



**North Lake Tahoe/Truckee
Earth Day Festival 2010
April 24, 2010
Village at Squaw Valley**

January 2010

Greetings Friends of Earth Day,

We would like to invite you to participate in the 2010 North Lake Tahoe/Truckee Earth Day event. Our local Earth Day celebration is one of the largest environmental education events in the area. The event provides local residents and visitors an opportunity to learn about the various environmental issues that affect the North Lake Tahoe – Truckee Region. This year, the festival is April 24th, 2010, from 11:00 a.m. to 5:00 p.m. at the Village at Squaw Valley. This year's 40th Anniversary Earth Day celebration theme is **“Generation Green”** and will include:

Week of April

Tuesday, April 20th & Friday, April 23rd

- The Patagonia Wild and Scenic Environmental Film Festival (new this year – 2 locations!)

Saturday, April 24th

- A multitude of educational booths on the topics of watershed health, forest health, pollution prevention, alternative energy, waste management, and more
- Kids Learning and Activity Area
- All day entertainment featuring Live Music
- Envirolution “Trashion Show” featuring local high school students
- FREE Public Transportation to and from the event via TART
- Raffle

The North Lake Tahoe/Truckee Earth Day festival is hosted primarily by volunteers of the Tahoe Earth Day Foundation, a local non-profit, with the support of other non-profits, local agencies, businesses and dedicated supporters. The Saturday event is free to the public to attend. Support from various donors throughout our community is crucial for the continuation and success of the Earth Day celebration.

Please consider becoming a 2010 Earth Day supporter by making a tax deductible donation, submitting a booth application or volunteering the day of the event. Sponsorship levels are listed on the back of this letter. We are also open to event sponsors funding certain aspects of the event i.e. film festival, artwork, etc. Please return the enclosed form with your check to the Tahoe Earth Day Foundation before March 1, 2010 for recognition in event advertisements.

The goal of this volunteer run, non-profit event is to recognize, celebrate and promote the region's unique beauty and to educate the public regarding how to preserve and protect our local and global natural resources. The Tahoe Truckee Earth Day Foundation is also working to increase the effort around solid waste management and will continue to work towards its goal of hosting a Zero Waste and Carbon Neutral event.

If you have questions, comments or would like to get involved in other ways please contact **775.298.0232**; or info@TahoeTruckeeEarthDay.org. If you are interested in getting information about the South Lake Tahoe event, contact: **530.542.8366**. We thank you in advance for your support!

Sincerely,

Co-Chairs: Lisa Cashel & Emily Williams

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Enclosed is my tax-deductible contribution to support Earth Day 2010.

Business, Organization or Individual Name _____

_____ Sponsor (\$2,000+) _____ Benefactor (\$1,000 - \$1,999) _____ Supporter (\$500 - \$999) _____ Contributor (\$100 - \$499)

_____ Film Festival (\$300) _____ Volunteer

Sponsor (\$2,000+)

- Inclusion of your company's logo on color Earth Day posters to be distributed in the region (please provide a high resolution logo by March 1, 2010)
- One free booth space for your organization at Earth Day (if you are interested in booth space complete the enclosed application form)
- Prominent display of your company banner near the main stage and/or area (please provide)
- At least three (3) verbal public acknowledgements of your company's sponsorship from the stage at the event
- Sponsor tier ranking in our "thank you" newsletter
- Mention of your company's support and links to your company's web site from our Earth Day event web site TahoeTruckeeEarthDay.org

Benefactor (\$1,000 - \$1,999)

- Inclusion of your company's logo on color Earth Day posters to be distributed in the region (please provide a high resolution logo by March 1, 2010)
- One free booth space for your organization at Earth Day (if you are interested in booth space complete the enclosed application form)
- Benefactor tier ranking in our "thank you" newsletter
- Mention of your company's support and links to your company's web site from our Earth Day event web site TahoeTruckeeEarthDay.org

Supporter (\$500 - \$999)

- Inclusion of your company's name on color Earth Day posters to be distributed in the region
- One free booth space for your organization at Earth Day (if you are interested in booth space complete the enclosed application form)
- Supporter tier ranking in our "thank you" newsletter
- Mention of your company's support and links to your company's web site from our Earth Day event web site TahoeTruckeeEarthDay.org

Contributor (\$100 - \$499)

- Contributor tier ranking in our "thank you" newsletter
- Mention of your company's support and links to your company's web site from our Earth Day event web site TahoeTruckeeEarthDay.org

Film Festival Sponsor (\$300)

- Film Festival ranking in our "thank you" newsletter
- Inclusion of your company's logo on color Earth Day Film Festival promotional material to be distributed in the region (please provide logo)
- One free display/booth at the Earth Day Film Festival
- Prominent display of your organization's banner at the Earth Day Film Festival
- Verbal acknowledgements during intermission times at the Film Festival
- Mention of your company's support and links to your company's web site from our Earth Day event web site TahoeTruckeeEarthDay.org

Volunteers

- Volunteers receive lunch the day of the event and a discount on the Earth Day t-shirt

Please make checks payable to:

Tahoe Earth Day Foundation, P.O. Box 7316 ~ Tahoe City, CA 96145-7316