

ANNOUNCING

THE 8th ANNUAL
SUSTAINABLE BALLARD FESTIVAL

SEPTEMBER 25, 2011



Dear Neighbors,

At Sustainable Ballard, we are gearing up for our 8th Annual Fall Sustainability Festival that will take place September 25, 2011 in the Ballard Commons Park. Over the years, the festival has grown into an important showcase of our community's efforts to promote sustainable ways of living. This year, the community and greater Seattle residents will join us to celebrate our successes, learn together, get ideas and inspiration, build community, make connections, and open our eyes and hearts to new possibilities for living more lightly on the earth.

We invite you to support the Festival and make it bigger, livelier and more colorful than ever! Your sponsorship supports the community while offering you a unique and low cost/high value publicity opportunity. It is a great way to promote your products and services, assuring you tremendous exposure to Ballard's residents, as well as the opportunity to attract many new patrons and customers to your business and take a stand for a healthier planet.

Enclosed you will find information on Festival Sponsorship levels, and a response form to send back with your payment. All sponsors are receive recognition in our festival promotion materials, and are invited to exhibit at the festival to receive additional exposure. If you choose to exhibit, please fill and return the exhibitor application in addition to the sponsor application. If you have any questions or need additional information, please feel free to contact me by phone or email.

We hope you will join us for this year's 8th Annual Sustainable Ballard Festival and support the community with your participation!

Sincerely,

Jenny Heins, Sustainable Ballard President
206-384-0053, jenny@sustainableballard.org

Sustainable Ballard, "A Blueprint for Every Town USA," builds community and takes action on a neighborhood level to counteract the biggest challenge humanity has ever faced. We believe that community self-reliance and sustainability is good foreign policy implemented locally. With a membership base of more than 1200 and an active wiki-based web site, we aspire to make changes in our own lives and in our community to create a more just and healthier planet.



\$75 – Clothesline Level

- Your (business) name or logo on colorful flags that will be hung around the Festival
- Your (business) name listed in the Festival guide (distributed three to four weeks before the event)*
- Your (business) name on the Sustainable Ballard Festival website
- A free 6 ft. table space at the Festival**†

\$150 – Bicycle Level

- Your (business) name or logo on colorful flags that will be hung around the Festival
- Your (business) name and two-line listing in the Festival guide*
- Your (business) name on the “Welcome to the Festival” sign
- Your (business) name/logo and link on the Sustainable Ballard Festival website
- A free 10 ft x 10 ft space at the Festival **†

\$500 – Solar Panel Level

- Your (business) name or logo on colorful flags that will be hung around the Festival
- Your (business) name and two-line listing in the Festival guide*
- A 2”x 2” ad in the Festival guide (you provide the artwork)*
- Your (business) name/logo on the “Welcome to the Festival” sign
- Your (business) name/logo and link on the Sustainable Ballard Festival website
- Your (business) name/logo on the Festival poster (displayed five weeks before the event)*
- Your (business) name/logo on a 3 ft solar sponsor decal indicating your sponsorship of one of our colorful activity areas
- A free 10 ft x 10 ft booth in a prime location at the Festival**†

\$1,500 – Stage Sponsor Level

- Your (business) name or logo on colorful flags that will be hung around the Festival
- Your (business) name and two-line listing in the Festival guide*
- A 1/4-page (approx. 4”x 3.5” or 7”x 2”) ad in the Festival guide (you provide the artwork)*
- Your (business) name/logo on the “Welcome to the Festival” sign
- Your (business) name/logo and link on the Sustainable Ballard Festival website
- Your (business) name/logo on the Festival poster (displayed five weeks before the event)*
- One of our stages will be named for your business, with a large banner displaying your name and/or logo
- A free 10 ft x 20 ft booth in a prime location at the Festival**†

Non-profits receive a 20% discount. Rates are as follows:

- Clothesline level - \$60
- Bicycle level - \$120
- Solar Panel level - \$400
- Stage level - \$1200

* Deadline for listings, logos, and ads for the Festival newspaper and Poster is Aug 15, 2009.
(For Sponsors at the Bicycle Level and higher, a larger ad space can be purchased for an additional fee.)

** Deadline for reserving table or booth space is September 15, 2009.

† Please note: tables and chairs are not provided, tents may be rented for an additional fee

SPONSOR APPLICATION

8th Annual Sustainable Ballard Festival

September 25th, 2011

Return Sponsor Application and your check to Sustainable Ballard, 2442 NW Market St # 286, Seattle, WA 98107 or sponsor@fest.sustainableballard.org no later than August 15th to ensure inclusion in print and promotional materials. (Artwork/logo should be provided by this date as well).

YES, I'd like to sponsor the 8th Annual Sustainable Ballard Festival!

Name _____
 Business Name _____
 Address _____
 City State Zip _____
 Email _____ Phone _____

Sponsors at all levels are welcome to host a free table or booth at the Festival. Please fill out the Exhibitor Application below to assure your space.

I will not be Exhibiting

Please indicate the level at which you'd like to participate, and the amount of your sponsorship:

- Clothesline Level – \$75 (\$60 NPO)
- Bicycle Level – \$150 (\$120 NPO)
- Solar Panel Level – \$500 (\$400 NPO)
- Stage Sponsor Level* – \$1,500 (\$1200 NPO)

**limited availability – please contact jenny@sustainableballard.org for more information*

PAYMENT: If you would like your contribution to be tax-deductible, make your check payable to Groundswell NW (our fiscal agent and 501(c)(3)) indicating Sustainable Ballard in the check's memo line. If a tax deduction is not required, please make your check payable to Sustainable Ballard.
Please mail your payment with this form to:
Sustainable Ballard – Festival
2442 NW Market Street # 286, Seattle, WA 98107

THANK YOU! Your support makes the Sustainable Ballard Festival possible.

Exhibitor Application

Return Exhibitor Application to Sustainable Ballard, 2442 NW Market St # 286, Seattle, WA 98107 or sponsor@fest.sustainableballard.org postmarked no later than September 15th to ensure your inclusion in the program map.

Company/Exhibitor Name (as it should appear in the program) _____

City of Seattle Business License Customer # _____
 (additional \$5 fee if you are not licensed in the City of Seattle)

You may add the following at additional cost:

Rental tent @ \$75 each _____ Electrical hook up @ \$5 each _____

The emphasis of this festival is to create a highly active and interactive atmosphere. Please provide a brief description of your booth activities to be included in our print materials. Give-aways, demos, classes, displays or workshops that you will be offering in your exhibit space are especially eye-catching. We reserve the right to edit your description.

Description:

Fees (all fees due with sponsor payment)

temp city business license (\$5) = \$
 tent @ \$75 each = \$
 electrical hook up (\$5) = \$
TOTAL = \$

Please make your check payable to:
 Groundswell NW or Sustainable Ballard.
 This portion is not tax deductible.

Questions? Please contact our Sponsor Coordinator at sponsor@fest.sustainableballard.org

Exhibitor Information Sheet – Please read carefully!

Safety is priority #1. Families with small children will be present, so make sure your exhibit area, display materials, demonstrations and activities are kid-safe.

Set-Up: 8:00 am – 10:30 am. You may begin setting up as early as 8 am the day of the event. Please allow enough time to complete your set-up by no later than 10:30 am.

Festival Hours: 11 am – 5 pm. Except in the case of an emergency or hardship situation, you must keep your exhibit set up and manned for the duration of the festival hours. Non-compliance may affect your ability to exhibit in future years.

Security: You are solely responsible for the safety and protection of your exhibits, displays and materials at all times. We will not be liable for any lost or stolen items. Please make arrangements to protect valuable items.

Exhibit Space: We are trying to accommodate as many exhibitors as possible, so if a smaller exhibit space than specified by your sponsorship level will meet your needs, please let us know.

NO SALES: The vibrancy of our festival depends on fest-goers feeling comfortably away from a sales pitch atmosphere. Our only permitted sales will be food and drink. Within the centrally located NO SALES zone, you are welcome to show your wares, offer samples and coupons, sign people up to be contacted later, or make arrangements for money exchange at another time. **With prior approval**, you may also be allowed to sell an item that supports a How-To Workshop** given at the festival. Please contact jenny@sustainableballard.org for more information.

Loading/Unloading: You will be given your space location prior to the event and specific instructions about loading and unloading will be provided at that time. Check in at the information booth if you have any questions.

Restrooms: There will be Sani-cans in the NW corner of the park and there are restrooms in the Ballard Library to the SE. Water is available at a drinking fountain in the center of the park.

Trash removal/Clean-up: There are no custodial services being provided, so we all need to clean up after ourselves and pitch in to help keep the area clean and safe. There will be compost and recycling stations. Please plan to take non-composting or non-recycling garbage out with you so as to not overwhelm the garbage cans.

Tear Down: The Festival ends at 5pm and exhibits may be removed after that time. You are solely responsible for removing your exhibit, displays, materials, and cleaning up your area. Please remove your vehicle from the loading area as quickly as possible so others may get in and out.

***To propose a How-To Workshop featuring one of your products, please contact jenny@sustainableballard.org For additional information about the festival programming or layout, please visit our website at: fest.sustainableballard.org*

I have read, understand, and agree to comply with the conditions as written in the Exhibitor Information Sheet.

Sign: _____

Print Name: _____

Date: _____

If exhibiting, a signed copy of this agreement must be filed before set-up.

**Mail or email with your Exhibitor Application to:
Sustainable Ballard, 2442 NW Market St., Seattle, WA 98107 or
sponsor@fest.sustainableballard.org**