



AMERICAN
SOLAR
ENERGY SOCIETY

2016 National Solar Tour Sponsorship Opportunity

Every October, in conjunction with Energy Awareness month, homeowners and businesses in neighborhoods across the country open their doors and share how they've reduced their utility bills and offset their carbon footprints.

The National Solar Tour presents a unique opportunity to tour these sites and see solar energy being used effectively in homes and other buildings. It is known for inspiring people to make their own sustainable energy choices.

Because the tour offers the chance to see affordable, practical technologies at a variety of homes and businesses across the country, it is also a unique and valuable opportunity to connect with these communities and share solutions. Sponsorships of the National Solar Tour make this important event possible and have a tangible impact on an individual and community basis.



"The National Solar Tour inspires people across the nation to make sustainable energy choices that reduce costs, support energy independence, protect against power outages, and reduce carbon emissions." –Long-time supporter and attendee



National Solar Tour At-A-Glance

- October 2016
- 60 cities across the U.S.
- 5,000 innovative solar homes and businesses
- 150,000 attendees
- Insights and information
- Best practices
- Cost savings
- Energy efficiency
- Carbon reduction
- Grid stability
- Energy solutions
- Local and national coverage
- History of facilitating solar installations nationwide

Why Sponsor the National Solar Tour?

- Reach people ready to make an investment in solar and energy efficiency products and services
- Nationwide visibility and brand recognition
- Exposure and value across multiple events, programs, web, social media, and more
- Tax-deductible sponsorships (considered donations to ASES, a non-profit organization)
- Legacy of commitment to stronger, more energy-stable communities, people and business

“Sustainable living is not only good for the planet, it’s good for our wallets. The National Solar Tour offers families an opportunity to have meaningful conversations with friends and neighbors who’re reaping the benefits of renewable energy and energy efficiency each and every day. It’s a great way to get an up-close and personal perspective on how easy it can be to live the green life—and how rewarding.” – Ed Begley, Jr.

Benefit	Platinum Sponsor (limit 1)	Gold Sponsor (limit 3)	Silver Sponsor
Premium logo placement in all tour marketing assets (signage, web, print, social)	•		
Company literature at tour locations	•		
Logo featured on tour yard signs and posters nationwide	•	•	
Company logo and link on tour website	•	•	•
Social media recognition	•	•	•
Mention in tour press releases	•	•	•
Ad in tour brochure and exposure to SOLAR TODAY readers	full page	½ page	¼ page
Sponsorship levels	\$8000	\$4000	\$2000

These are the customers you’ve been looking for, and they’re ready to buy:

- 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 by August 31st!
All artwork and materials needed by Friday, September 2, 2016

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