

# PLAYHAVEN GREEN BUILDING PROJECT

## PROSPECTIVE SPONSOR INFORMATION

816.304.3317

WWW.PLAYHAVENGREEN.COM

PHGBP@ID-CGID.COM

### ANSWERING YOUR QUESTIONS

I understand that before making a commitment to participating in the PlayHaven Green Building Project, prospective sponsors have specific questions...

- What is the benefit to me?
- How will my participation be made known?
- What kind of experience do you have doing this?

So let's get started with those questions.

### WHAT IS THE BENEFIT TO ME?

The goal of the PlayHaven Green Building Project is to promote energy efficiency and sustainable building products and practices. The benefit to participating in the PlayHaven Green Building Project is exposure to the ever expanding 'green' community. These people and businesses are specifically looking for companies and products that they can include in their plans to live sustainably.

The owners of the project are investing more than a quarter of a million dollars to build the PlayHaven Green Building Project. They are creating a super energy efficient structure and will include as much sustainable building products and renewable energy creation as possible with the funds available to them.

Therefore, the higher the number Sponsors that are involved with this project (and the greater the level of Sponsorship), the more effective those funds will be and the greater the exposure will be for ALL Sponsors.

### HOW WILL MY PARTICIPATION BE MADE KNOWN?

Sponsorship participation will be credited in:

- the packet that is given to every person who tours the home (including your flyer/brochure/catalog).
- our website (along with a link to your website).
- direct marketing (along with contact information).
- press releases, articles and other media exposure.
- presentations, seminars.
- the PlayHaven Green Building Project itself.

### WHAT IS YOUR EXPERIENCE?

My name is Bobbi Walker (the Owner/Designer of Intuitive Design). I have spent the last 17+ years dreaming of the day when I would be able to build an earth-friendly home. When I first started researching the possibility, there was very little available to give me hope that it could ever be accomplished... unless I was willing to do it all myself. Therefore, I have done an immense amount of research and immersed myself in the ever growing sustainable building industry.

I have an ever expanding network and many resources to fill in whatever knowledge or technical skills I may lack. Most notable has been my relationship with Hathmore Technologies, LLC which began in 2005. I recently co-authored (with Ken and Sharla Riead) DYO® Kits **Green Building Decision Kit**. This kit aids the user with comprehensive information and the decision making process of green residential or small commercial construction (either new or remodeling).

Hathmore Technologies, LLC successfully designed and built the Replete Residence, obtained local, regional and national sponsors for that project and created significant name recognition and credibility. Most of the sponsors stated their interest in employing newer products in a more current demonstration home. The Replete Residence had over 35 sponsors.

With their blessing and assistance, I have been able to draw upon that experience to advance the benefits of the PlayHaven Green Building Project. The Replete Residence was built in 1999 and has had more than 30 group tours since then. Organizations included the National Tour of Solar Homes (4 times), Sustainable Homes Tour (2 times), Affordable Comfort in Kansas City, American Lung Association Healthy Homes, and Blue River Community College classes. Corporate tours include Hallmark Cards, Sprint, Department of Commerce, and Girl Scouts Mid-Continent Council.

Additional exposure to the public included newspaper feature stories, television news features (4 channels, 6 spots) radio spots and third party publications.

We anticipate that due to the ever increasing interest in energy efficiency, climate change and sustainability; the numbers of visitors to the website and the Project itself will be dramatically higher than those experienced by the Replete Residence.

*"Record numbers of consumers now recycle, seek out eco-labels, and incorporate any number of other environmentally sensitive behaviors into their lives."*

— GREEN MARKETING, Jacquelyn A. Ottman

**BOBBI WALKER • 816.304.3317 • PHGBP@ID-CGID.COM**

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## PROSPECTIVE SPONSOR FORM

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YES! I AM INTERESTED IN BEING CONSIDERED AS A SPONSOR OF THE  
PLAYHAVEN GREEN BUILDING PROJECT.

Name: \_\_\_\_\_ Company Name: \_\_\_\_\_

Contact Name (if different): \_\_\_\_\_ Contact Phone: \_\_\_\_\_

Contact E-Mail: \_\_\_\_\_

Company Address: \_\_\_\_\_ Address2: \_\_\_\_\_

City: \_\_\_\_\_ State: \_\_\_\_\_ Zip Code: \_\_\_\_\_

I/We are potentially interested in supplying (check as many as apply):

Products

Services

Funding

Discounted Pricing

Specifically, \_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

I/We are interested in being a Sponsor at the level of:  Platinum  Gold  Silver  Bronze  Contributor

Please let me know about other event or commodity specific sponsorship opportunities as they become available.  
(example: sponsor a specific tour, media event, website, etc.)

SPONSOR LEVELS AND BENEFITS

**PLATINUM:** Minimum of \$20,000 (*retail pricing*) of products, services, and/or funding. Limited number available.

- Click-through ad featured on the Home Page of the PlayHavenGreen.com website
- Company Name/Logo featured on Tour Folder
- Named Sponsor Listing on media pieces
- Platinum Sponsor Listing on the Sponsor Page of the PlayHavenGreen.com website
- Signage displayed in the PlayHaven Home during tours
- Company/Product featured during tours
- Company/Product brochures/literature included in Tour Folder information packet

**GOLD:** \$10,000 - \$19,999 (*retail pricing*) of products, services, and/or funding.

- Click-through ad featured on the PlayHavenGreen.com website
- Company name listed on Tour Folder
- Gold Sponsor Listing on the Sponsor Page of the PlayHavenGreen.com website
- Signage displayed in the PlayHaven Home during tours
- Company/Product featured during tours
- Company/Product brochures/literature included in Tour Folder information packet

**SILVER:** \$5,000 - \$9,999 (*retail pricing*) of products, services, and/or funding.

- Silver Sponsor Listing on the Sponsor Page of the PlayHavenGreen.com website
- Signage displayed in the PlayHaven Home during tours
- Company/Product brochures/literature included in Tour Folder information packet

**BRONZE:** \$2,500 to \$4,999 (*retail pricing*) of products, services, and/or funding.

- Bronze Sponsor Listing on the Sponsor Page of the PlayHavenGreen.com website
- Company/Product brochures/literature included in Tour Folder information packet

**CONTRIBUTOR:** Up to \$2,499 (*retail pricing*) of products, services, and/or funding.

- Contributor Listing on the Sponsor page of the PlayHavenGreen.com website
- Contributor Listing on the Sponsor page in the Tour Folder information packet

SPONSOR LEVELS AND BENEFITS

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