webinars and Tiny Watts

Professional \$104 **Professional Senior (65+) \$55**
Includes all the benefits of a Basic Membership and a 25% conference discount, plus access to ASES Divisions

Professional Supporting \$139
Includes all the benefits of Professional Membership plus annual recognition in Solar Today magazine

Student \$39 **Student Digital \$27**
Includes the benefits of Professional Membership plus an additional conference discount

Library \$64
Includes Solar Today magazine (duplicate copies available upon request), access to ASES online community and webinars

Business **1-2 employees \$199** **3-9 employees \$295**

10+ employees \$379 **Non-Profit \$115**
Includes all the benefits of Professional Supporting Membership plus special online recognition

Life Membership \$1,500 **Senior Life Membership (65+) \$1,200**
Includes all the benefits of Professional Supporting Membership (for life)

Circle of the Sun \$2500 one time, \$500/year, or \$50/month
Includes ASES Membership

Add Local Chapter to any membership \$30
Colorado, Northern California, Oregon, Florida, Kentucky, Maine, Mid-Atlantic, Minnesota, New Mexico, New York, Texas, Heartland and Tennessee

Full Name _____ Company Name (optional) _____

Email Address _____ Phone Number (optional) _____

Mailing Address _____

→ Sign up for one of our membership options and select auto-renew for an extra **\$10 off!** Yes No

PAYMENT INFORMATION:

\$ _____ \$ _____
AMOUNT DONATION

\$ _____
TOTAL

Check Enclosed Please make check out to "American Solar Energy Society"

Complete for ACH

Name on Account _____ Account No. _____ Routing No. _____

Account Type: Personal Business Checking Savings

Complete for Credit Card

Credit Card No. _____ Expiration Date _____ CVV Code _____

Billing Address _____

Name on Card _____ Signature _____

Please mail this form to: **American Solar Energy Society, 2525 Arapahoe Ave, Suite E4-253, Boulder, CO 80302.** Thank you for helping us grow our solar community. Memberships are tax-deductible (minus cost of Solar Today magazine in print: \$20/yr).

PRICE SUMMARY

ADVERTISING

Solar Today magazine

Full Page Ad \$3,000/quarter
Half Page Ad \$2,000/quarter
Quarter Page Ad \$1,500/quarter
Business Card Ad \$1,000/quarter

Solar@Work e-Newsletter (bi-weekly)

Leaderboard \$5,000/quarter
Skyscraper \$4,250/quarter
Square \$3,000/quarter

Online Community

Home Leaderboard \$3,000/quarter
Interior Page Leaderboard \$1,500/quarter

Email Blast

\$4,000

ASES website

Leaderboard \$5,000/quarter
Feature Box \$3,000/quarter
Sidebar Box \$4,000/quarter
Regional Roundup \$2,000/quarter

Solar Today emails (monthly)

Leaderboard \$5,000/quarter
Feature Box \$3,000/quarter
Sidebar Box \$4,000/quarter
Regional Roundup \$2,000/quarter

SPONSORSHIPS

National Solar Tour sponsorships

Platinum \$15,000
Gold \$8,000
Silver \$4,000
Bronze \$2,500
Installer Collaboration \$1,500+
Local \$1,000

National Solar Conference sponsorships

Platinum \$15,000
Gold \$10,000
Silver \$5,000
Local Hero \$3,500
Bronze \$1,500
Lanyard Sponsor \$2,500
Career Fair Table \$500

Webinars sponsorships

1 Webinar \$5,000
6 month series \$10,000

Tiny Watts sponsorships

Founding Sponsor \$5,000
Tiny Sponsor \$1,500

Corporate sponsorships

Terawatt \$50,000
Gigawatt \$35,000
Megawatt \$20,000



American Solar Energy Society
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ADVERTISING & SPONSORSHIP CONTACTS

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