

SARASOTA



Electrify the Island

ELECTRIC VEHICLE & SUSTAINABLE ENERGY EXPO

WHEN: *Saturday, Sept. 12, 2015*
MAIN EVENT: *10 a.m. – 3 p.m.*
WHERE: *Mote Marine Laboratory & Aquarium
1600 Ken Thompson Parkway
City Island, Sarasota*

www.driveelectricweek.org (Search "Sarasota")

NATIONAL & LOCAL PARTNERS





Electrify the Island

Dear Sponsor,

We invite your sponsorship of Sarasota's exciting event for National Drive Electric Week, "Electrify the Island" at Mote Marine Laboratory & Aquarium taking place from 10 a.m. to 3 p.m. on Saturday, Sept. 12, 2015.

This event is part of National Drive Electric Week taking place in more than 80 cities nationwide and represents an opportunity to promote the myriad benefits of plug-in electric vehicles in cities coast-to-coast. Plug-in vehicles have enabled millions of miles of cleaner oil-free driving. In Sarasota, our Drive Electric Week event will be a fantastic opportunity to bring together the many plug-in electric vehicles in the area and educate the public, policymakers and news media about new innovations and opportunities in this arena.

In Sarasota, National Drive Electric Week will be celebrated at Mote Marine Laboratory & Aquarium with a plug-in EV Expo with cars, music, entertainment, EV charging stations, and green exhibitors, along with free public EV ride-n-drives.

There are several levels of sponsorship. Attached to this letter is sponsorship information and examples of our promotional materials for public distribution. We're also open to discussing other ways for your entity to participate. Plug-In America, the Sierra Club, and the Electric Auto Association are teaming up to plan this effort at the national level, and we invite you to join the many local organizations, companies, and individuals who have shown interest in this historic event in Sarasota.

Sincerely,

Sarasota 2015 Planning Committee

National Drive Electric Week: Electrify the Island at Mote Marine Laboratory & Aquarium

BENEFITS OF SPONSORSHIP

2015 National Drive Electric Week is supported by Plug-In America, the Sierra Club, and the Electric Auto Association, and it will be held in more than 80 cities across the nation. Here in Sarasota, we have been working closely with Mote Marine Laboratory & Aquarium as partners to create our local event, "Electrify the Island" — the largest and most exciting electric vehicle event in Sarasota history.

JOULE Sponsor | \$300

Benefits:

- Company mention in official event local press release to media and others
- Company mention on the National 2015 Drive Electric Week web site for Sarasota (www.pluginday.org – search for "Sarasota")
- Day-of-event vendor booth opportunity (tent/table/booth setup by individual sponsor)
- Prominent display of company logo on large banner during the event at Mote Marine Laboratory & Aquarium
- Targeted marketing – including posters, flyers, social media, and local e-mail

WATT Sponsor | \$150

Benefits:

- Day of event vendor/exhibitor booth opportunity (tent/table/booth setup by individual sponsor)
- Prominent display of company logo on large banner during the event at Mote Marine Laboratory & Aquarium
- Targeted marketing – including posters, flyers, social media, and local e-mail

EXPO Booth/Vendor/Exhibitors | \$50

Benefits:

- Set up your own tent (10'x10' max), table or booth within the exhibitor area outside Mote Marine Laboratory and Aquarium. Booth space is available for green and EV-related businesses to distribute information, giveaways, and generate leads for their business or cause. Space is limited. Exhibitors may sell food and beverages. (Please note: no liquor sales allowed and no electricity or water provided).
- Setup begins at 8:30 a.m., public EV Expo begins at 10 a.m., event concludes at 3 p.m. and takedown must be complete by 4 p.m.

SPONSORSHIP REGISTRATION

“Electrify the Island” at Mote Marine Laboratory and Aquarium

Sponsorship Level	Joule	Watt	EXPO Booth
	\$300	\$150	\$50

Name of Organization _____

Name of Contact _____

Address _____

City/State/Zip _____

Phone _____

Fax _____

E-Mail _____

Send completed form with payment and your company logo to:

Mote Marine Laboratory
c/o Sofie Wachtmeister
1600 Ken Thompson Parkway
Sarasota, FL 34236

Email logo in .eps format to:

sofiew@mote.org

Please make checks payable to: Mote Marine Laboratory

All materials and payment in full must be received no later than **Aug. 28, 2015**

For more information on sponsorships, please contact:

Sofie Wachtmeister
sofiew@mote.org
941-388-4441, ext. 439

** Note: Donations to Mote Marine Laboratory, a 501c(3) nonprofit organization, are tax deductible*