

SOUTHBURY ENERGY FAIR & GREEN EXPO

OVERVIEW FLYER:

Come learn energy saving strategies, clean energy, and being green

SOUTHBURY ENERGY FAIR & GREEN EXPO

Saturday, September 21, 2019, Rain - next day
10:00 am – 2:00 pm

Southbury Green (Gazebo), 775 Main Street South, Southbury, CT



Energy Conservation

- Home Energy Solutions
- Heat Pumps & Mini Splits
- Energy Efficient Lighting

Eco Village

- Composting
- Recycling, Reducing Waste
- Pollinator Pathway

Clean Energy

- Solar Power
- Electric Vehicles
- Wind Power

Combating Global Warming

- Climate Change Lobby
- Community Solar
- Peoples Action for Clean Energy

Kids activities – face painting, recycling magician, Eco Village activities ...

Find us at: <https://www.facebook.com/southburyenergyfair>

Climate Change Lobby, Southbury Chapter:
ron.brandes@gmail.com (203) 808-1541

Sustainable Southbury
chuck.litty@gmail.com (203) 586-9078



Citizens' Climate Lobby



Sustainable Southbury

** Vendors & activities subject to change if scheduling conflicts arise*

Contacts:

Chuck Litty (203) 586-9078

chuck.litty@gmail.com

Ron Brandes (203) 808-1541

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GOALS:

- Promote energy conservation
- Promote clean energy
- Promote sustainability
- Increase awareness of environmental issues
- Non partisan - educate and engage town governmental leaders and candidates

TARGET AUDIENCE:

- Residential
- Primary - families with children, young adults
- Secondary - Seniors (large presence in Southbury because of Heritage Village)

ATTENDANCE:

The Southbury Energy Fair is working with the regional school system which covers Southbury and Middlebury. Southbury has a population of ~20,000 and Middlebury a population of ~8000. Based on these demographics and estimated penetration rates (see estimate details below), we hope to attract somewhere between 400 - 800 people through:

- School-based promotion (poster contest, theater production, video and environmental science assignments, engagement with school clubs, flyer notices to parents, etc.)
- Advertisement in local papers
- Town and vendor email list blasts
- Social Media - Facebook, Instagram, and Twitter
- Flyers / Posters
- Lawn signs
- Outreach to town commissions and local groups, and businesses
- Radio station sponsorship

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VENDORS:

We are targeting vendor tables that work directly with energy conservation, renewables, enable home owners, promote our objectives and ones for the Eco Village. We plan to have kid activities at tables in the eco-village that are fun and teach conservation.

The vendors we are targeting include:

- Solar Installations (1 confirmed, 1 pending, 6 backup)
- Energy Conservation (1 confirmed, 1 pending)
- Electric Vehicles (2 very interested, 2 pending, 5 backup & NEEAA, National Drive Electric Week)
- Home energy conservation
 - LED lighting (1 confirmed)
 - Home mechanical - heat pumps / mini splits, ERV/HRV
 - Building envelope - high performance windows, insulation contractor
 - Eversource - Home Energy Solutions
- Passive House - Connecticut Passive House, PHIUS
- Enabling
 - Sustainable Southbury (confirmed)
 - Eversource
 - CT Green Bank
 - Sustainable CT
 - Community Solar (confirmed)
- Promotion
 - People's Action for Clean Energy
 - Connecticut Round Table on Climate and Jobs
 - Climate Change Lobby (confirmed)
 - CT Farm energy
- Eco-Village
 - Master Composter - Mary Hogue
 - Recycling and reducing waste - Becky Bunnell
 - Northeast Organic Farming Association
 - Master Gardener
 - Pollinator pathway
 - Bees
 - Plastic bags reduction
 - Southbury Land Trust
 - Audubon
 - Pomperaug River Watershed Coalition
 - New Morning Market

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SPONSORSHIP NEEDS:

The energy fair work will be accomplished by volunteers but sponsorship and vendor donations are needed to defray advertising and promotion expenses.

Working with Southbury Printing (supporting our local business) we estimate minimum promotion expenses to be \$2000. A higher level of funding will enable more paid advertisements, more flyers and posters to achieve higher attendance. We plan to cover these costs by:

- Charging \$75 for a commercial vendor table
- Offering 3 levels of sponsorship:

Level	Amount	Benefit
Bronze	\$250	Logo on flyers / posters / fair boards
Silver	\$1000	Bronze + social media
Platinum	\$2000	Silver + all remaining channels & banner at fair entrance

The Southbury Energy Fair will contact you upon receipt of sponsorship payment to arrange benefit logistics.

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Southbury Green, 775 Main Street

SPONSOR FORM

(Please Print)

Business Name (to appear in credits): _____

Contact Person: _____ Title: _____

Mobile Phone: _____ Office Phone: _____

Business Address: _____

City: _____ State: _____ Zip: _____

Email address: _____

Yes, Our Business Wants to be a Sponsor!

- Platinum \$2000+
- Silver \$1000+
- Bronze \$250+

Payment: Check (Make Payable to Southbury Energy Fair)

Please send sponsorship along with completed form to:

Southbury Energy Fair

% Ron Brandes

222 Oak Hill Drive

Southbury CT 06488

ron.brandes@gmail.com (203) 808-1541

Thank you for supporting energy conservation, clean energy, and sustainability

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Energy Fair Map:



Attendance Estimate Details:

Segment	Portion of Town Population		Lower Estimate		Upper Estimate	
Southbury 25 - 54	29%	5,800	5%	290	10%	580
Southbury 55+	45%	9,000	0.5%	45	1%	90
Middlebury 25 - 54	35%	2,800	2.5%	70	5%	140
Middlebury 55+	37%	2,960	0.5%	15	1%	30
Total				420		840

*Note: Estimates do not include Newtown, Woodbury & Oxford advertisements

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