



“EcoFest 2009”

West Coast's Premier Environmental Festival October 3-4, 2009, Featuring Innovative Exhibits, Art, Environmental Awareness, Healthy Living, Films, Music and Notable Speakers.

Connecting the Arts, Innovation and Entertainment with the Environment

Endangered Planet Foundation, an international Laguna Beach-based organization, has partnered with the City of Laguna Beach, Art Miles Mural Project, SEEDS Foundation, Laguna Beach Visitors & Conference Bureau and Laguna Beach Magazine to create this annual landmark event. The event is sponsored by - Michael Koss Real Estate Investments.

Event proceeds go to Endangered Planet Foundation, a 501(c)3 non-profit organization dedicated to ensuring the survival of the Earth through the arts, education, the dissemination of knowledge and the recognition that advances in technology can provide many of the answers which will lead to a sustainable future.

When: October 3-4, 2009

Where: The famed Lumberyard Mall - downtown Laguna Beach, 384 Forest Avenue.

What: A Southern California festival with global impact that celebrates the Earth and the transition being made toward a **sustainable future** through interactive workshops, world-renowned speakers, seminars, live entertainment, film, art, children's workshops, fashion shows and green exhibitors.

Why: To increase awareness of our impact on the planet and explore what each of us can do to sustain our only home.

Who: Affluent, active, healthy and environmentally-conscious families, students, educators, and visitors from throughout Orange County and neighboring Counties. The City of Laguna Beach and exclusive hospitality resorts attract visitors from all over the world.

Get your company involved!

Multiple levels of customized sponsorships are available. Sponsors and exhibitors shall comply with certain qualifications developed by the Endangered Planet Foundation.

For sponsorship and booth space information:

Contact:

Bonnie Macmillan 949-715-5568 or bonnie@endangeredplanet.net

Mark Bruggeman 949-715-5568 or markb@endangeredplanet.net



For more event detail:

Go to www.endangeredplanetfoundation.org or call
Endangered Planet Foundation: 949-497-5690.

one earth | one dream

“EcoFest 2009”

October, 3-4 2009

Endangered Planet Foundation

- in partnership with -

Laguna Beach Magazine, SEEDS Foundation,
City of Laguna Beach
Laguna Beach Visitors & Conference Bureau

Sponsorship or exhibit space contact:

Bonnie Macmillan 949-715-5568 or bonnie@endangeredplanet.net

Mark Brueggemann 949-715-5568 or markb@endangeredplanet.net

www.OneEarthOneDream.org | www.1E1D.org

SPONSORSHIP INFORMATION 2009

Get your company involved in the West Coast's premier environmental festival featuring innovative exhibits, art, film, music, healthy living and notable speakers!

Multiple levels of flexible sponsorships are available. Sponsors must comply with certain qualifications developed by the Endangered Planet Foundation.

This event and programming are designed to promote businesses by emphasizing sustainable and solutions. The festival will showcase exhibits and alternatives to promote awareness of obtainable solutions and will feature the environmental mile of the **Art Miles Mural Project** and children workshops from the **SEEDS Foundation**.

Sponsors benefit by aligning themselves with key players and reaching a qualified audience of affluent early adopters. All sponsors must submit an EPF green qualifier application.

FESTIVAL OVERVIEW

This event is founded on the principles of the nationally recognized Endangered Planet Foundation – a non-profit 501(c)3 organization.

DEMOGRAPHICS

The One Earth | One Dream Festival will attract a multi-generational audience of healthy and ecologically conscious people from throughout Southern California. Orange County is known for outdoor recreation and most daily lifestyles interact with the environment.

SPONSORSHIP ADVANTAGES

LOCATION

The **one earth | one dream** - EcoFest 2009 is located downtown Laguna Beach, at the Lumberyard Mall, Laguna Beach is one of the country's most environmentally active areas which has created a green belt surrounding most of the city. It has seven miles of pristine coastline and a national high rank for having the cleanest beaches in the country. Located within one hour of Los Angeles and San Diego.

KEY DEMOGRAPHICS

The targeted audience is Los Angeles, Orange County communities including Laguna Beach, Corona Del Mar, Newport Beach, Irvine, Laguna Niguel, Aliso Viejo, Mission Viejo, Dana Point, San Juan Capistrano, San Clemente, San Diego and more.

DISTINCTLY UNIQUE

Endangered Planet Foundation is an international, Laguna Beach-based foundation with a global vision. Geographically there is nothing like Laguna Beach where the wilderness meets the sea, a city with world class recognition with residents who are artists, surfers and fortune 500 CEOs. Orange County has one of the country's fastest growing populations and is home to some of the largest businesses and wealthiest people in the world.

WHAT'S NEXT?

Transformation and innovation are key to the **one earth | one dream - EcoFest**'s success. Sponsors, exhibitors and visitors all come to see, hear and experience the latest in artistic, cultural and technical innovations that will inspire the present and shape the future.

SPONSORS

The format of the festival allows for a diversity in business integration. Test, sample or display a new business product or concept. Increase your customer base, see how your products match up against others in your field. Maximize a return on your investment by becoming a sponsoring partner of the **one earth | one dream - EcoFest**.

FEATURED ATTRACTIONS FOR SPONSORSHIP

Through special sponsor premiums and benefits, festival partners are offered the opportunity to direct their support toward several key attractions:

MUSIC, PERFORMANCE AND LECTURE STAGES

CENTRAL STAGE - Centrally located within the exhibitor area, this stage will host dance groups, musicians, comedians, speakers, presentations and more.

VILLAGE AREAS

Sponsors and exhibitors work together to create thriving villages.

ECO VILLAGE

Features a variety of the nation's leading green businesses and ecological products and services providers. Exhibitors will work together to create an area that features clean energy, renewable energy resources, education and workshops and cutting edge technology dedicated to environmental preservation and sustainable lifestyle practices.

EARTH MOON CHILDREN'S VILLAGE

As a family-friendly event we will develop an area featuring workshops by SEEDS Foundation and the international Art Miles Mural Project including kid's activities and entertainment featuring acts, artist workshops, children focused exhibitors, vendors and educational programs for the whole family.

CLEAN ENERGY AND ALTERNATIVE FUEL VEHICLES

This exhibit promotes the latest advancements in automotive technology and alternative transportation.



FAMILY HEALTH AND WELLNESS

This includes exhibitors showcasing the latest advancements in healthy active lifestyle, yoga, natural food and natural organic cuisine.

THE INNOVATIVE HOME

This area will have over 20 exhibits showcasing various ways to improve sustainability through home products, waste management, furniture, architecture, cleaning supplies and more.

PERMACULTURE

Water conservation, landscape and design.

ART EXHIBIT

Local and national artists complementing the Endangered Planet criteria will showcase their environmentally friendly artwork which will include recycled materials, natural paints and environmental themes.

PR AND MARKETING BENEFITS

- Direct connection with thousands of attendees. Positive brand association with environmentally conscious consumers, cultural creatives and trendsetters throughout Southern California.
- Branding on posters, flyers, cards, media releases distributed throughout the region.
- Multi-tiered Internet promotion via our web site, email lists and extensive online social network reaching countless users.
- Participating in the 2nd annual event of its kind in the area featuring over 65 exhibitors and vendors with targeted media saturation throughout Orange County.
- Your support ensures invaluable "word of mouth" promotion and positive brand association throughout Orange County and beyond.

PRINTED AND PROMOTIONAL MATERIAL

Our comprehensive marketing campaign will create a lasting positive impression in the community. Our print and online materials are a valuable marketing tool for sponsors.

PRINT

- We often utilize a multitude of local and regional print media including Laguna Beach Magazine, The Laguna Beach Independent, Coastline Pilot, Laguna News Post, San Clemente Times, Dana Point Times, San Juan Times and OC Weekly.

INTERNET

- Interactive promotional opportunities through our dedicated festival website (www.OneEarthOnedream.org or www.1E1D.org) including email registration, video, links and banner ads. Face book and twitter are also a key aspect of the marketing outreach.
- Strategic marketing campaigns with numerous online media portals including: www.lagunabeachmag.com, www.lagunabeachinfo.com and more.

one earth | one dream

384 FOREST AVE. • GALLERY 13 • LAGUNA BEACH • CALIFORNIA • USA
949.497.5690 PHONE • **ENDANGEREDPLANETFUNDATION.ORG** • 949.497.6106 FAX
ENDANGERED PLANET FOUNDATION IS A 501(C)3 ORGANIZATION #20-5931830



SPONSOR AND EXHIBITOR QUALIFIER

Get your company involved!

Multiple levels of customized sponsorships are available. First time sponsors and exhibitors shall comply with certain qualifications developed by the Endangered Planet Foundation.

Sponsorship or exhibit space contact:

Bonnie Macmillan 949-715-5568 or bonnie@endangeredplanet.net

Mark Brueggemann 949-715-5568 or markb@endangeredplanet.net

OneEarthOneDream.org & 1E1D.org

Please complete the following form and **fax** to EPF at: **949-497-6106** or **email** to info@endangeredplanet.net

We will contact you within 48 hours to confirm your information and registration status.

Name and title:

Telephone:

Fax:

E-mail:

Company Name:

Website:

Address:

Applying for: Exhibitor Sponsor Both

MISSION STATEMENT:

Endangered Planet Foundation is dedicated to ensuring the survival of the Earth through the arts, education, dialog, the dissemination of knowledge and the recognition that advances in innovation can provide many of the answers which will lead to a sustainable future.

- How does your company or organization align with the EPF Mission Statement?
(Please provide a brief explanation - use a separate page if needed)
- What products or services do you wish to promote or sell at the festival?
- How will your products or services contribute to a more sustainable future?
- Please supply us with printed material(s) or specific website links with more details and specifications regarding your products and services.
- Would your company or organization be interested in other sponsorship opportunities for Endangered Planet Foundation? yes no

one earth | one dream

EcoFest 2009

October 3-4, 2009 - Saturday 10 am-9 pm | Sunday 10 am - 5 pm

Endangered Planet Foundation | AN NON-PROFIT 501(C)3 ORGANIZATION #20-5931830
384 FOREST AVE. • GALLERY 13 • LAGUNA BEACH • CALIFORNIA • USA

SALES / **Bonnie Macmillan** 949-715-5568 or bonnie@endangeredplanet.net
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WWW.1E1D.ORG • 949.497.6106 FAX

EXHIBITOR BOOTH APPLICATION

Business Name _____ Contact Person _____

Address _____ City _____ State ____ Zip _____

Phone (Day) _____ Cell Phone _____

Fax _____ Email _____ Seller's Permit No. _____

Web Address _____

Exhibitor has liability insurance yes no Company _____ Policy # _____

Describe all items you plan to exhibit/sell at your booth _____

SELECT CATEGORIES : Products Services Art Exhibit

Non-Profit # _____ Food Presentation Entertainment

EXHIBITOR SPACE FEES Two days - October 3 and 4. **Date form received:** _____

Sponsor and Exhibitor Levels

Each space includes [1] 8' table, table cloth [2] chairs and a sign. Electrical outlet needed? yes no

Booth Space Approx. Size	Rate	After Aug 20	Quantity	Amount
10 x 10	\$	\$		
20 x 10				
30 x 10				
Sponsor/Special Space				
Non-Profit				
Food (vegetarian)				
Additional items				
AC Power	25			
Tables - 8' (each)	30			
Chairs (each)	5			
			TOTAL	\$

Payment by check to **Endangered Planet Foundation** # _____ Amount of Check \$ _____

Payment by credit card VISA MasterCard American Express ZIP Code _____

Name on credit card _____ Amount to Charge \$ _____

Account Number _____ Exp. Date MMY / Validation code* _____

Authorized Signature _____ Phone _____

* 3 digit, non-embossed number on back of a Visa or MasterCard or 4 digit, non-embossed number on front of an American Express card.

NOTICE: ALL EXHIBITORS ARE REQUIRED TO FULLY CLEAN THEIR SPACE OR WILL BE BILLED \$100.00
No refunds or cancellations after September 1, 2009. All applications are reviewed for compatibility and assigned by Advisory Board on a first-come, first served basis. The Advisory Board has the right to refuse applications that are not compatible with our event philosophy or mission statement. Exhibitors must have liability insurance and fully completed this form.