

DATE/TIME: Saturday, April 17, 2010, 10:00 am to 5:00 pm

LOCATION: Promenade Park, Ventura, CA

ENVIRONMENTAL AWARENESS

It is our purpose to promote a healthy and sustainable environment by highlighting earth-friendly activities, information and products. Although this event is not intended to be exclusive, park space is limited. Event organizers must be selective in choosing exhibitors and vendors. We are looking for non-profit and commercial businesses that promote environmental awareness and practices or produce environmentally friendly products and services. Food vendors must meet Ventura County Environmental Health requirements and low waste packaging is preferred. Please use the application below to explain how your organization provides a service or product that improves our environment.

EXHIBITOR CATEGORIES

ALTERNATIVE TRANSPORTATION

ARTS & CRAFTS: Art containing recycled, reused or found items

ENVIRONMENTAL SERVICES OR OUTREACH

ENERGY & CLIMATE CHANGE

HEALTH, WELLNESS & FITNESS

GREEN BUILDING & LANDSCAPING

SUSTAINABLE LIVING: including preservation of open space, ocean and watershed resources, organics, recycling, and clean air.

APPLICATION, INSURANCE & FEE DEADLINE

Applications must be received by Monday, March 15 and must be accompanied by payment of exhibitor booth fee and proof of insurance naming Ventura Charter as additionally insured. Fees will be refunded only if your application is not approved. We will not offer refunds for any other reason.

BOOTH SIZE: Standard booth size is 10'x10'

BOOTH FEE: The booth fee is \$200 (\$160 Early Bird). Non-profits are eligible for a discounted booth rate of \$100 (\$75 Early Bird). Exhibitors will be required to provide their own tables, chairs, booth, and canopy. Canopies are recommended since this event is outdoors and held rain or shine. Canopies must be staked or weighted down.

PRODUCTS & PROMO ITEMS: Ventura Earth Day strives to be a "zero waste" event. Products and giveaways must be relevant to environmental concerns. The following are ideas to minimize waste:

- Reduce or eliminate disposable items or 'freebies' given away at your booth, especially plastic items
- Please do not bring balloons or Styrofoam
- Be mindful of packaging or bagging, and avoid giving away plastic bags
- Food servers: Non-biodegradable or non-recyclable serving supplies, utensils or packaging are discouraged
- Recycled, organic, reusable and all low waste packaging and marketing materials are encouraged

CERTIFICATE OF INSURANCE: All exhibitors must provide proof of liability insurance for at least \$1,000,000 naming Ventura Charter as certificate holder and additionally insured. This is easier than it sounds. If you already carry insurance for your business or non-profit, simply call your insurance agent and ask them to issue you a certificate of insurance naming Ventura Charter School as additionally insured. If you do not carry insurance, please contact us.

WHY SPONSOR VENTURA'S EARTH DAY ECO FEST?

With crowds of 3,000 to 5000 people in attendance for Ventura's Earth Day Eco Fest 2010, the festival is a fantastic marketing opportunity for community businesses and corporate partners. Where else can you connect directly with local, eco-minded consumers? Applications for Vendors and Sponsors are now being accepted.

Sponsors at the EARTH level (\$500) receive the benefit of a free booth at the festival, as well as inclusions in all our festival promotional materials. OCEAN Level sponsors at the \$1000 level receive a ½ page advertisement in the Earth Day program and 4 on stage mentions at the event. The AIR sponsorship level at \$2500 includes a full-page advertisement in the Earth Day program, an on stage mention every hour and a 10X20 booth space with free equipment. All proceeds go to funding enrichment programs at **Ventura Charter School of Arts and Global Education**.

SPONSORSHIP LEVELS:

EARTH \$500

- Free 10X10 Booth space
- Your Logo included in all Festival materials
- 1 on-stage mention
- Mention in all press / media releases
- Your Logo and website link featured on the event website www.VenturaEarthDay.com

OCEAN \$1,000

- Free 10X10 Booth Space in select High Traffic Area
- Your Logo included in all Festival materials and print advertisements
- ½ page Advert in Earth Day Program
- 4 on-stage mentions
- Mention in all press / media releases
- Your Logo and website link featured on the event website www.VenturaEarthDay.com

AIR \$2,500

- Free 10X20 Booth Space in Prime Location of Choice
- Your Logo featured prominently in all Festival materials and print advertisements
- Free equipment rentals to include; pop up tent, up to 3 tables and 4 chairs
- Your Company / Organization featured as a sponsor of the Main Stage or Education Pavilion (Noted on Banner)
- On Stage mention once every hour, 1 two minute announcement from Company Rep
- Mention in all New / Media Releases
- 1 Full page Advert in Earth Day Program
- Your Logo and website link featured on the event website www.VenturaEarthDay.com

APPLICATION DEADLINE

The application must be received by **Monday, March 15, at 5pm** and must be accompanied by payment of fees and certificate of insurance naming Ventura Charter School of the Arts and Global Education as additionally insured. Sorry, it is not possible for us to refund fees due to poor weather. **Early bird discount applies if application received by Friday, February 12.**

Organization: _____ Contact: _____
Address: _____ Phone: _____
Email: _____ Fax: _____

TYPE OF ORGANIZATION

- Corporate (Early Bird \$160/General \$200)
- Non-Profit or Home Based Business (Early Bird \$75/General \$100)

SPONSORSHIP

If you would like to be a major event sponsor, please check one of the following:

- Earth \$500
- Ocean \$1,000
- Air \$2,500

EXHIBITOR CATEGORIES

Please indicate which category your organization or business falls under:

- Energy & Climate Change
- Sustainable Living
- Alternative Transportation
- Health & Wellness
- Environmental Services
- Arts & Crafts
- Green Building
- Other

_____(initial) **I have read and understand the exhibitor guidelines, and I acknowledge that I am responsible for following these guidelines as a Ventura Earth Day exhibitor.**

The goal of this event is to educate the public in ways to minimize their impact on the earth. Please describe the way your organization will educate the public in ways to live "Earth Day Every Day". Explain how your product is appropriate and will add value to the event theme:

METHOD OF PAYMENT

Mail completed application, certificate of insurance and your check to PO Box 392, Ventura, CA 93002. Make checks payable to: Ventura Charter School. Thank you!

Questions? Please call Laura Fahr: (805) 901-2019 or email laura_fahr@hotmail.com