



South Lake Tahoe Earth Day Festival 2009

**Saturday, April 25th at MontBleu Resort
Casino and Spa
10:00 a.m. to 5:00 p.m.**

January, 2009

The Earth Day committee requests your support for the 2009 South Lake Tahoe Earth Day Festival. The goal of this volunteer-run, non-profit event is to recognize, celebrate and promote the region's unique beauty and to educate the public on how to preserve and protect it. Educational focus areas include watershed health, forest health, pollution prevention, alternative energy, waste management and more.

Thanks to the hard work of a dedicated team of volunteers, public agencies, local businesses and non-profits, this event has become one of the largest public environmental events of the year in the Lake Tahoe area. Earth Day can continue to be a successful event each year with your help. Funds raised for Earth Day go toward environmental and global education, outreach and special environmentally-oriented projects for local children as part of the Earth Day Festival.

About the Festival

For the past eight years, attendance at the South Lake Tahoe Earth Day event has been between 2,000 and 3,000 people throughout the day. The event includes a full day of educational and environmental booths, arts and crafts, kids' activities, food and live music. One goal of every Earth Day Festival is to produce Zero Waste at the end of the event. We get closer every year with food vendors utilizing compostable products and Earth Day staff instructing attendees to place garbage in appropriate containers for composting and recycling. Live music and entertainment plays all day, run by a Bently Biofuels powered stage. An Earth Day Raffle is held around 3pm followed by the headliner band, this year featuring Ryan Montbleu Band. This year's Earth Day event will be held **Saturday, April 25th at the MontBleu Resort Casino and Spa from 10am to 5pm.**

In addition to this year's Earth Day Event, don't miss the **second annual Paesano Productions Earth Day After Party** in MontBleu's Opal Ultra Lounge the evening of April 25th. The South Lake Tahoe Earth Day Committee is also proud to be hosting the **Earth Dance Film Festival on Friday, April 17th** at the Lake Tahoe Community College Duke Theater from 7 to 10pm.

Please consider becoming a 2009 Earth Day supporter by making a tax-deductible donation, submitting a booth application and/or providing a raffle prize. Sponsorship levels are listed on the back of this letter. We are also open to sponsors funding certain aspects of the event, such as the Kids' Zone or the Film Festival. In-kind contributions are also appreciated. Please return the enclosed form with your check to the **Tahoe Earth Day Foundation before March 13th, 2009** for recognition in publicity materials.

Volunteers for the day of the event are always needed and welcome. There is a wide range of volunteer opportunities, from stage support to Zero Waste to children's crafts. We provide lunch and endless thanks throughout the day to our greatly appreciated volunteers! To volunteer, contact Ellen Nunes at (530) 544-4210.

If you have questions, comments or would like to get involved in other ways please contact Shelly Barnes at (530) 543-6268 or sbarnes@stpud.dst.ca.us.

We thank you in advance for your support!

Sincerely,

Shelly Barnes, Chair
South Shore Earth Day Committee



Please enclose your tax-deductible contribution to support South Lake Tahoe Earth Day 2009.

Business, Organization or Individual Name _____

SOUTH LAKE TAHOE EARTH DAY FESTIVAL April 25th, 2009

_____ Earth Day Exclusive Sponsor (\$2,000+) _____ Official Sponsor (\$1,000 - \$1,999)

_____ Business Sponsor (\$500 - \$999) _____ Official Kids' Zone or Film Fest Sponsor (\$750)

_____ Sponsor (\$100 - \$499) _____ Raffle Prize Donation(s) _____ In-Kind Donation(s) _____ Volunteer

Earth Day Exclusive Sponsor (\$2,000+)

- Inclusion of your company's logo on color Earth Day posters to be distributed in the region (please provide logo)
- One free premier booth space for your organization at Earth Day (if interested in booth space complete enclosed application form)
- Prominent display of your company's banner near the main stage and/or area (please provide)
- Recognition in event promotional PR and local media
- Full page Ad in the Online Earth Day Flip Brochure and inclusion of your company's logo and website link on South Lake Tahoe Earth Day website - southlaketahoeearthday.org
- At least three (3) verbal public acknowledgements of your company's sponsorship from the stage at the event
- Exclusive Sponsor tier ranking in our "thank you" newsletter

Official Sponsor (\$1,000 - \$1,999)

- One free booth space for your organization at Earth Day (if interested in booth space please complete the enclosed application form)
- Half page Ad in the Online Earth Day Flip Brochure and inclusion of your company's logo and website link on South Lake Tahoe Earth Day website - southlaketahoeearthday.org
- At least two (2) verbal public acknowledgement of your company's donation from the stage at the event
- Official Sponsor tier ranking in our "thank you" newsletter

Business Sponsor (\$500 - \$999)

- One free booth space for your organization at Earth Day (if interested in booth space please complete the enclosed application form)
- One-fourth page Ad in the Online Earth Day Flip Brochure and inclusion of your company's logo and website link on South Lake Tahoe Earth Day website - southlaketahoeearthday.org
- Business Sponsor tier ranking in our "thank you" newsletter

Official Kids' Zone or Film Fest Sponsor (\$750)

- Inclusion of your company's logo (please provide) on Event Specific poster
- One free booth space for your organization at Earth Day (if interested in booth space please complete the enclosed application form)
- Inclusion of your company's logo and website link on South Lake Tahoe Earth Day website - southlaketahoeearthday.org
- Prominent display of your company banner in the Kid's Zone or at the Film Fest (please provide)
- Tier ranking in our "thank you" newsletter

Sponsor (\$100 - \$499)

- Inclusion of your company's logo and website link on South Lake Tahoe Earth Day website
- Sponsor tier ranking in our "thank you" newsletter

Raffle Prize and In-Kind Donations

- Inclusion of your company's logo and website link on South Lake Tahoe Earth Day website
- Verbal acknowledgement of your company's donation from the main stage at the event
- Additional promotion will be commensurate to the value of the donation
- Tier ranking in our "thank you" newsletter

Volunteers

- Volunteers receive lunch the day of the event and a 2009 Earth Day Festival gift

Please respond by March 13, 2009

Please make checks payable to: Tahoe Earth Day Foundation

Mail to: P.O. Box 9401, South Lake Tahoe CA 96158, or Fax: 530-541-1710

Questions? Contact Shelly Barnes at (530) 543-6268 or sbarnes@stpu.dst.ca.us