



Huron Intermediate School District

www.hisd.k12.mi.us

Robert Colby, Superintendent

Embracing Our Earth V will be held on Saturday, April 25, 2009, at a new location—the Bad Axe High School. A county-wide committee of school, business, and environmental enthusiasts is involved in planning the event, which has as its purpose awareness of the need for environmental stewardship and family fun. EOE V will feature informational presentations, hands-on demonstrations, family activities, vendor exhibits, student competitions, and much more.

We are writing with the hope that you will, once again, support this meaningful family and educational event and become one of our primary sponsors.

As the “Thumb” continues to progress in the area of alternative energy, we maintain our commitment to educating all about our responsibility to act as wise stewards of our earth. We hope that you will demonstrate your commitment to do the same with your sponsorship of Embracing our Earth. Sponsor levels are outlined below.

Sponsor Level	Donation Amount	Sponsorship Benefits
Gold	\$5,000	<ul style="list-style-type: none">○ Recognition in “Embracing Our Earth” logo with subtitle citing corporate support○ Corporate name cited in all print material (including logo)○ Vendor space at no additional charge
Silver	\$1,000	<ul style="list-style-type: none">○ Corporate name cited in all print material○ Vendor space at no additional charge
Bronze	\$500	<ul style="list-style-type: none">○ Corporate name cited in event program○ Vendor space at no additional charge

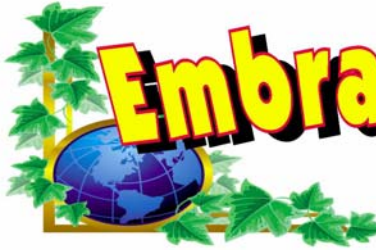
We are enclosing a short (5 minutes) look at the festival through photos, film, and music (DVD) and talking points for you to share with others who may be responsible for sponsorship decisions. We are also most willing to answer questions you or your colleagues may have; please call Peggy or Scott at 989/269-6406.

We would greatly appreciate your corporate sponsorship of “Embracing Our Earth” and do not take lightly the fact that corporate dollars are limited in these trying economic times. We will truly be grateful for your support and do as much as we can to make your support public knowledge.

Thank you for considering this request.

Sincerely,

Peggy A. Randall, Director
General Education



Embracing Our Earth IV

An Educational Green Festival For The Entire Family!

Embracing Our Earth – Growing and Evolving

- ❑ Now in its fifth year, “Embracing Our Earth” has evolved and expanded into an expose` of renewable and alternative sources of energy that has garnered a growing audience and the attention of those in the forefront of the field. This year’s festival promises to be better than ever. The day will include informational presentations, student competitions, interactive displays, a children’s carnival, and more.

The Mission – Environmental Stewardship and Sustainable Living

- ❑ Embracing our Earth was designed as a vehicle to foster awareness of our need to be good stewards of our earth and participation in sustainable living in Huron County. The focus of “Embracing Our Earth V” is to:
 - Educate students and the larger community about the importance of alternative energies
 - Learn to be energy efficient in our habits
 - Encourage environmentally-friendly choices
 - Showcase alternative energy initiatives

The Audience and Promotion – Reaching all of Huron County

- ❑ Embracing Our Earth is a positive environmental family festival that engages Huron County residents and leadership at all levels.
 - Over 1,000 students directly participated in the festival
 - Over 6,000 people attended the festival
 - Over 40 vendors set up displays
 - Over 20 family attractions entertained attendees (archery, kayaking, petting zoo, face painting, Native American dance, live bands, etc.)
- ❑ The festival is publicized to the community through print, radio, and the Internet. The festival has been covered in every community newspaper in weeks preceding the festival (including many articles documenting post-event success) and WLEW broadcast live from the event. Additionally, extensive press releases, poster, and flyer distribution provide broad grassroots exposure. Last year’s event secured over \$10,000 in media coverage proving tremendous exposure for event sponsors.

Sponsor Benefits

- ❑ There are a number of important benefits (beyond those stated above) to sponsoring this exciting and meaningful program. As a partner organization, you will directly align your brand with the largest and most successful environmental event in the region – positioning your company in highly visible way as a supporter of the environment. Furthermore, your support of this event will reinforce your organization’s commitment to the environment at the grass-roots level while providing direct interaction with the Huron County community.