



June 22, 2011

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Dear Green Building Professional or Associate and Community Leaders,

The Ojai Valley Green Coalition will be holding its third Green Home & Building Tour and its second Green Home Show on Saturday, October 1, 2011. If you offer sustainable home and building services, products, education, and/or support the work of the Ojai Valley Green Coalition, we hope you will consider sponsoring our event and participating as a show vendor.

This is the Coalition's annual major fundraiser and a significant educational opportunity for residents of the valley and beyond to see and discuss practical steps that can be taken to improve quality of life and reduce one's environmental footprint through lifestyle changes and property improvements.

Linked on this webpage or e-notice is the sponsor form and vendor application. Due to the fact this event is 99% produced by volunteers, we need plenty of time to do each step, please note the September 2 requested deadline for sponsorship and September 24 deadline for home show exhibitors. Here's what we hope to accomplish:

Specific Purpose

To educate Ojai Valley residents and residents of the surrounding communities of Ventura, Los Angeles, and Santa Barbara counties about green building concepts, designs, and practices. This will be accomplished by a demonstration green building tour of homes and business within the Ojai Valley in conjunction with a green home show. Builders and vendors will be present to explain the features of their work on the project and/or products. There will be samples of green building materials used. Tour-goers can use these ideas when they consider remodeling or building a new house, thus saving energy and reducing the Ojai Valley's collective carbon footprint.

Target Audience

The target audience is residents from Ventura, Los Angeles and Santa Barbara Counties who are interested in learning more about green construction design, technologies and products. Press releases will be sent to media in all counties to promote this event. Tour information will also be submitted to an extensive list of county-wide green websites. The target audience will also be reached through media buys, newspaper inserts, and/or display ads.

Success Metrics

Approximately 300 attendees are exposed to green building concepts and products. This new knowledge gives event-goers practical ideas they can use in their own homes and businesses. Sponsors and show vendors will realize an increase in business and potential new clients due to marketplace exposure to a target audience.

Thank you in advance for your time and consideration. We hope to work with you as we bring this special event and opportunity to the community.

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