

SOLAR TOUR

OVERVIEW

NATIONAL SOLAR TOUR AT-A-GLANCE

- Fully Virtual Experience
- September 28- October 4
- Live Streaming and Videos
- 5,000 solar homes and businesses
- Best practices
- Cost savings
- Energy efficiency
- Carbon reduction
- Grid stability
- Energy solutions
- 25th Year Anniversary

**NOW
VIRTUAL**

25TH NATIONAL SOLAR TOUR



AMERICAN
SOLAR
ENERGY SOCIETY



**SOLAR UNITED
NEIGHBORS**

in partnership with



Generation180

The largest grassroots solar, renewable energy and sustainable living event in the U.S. takes place every October in conjunction with Energy Awareness Month. From **September 28th to October 4th**, hundreds of people across the nation will show off their solar homes and businesses. During this week, solar owners and supporters will have a chance to connect, ask and answer questions, and participate in a nationwide virtual solar experience.

Why Sponsor the National Solar Tour?

- Reach people ready to make an investment in solar and energy efficiency
- Nationwide visibility and brand recognition
- Exposure 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 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.

SPONSOR BENEFITS AND PRICING

Sponsorships make this important event possible and have a tangible impact on an individual and community-wide basis.

Benefits	NATIONAL			LOCAL
	Platinum (limit 1)	Gold (limit 3)	Silver	Local
Premium logo placement in all Tour marketing assets (tour logo, web, print, social)	✓			
Sponsorship of 2021 ASES webinar featuring your expert panel	✓			✓
Logo featured on Tour signs and posters nationwide	✓	✓		
Company logo and link on Tour website	✓	✓	✓	
Social media recognitions	✓	✓	✓	✓
Mention in Tour press releases	✓	✓	✓	
Ad, four issues of Solar@Work newsletter, and 4 issues (one year) of <i>Solar Today</i> magazine	Full Page Ad	1/2 Page Ad	1/4 Page Ad	
Sponsorship Rate	\$15,000	\$8,000	\$4,000	\$2,000/market

Special non-profit rates available.

NATIONAL SOLAR TOUR ATTENDEES ARE READY TO GO SOLAR!

- **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 Commitment Deadline: September 15, 2020

Contact sales@ases.org or solartour@ases.org

www.nationalsolartour.org