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## Green Travel Sponsorships

SpaceShare is looking for a **Green Travel Sponsor** looking to market towards festival audiences. Green Travel Sponsorships are similar to other basic festival sponsorships, but with many extra benefits for your organization at no additional cost. Also, your money goes to a good cause, helping us green the festivals at which you exhibit, and you will gain public appreciation for your contribution.

### About Us.

SpaceShare orchestrates carpools and other green travel logistics for large events, from Folklife in Seattle to the SolFest in California, among many others. We're helping green over 50 events per year and growing quickly. Our largest event has over one quarter million attendees.

### Your Role, Benefits, and Costs.

**You will underwrite our work for the planet at an event of your choosing; in exchange, the event will name you the "Green Travel Sponsor" and provide sponsor benefits.** Benefits include exhibit space and prominent banner recognition, your logo and link on our carpool web sites and newsletter, and our efforts to graciously mention you in press releases — combined with the public appreciation that comes with doing good work for the environment. Your designation as a "Green Travel Sponsor" will be noticeable and memorable. You will stand out as a particularly innovative, responsible sponsor above the crowd.

#### **Specific sponsorship costs and benefits vary from event to event.**

In most cases, they are similar to the least expensive sponsorships, in the range of \$500 to \$12,000 depending on each event's size. Normally, the cost of being a "Green Travel Sponsor" is the same as a basic sponsorship directly through the event, sometimes less. However, by sponsoring *through* SpaceShare, you'll have the many added benefits described above at no additional cost. **Don't let the fact that you will be assisting an environmental effort distract you: we are not asking for favors, we are expecting to provide you with one of the best deals in sponsorship.**

**Please contact us and let us know what you are looking for in a sponsorship, and we'll make more detailed suggestions to fit your needs.** Our sponsorships vary enough that it may be easiest to hear your needs and goals and then craft a sponsorship that will work for you. Or, keep reading to learn about some of our specific ideas.

## Upcoming Events.

These are just some of the festivals we'll be working with in the next few months. If you choose to sponsor events, we can focus on your target market.

### In California

- ❖ Joshua Tree Music Festival
- ❖ The High Sierra Music Festival in Quincy
- ❖ WorldFest in Grass Valley
- ❖ Solfest in Hopland

### Nationwide:

- ❖ Folklife in Seattle ( 1/4 million attendees, Washington )
- ❖ Tour D'Organic, many locations (media rights, no exhibit space)

## Flexible Sponsorship Designs.

**Dream Sponsor.** Our ideal sponsor will be known as the company that makes festivals green across California or North America. Every time music lovers go to a festival, they will notice your consistent environmental efforts of providing the ride-share and greening tools. Let's get this effort in the press: together we'll write press releases describing how your company makes it possible. Compare the Dream Sponsorship to buying generic sponsorships at event after event, or being the "Platinum Sponsor" just once; for the same cost, people will remember you make their favorite events earth-friendly all season long.

**Discount Exhibitors and Sponsors.** Finding a nationwide sponsor is likely to be a long search. In the meantime, we often have last-minute, one-time sponsorships available. If you are available on short notice, we can give you steep discounts.

**Split Sponsorships.** We may be willing to split a sponsorship with the right enterprise. For example, we worked with a family-owned, organic juice company, sharing a table, where SpaceShare helped staff the table and distributed juice samples, in addition to selling our t-shirts and discussing our projects with attendees. The company paid only half-price, and sharing a booth with an environmental project just made them look like a company more worthy of LOHAS consumers' support.

## The Next Step..

SpaceShare welcomes your own ideas in crafting a successful sponsorship. We often can adjust sponsorships to your needs as we negotiate with event organizers, or have good relations with the event organizers that let us be flexible. What is your ideal role as a sponsor?

1. Are you looking to for a booth to exhibit, to sample, to sell? To get media attention on the web, or have your banner posted?
2. A budget last-minute opportunity, or a crafted media-savvy effort? One event or many?
3. Who is your ideal audience?

We believe that being a Green Sponsor gives businesses like yours a chance to help the environment and your bottom line at the same time. We would tremendously appreciate your help in bringing carpooling to events across Northern California or across the country, and are able to be very flexible in meeting your goals as a sponsor. By sponsoring events with SpaceShare, you can accomplish more with every dollar—not just for the planet, but for your sales. Thank you for your consideration; we look forward to your ideas and questions.