

ASES NATIONAL SOLAR TOUR

LOCAL TOUR ORGANIZER TOOLKIT

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REGISTER YOUR LOCAL TOUR:

A Local Tour is a collection of solar and/or sustainable Sites. Note, as a host you do not need to showcase your own Site. The official weekend of the National Solar Tour is the first weekend of October, but you can host a Local Tour anytime during the year.

1. Go to nationalsolartour.org/signup to sign up your Tour
2. For the first question, choose the option **"Local Tour"**
3. Then choose **"Add Entry"** to sign up your Local Tour
4. A new form will appear, please **answer the questions in the exact order they appear**.
5. Fill out your contact information for the **main Tour organizer** and any other Tour organizers. Please note, you can click the small "+" next to the last box on the right to add more than one additional contact.
6. Create a **name and description** for your Local Tour. Add details on what **features** attendees can expect to see on your Tour.
7. Select whether your Local Tour will be an **in-person, virtual, or hybrid** Tour.

For a **virtual Tour**, please fill out the following:

- Select if you would like a **custom webpage** created for your virtual Local Tour or if you already have your own.
 - If you would like one created for you, select if you would like to **display your email** for attendees to ask you questions and **upload a photo (landscape preferred)** to feature on your webpage.
 - If you already have your own website, please **provide the link** so we can direct attendees there.
- Choose if you would like to live stream parts of your Tour.

For a **hybrid Tour**, please fill out the following:

- Select if you would like an **RSVP webpage** created for you or if you already have your own site.
 - If you would like one created for you, select if you would like to **display your email** for attendees to ask you questions and **upload a photo (landscape preferred)** to feature on your webpage.
 - If you already have your own Tour site, please **provide the link** so we can send attendees there.
- Add the **date(s) and time(s)** of your Local Tour. Please note, you can click the small "+" next to the last box on the right to add more than one date/time.
- Select if you plan on **live-streaming** parts of your Tour.
- Let us know if you would like **brochures** for your Local Tour.

8. Let us know about your previous National Solar Tour involvement.

9. Fill out the final details and additional information. **Be sure to sign up for our email list too!**

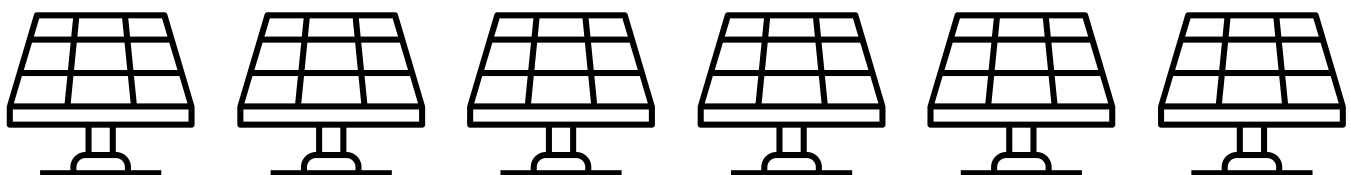
10. **Agree to the Terms & Conditions**

11. When finished, select **"Submit"**

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TOP 10 TIPS for Tour Sites

1. Signage! Offer educational materials and specs for sustainable aspects of home.
2. Print out a copy of a recent electric bill showing savings. If you have an app showing solar production, show it to tourgoers.
3. Have host name badges.
4. Have the builders, architects, or installers present if possible for questions from tourgoers.
5. Have a list of resources: materials, installers, builders, suppliers, financing. Share their contact info/business cards if available.
6. Emphasize energy efficiency before renewable energy consumption.
7. Offer a laptop slideshow or photos printed or on phone to share showcasing the sustainable aspects of home.
8. If having guests inside/open house style, have explicit shoes off policy or offer reusable shoe covers.
9. Providing light refreshments is a nice touch.
10. 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 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.

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.

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 [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.

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.

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 [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!

nationalsolartour.org

ASES NATIONAL
SOLAR TOUR

SITE

Date:

Time:

nationalsolartour.org

SOCIAL MEDIA CAPTIONS:

- **FACEBOOK:** The 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 on the first weekend of October, 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! #NationalSolarTour #<<Local Tour or Tour Site Name>>
- **TWITTER:** The in-person and virtual National Solar Tour brought to you by @ASES_Solar is coming up on the first weekend of October. Find my <<Virtual/ in-person/hybrid>> << Local Tour or Tour Site Name>> details and RSVP at nationalsolartour.org! #NationalSolarTour #Solar
- **INSTAGRAM:** The in-person and virtual National Solar Tour brought to you by @ASES_Solar is right around the corner on the first weekend of October Find my <<Virtual/ in-person/hybrid>> << Local Tour or Tour Site Name>> details and RSVP at nationalsolartour.org! #NationalSolarTour
- **LINKEDIN:** The 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 first weekend of October, 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! #NationalSolarTour # SolarMovement
- **ONLINE NEWSLETTER:** The 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 occurs on the first weekend of October, 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! #NationalSolarTour # 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.

If you have any questions or need support, please email **solartour@ases.org**.