

ASES NATIONAL **SOLAR TOUR**

National Solar Tour Local Organizer's Toolkit



Contents

National Solar Tour Local Organizer's Checklist 3

National Solar Tour Press Release 4

National Solar Tour Local Press Release 6

Local Sponsor Package 8

ASES National Solar Tour Local Organizer's Checklist

June

- Recruit volunteers for sponsorship, promotions, planning
- Discuss selection criteria for tour sites
- Form tour organizing committee

July

- Choose a date or dates for the tour
- Submit your local tour details to ASES - contact solartour@ases.org to fill out the form
- Assign volunteers to solicit local sponsors
- Assign volunteers to solicit national sponsors
- Put out a call for entries for tour sites to various news and media sources
- Re-engage previous tour sites
- Assist application of potential new tour sites. Send them last year's guide
- Engage local non-profits and meetups to communicate plan for tour and promotions
- Contact local installers to invite them to participate in tour events, ask them to be sponsors
- Arrange a meeting place for attendees to pick up map and guide
- Plan tour main event (breakfast, speaker, party)

August

- Review and select tour site submissions
- Put up posters in local library, coffee shops, grocery stores, etc.
- Submit order to ASES for yard signs and brochures
- Recruit volunteers to support tour hosts, and general tour weekend support.
- Confirm tour sites
- Add tour sites to the ases online map
- Organize a local map or guide with numbered tour sites and descriptions
- Send out weekly press releases
- Order a vinyl banner with your tour dates, time, and meeting spot from your local print shop to hang in public areas (across main street, below welcome to town sign, etc)

September

- Print local map or guide
- Host a meeting/event to pick up materials (yard signs, tour brochures) and share information, exchange ideas, and answer questions
- Confirm arrangements for main event
- Continue to send out weekly press releases and get the word out

October

- Put up yard signs and balloons
- Train tour site volunteers
- Prepare initial meeting place for tour goers with a sign in sheet, guides, maps, info about main event



National Solar Tour Press Release

Wondering about your friends' and neighbors' cost saving renewable energy solutions? Come visit the 23rd Annual ASES National Solar Tour to be held October 2018.

For Immediate Release

The American Solar Energy Society (ASES) is proud to announce that the largest annual grassroots solar event in the nation will be taking place in neighborhoods nationwide during the month of **October 2018**. Attending the National Solar Tour will allow communities across the country the opportunity to see new and innovative technologies locally that will benefit the environment on a global level. Americans have a voice in how they get their energy. Visiting homes on the National Solar Tour will allow visitors to learn, engage and be a part of the solution to current energy challenges.

The ASES National Solar Tour is the largest grassroots solar event in the nation. In recent years, the National Solar Tour has attracted more than 150,000 participants and 5,000 solar-energy sites nationwide.

It offers the opportunity to informally tour innovative green homes and buildings, and see affordable and practical technologies in local neighborhoods, that benefit the environment and are part of the solution to the nation's energy challenges. The National Solar Tour hopes to continue to inspire people across the nation to make sustainable energy choices that reduce costs, support energy independence, protect against power outages, and reduce carbon emissions.

Those interested in solar energy should please consider visiting a business or resident participating in the National Solar Tour to learn more. Contact solartour@ases.org if you are interested in organizing a tour in your neighborhood or town.

This event is coordinated nationally by the nonprofit American Solar Energy Society in collaboration with dozens of outstanding partner organizations. It takes place annually during the first Saturday in October in conjunction with National Energy Awareness Month.

To find local event information and sponsorship opportunities, please go to nationalsolartour.org.

About the American Solar Energy Society

Established in 1954, the nonprofit American Solar Energy Society (ASES) is the nation's leading association of renewable energy professionals and advocates. ASES is the United States Section of the International Solar Energy Society (ISES). **Our mission is to enable a 100% renewable energy society.**

Programs

ASES publishes the award-winning [SOLAR TODAY magazine](#) (digital and print for members), and the e-newsletter Solar@Work (for renewable energy professionals).

We organize and present the ASES National Solar Conference, and publish its Proceedings. SOLAR 2018 will take place in August 2018 in Boulder, CO.

We lead the [ASES National Solar Tour](#) — the largest grassroots solar event in the world.

We bring the Solar and Renewable Energy Communities Together with:

- Regional chapters in 41 states and the District of Columbia
- [7 Student Chapters](#) at colleges across the country
- [9 Technical Divisions](#), with academic and engineering members from all disciplines, to serve as a clearing house for basic research across all renewable-energy and energy-efficiency technologies

Media Contact: Carly Rixham, American Solar Energy Society, crixham@ases.org.

SOURCE: American Solar Energy Society

RELATED LINKS

<http://www.nationalsolartour.org><http://www.nationalsolartour.org/>
<http://www.ases.org>

###



National Solar Tour Local Press Release

Contact: [Your Name, Phone, Email]

For Immediate Release

[Your Org Name Here] Hosts National Solar Tour in Support of the World's Largest Grassroots Solar Event

Homes, Schools & Businesses Nationwide Participating in 23rd Annual ASES National Solar Tour 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 -- for the 23rd Annual National Solar Tour, the world's largest grassroots solar event.

The event, slated for [date of tour here], is showcases the solar technologies your neighbors are using to 1) drastically reduce monthly energy bills, 2) reduce harmful carbon emissions, and 3) enjoy rich 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 open house 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 in recent years attracted more than 150,000 people in 49 U.S. states 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 Tours also give [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,” said ASES Executive Director, Carly Rixham.

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: ases.org/tour.

ABOUT [YOUR ORGANIZATION]: [Add 2-3 sentences describing your organization here.]

ABOUT THE AMERICAN SOLAR ENERGY SOCIETY:

For over 60 years 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 .



####

ASES NATIONAL SOLAR TOUR

Local Sponsor Package

(Chapter logo here)

Recipient Name

Title

Company

Address

Dear (name),

We're delighted that you've expressed interest in sponsoring the 2018[chapter 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 chapter 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 Carly Rixham at crixham@ases.org.

Sincerely,



Name
Title
Company

[Insert Local Name] Solar 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 and link on Local Tour Website	✓	✓	✓
Free passes [if local tour charges]	20	10	5
Ad in Local Tour Brochure	Full Page	½ Page	¼ Page
Price (suggested local pricing, use what works in your area)	\$5,000	\$2500	\$1000

Send LOGO

Thank you for agreeing to sponsor the **2018 [Organization] National 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**

____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: