



conserving today
for a better tomorrow

earthday TAHOE

APRIL 16, 2011

AT BIJOU Community PARK
1099 AL TAHOE BLVD
SOUTH LAKE TAHOE, CA
10AM - 5PM

EVENTS

- LOCAL MUSIC - BISON
- COMMUNITY PERFORMANCES
- KIDS' ECO-PARADE
- BOOTHS
- FOOD & DRINKS
- RAFFLE
- ZERO WASTE EVENT



www.southtahoearthday.org

Poster Design by Tara Pielact





2011 South Lake Tahoe Earth Day Festival

Saturday, April 16th
BIJOU COMMUNITY PARK
10:00 am - 5:00 pm

Greetings friends of Earth Day!

The Earth Day Committee would like to invite you to participate in the 2011 South Lake Tahoe Earth Day Festival. Earth Day is one of the largest public environmental events of the year in the Lake Tahoe area and is a volunteer-run, non-profit event. South Lake Tahoe Earth Day recognizes, celebrates, and promotes the region's unique beauty and educates the public about local environmental issues. Our Earth Day Committee works hard to make the South Lake Tahoe Earth Day Festival a zero waste and carbon neutral event each year. **We are very excited to be hosting this year's event at the Bijou Community Park!!**

This year's Earth Day is going to be better than ever before, including our exciting new partnership with the Sierra Nevada Alliance to host the Wild and Scenic Film Festival and our brand new Earth Day website (www.southlaketahoeearthday.org)! Be sure to submit your booth application today!!

6th Annual Wild and Scenic Film Festival (Date coming soon!)

- The Wild and Scenic Film Festival exhibits powerful environmental and adventure films, inspiring its audience to take further action regarding issues that impact our environment, ourselves and our world.

Saturday, April 16th – South Lake Tahoe Earth Day Festival

- A variety of informational booths focusing on environmental education, sustainable products, pollution prevention, alternative energy, waste management, and much more
- Live local music and dance performances including the traditional Washoe Earth Day opening ceremony
- Delicious local food, bike fix-it booth, and bike valet
- Clothing swap/food drive
- KID ZONE featuring recycle-themed arts and crafts and an eco parade with prizes for best costumes
- HUGE RAFFLE including 2nd Annual Alternative Transportation Raffle

Lake Tahoe Earth Day would not be possible each year without ongoing support from the Lake Tahoe Community. Thanks to a dedicated team of volunteers, local agencies, businesses, and non profits, Earth Day is a free and fun public Saturday event. **Please consider becoming a 2011 Earth Day supporter by making a tax-deductible donation, submitting a booth application, or volunteering the day of the event.** Please see the attached sponsorship opportunities.

Please don't forget to visit our Earth Day website at www.southtahoeearthday.org for the most up-to-date event information and be sure to follow us on Facebook.

Thank you for your support!

Sincerely,

The South Lake Tahoe Earth Day Committee

South Tahoe Earth Day Contacts

Event Chair, Sponsorship
Sarah Ford
530-543-1501 ext. 114
sford@tahoercd.org

Media, Web Design
Courtney Walker
530-543-1501 ext. 118
cwalker@tahoercd.org

Vendor/Booth Info and Applications
Jeanne Lear
530-542-8366, jlear@southtahoerefuse.com

Volunteers
Jessica Schwing
775-589-5318, jschwing@trpa.org



2011 South Lake Tahoe Earth Day Sponsorship Opportunities

South Lake Tahoe Earth Day would not be possible each year without ongoing support from the Lake Tahoe Community. Please consider becoming a 2011 Earth Day supporter by making a tax-deductible donation or in-kind contribution to our event.

Thank you in advance for your support!!

Business/Organization Name _____

\$2000 - Mother Earth Premier Sponsorship

- Prominent poster logo
- Large website logo and link
- Free premium booth space
- On-stage recognition
- Special PR consideration
- Additional exposure of banners and/or marketing materials

\$1500 - Lake Tahoe Sponsor

- Large poster logo
- Website logo and link
- Free premium booth space
- On-stage recognition

\$1000 - Fallen Leaf Sponsor

- Poster logo
- Website logo and link
- Free booth space
- On-stage recognition

\$500 - Echo Lakes Sponsor

- Website logo and link
- Free booth space
- On-stage recognition

\$1000 - Kid Zone Sponsor

- Website logo and link
- Prominent logo on Kid Zone Poster
- Logo on Event Poster
- Free booth space near Kid Zone
- On-stage recognition

\$1000 - Local Music Sponsor

- Website logo and link
- Poster logo
- Free booth space
- On-stage recognition

\$500 - Alternative Transportation Sponsor

- Website logo and link
- Free booth space
- On-stage recognition

Media Sponsor

- By arrangement

Raffle Sponsors

- Recognition for in-kind donations

\$25 - Friend of the Earth Sponsor

- Free chico shopping bag!

Community Volunteer

- Free lunch and good karma!

Please make checks payable to: Tahoe Earth Day Foundation

Please return form/donations to: Tahoe Earth Day Foundation, P.O. Box 9401, South Lake Tahoe, CA 96158

For more information, contact:

Sarah Ford, 530-543-1501 ext. 114, sford@tahoercd.org

The Tahoe Earth Day Foundation is exempt under Section 501(c)(3) - Tax ID #: 57-1214038
Contributions are deductible under Section 170 of the Internal Revenue Code, Public Charity Status.



**South Lake Tahoe Earth Day 2011 ~ Saturday, April 16th 10am – 5pm
Bijou Community Park
Participant Application**

Registration fees provide for event publicity and materials, including tables, chairs, Zero Waste supplies, alternative energy sources, and entertainment.

Organization: _____ Contact Person: _____
Daytime Phone: _____ Evening Phone: _____
Mailing Address: _____
City: _____ State: _____ Zip: _____
Fax: _____ E-mail: _____ Website: _____

	One Day Event	
By April 9th, 2011:	_____ \$125 (Business Fee)	_____ \$75 (Non-profit Fee)

*NOTE: **Applications must be received by April 9th, 2011 to guarantee booth placement.** Applications will be considered completed when application and full payment has been received. Payment is refunded if application is not accepted. More information will be sent once your application is reviewed and payment has been made by the Earth Day Festival Planning Committee.*

Interactive booths are preferred. Please describe booth activity, display and types of items for sale, if any:

PLEASE TAKE NECESSARY PRECAUTIONS TO PREPARE FOR INCLEMENT WEATHER AND SECURE ALL DISPLAY MATERIALS (DO NOT BRING ITEMS THAT WILL BLOW AWAY).

BOOTH REQUIREMENTS

One 8' x 30" banquet table and 2 chairs will be provided for each booth site.

Booth placement: Main area _____ Kid Zone _____

Preferred placement next to another organization (not guaranteed): _____

By submitting this application, exhibitor agrees to all terms outlined herein and to release the Earth Day Festival Planning Committee, Tahoe Earth Day Foundation, City of South Lake Tahoe, South Tahoe Refuse Co. and "Sponsors" from liability for any personal injuries, theft, damage, or loss of property ("Damages") that might occur as a result of exhibitor's participation in Earth Day 2011. Thank you! We appreciate your support.

Signed _____ Date _____

Applications must be received WITH payment by April 9th, 2011 to guarantee booth placement

Please make checks payable to: Tahoe Earth Day Foundation
Mail to: Tahoe Earth Day Foundation, P.O. Box 9401, South Lake Tahoe, CA 96158 or Fax: 530-541-1710
Questions? Contact: Jeanne Lear, 530-542-8366, jlear@southtahoerefuse.com