



INVITATION TO SPONSOR

the „Large Family – Small Footprint” campaign - supporting the Small (Carbon) Footprint Energy Efficiency Competition for Families

Background

The GreenDependent Sustainable Solutions Association (www.greendependent.org) and the Large Families National Association (www.noe.hu) launched an energy efficiency campaign entitled „Large Family – Small Footprint” in the spring of 2010.

The aim of the year-long campaign is to increase the environmental, climate change and energy use awareness of families through informal training events (*called „Climate-friendly households”*) organised at ten different locations all over Hungary followed by a national online energy efficiency competition for families.

Through the online competition that started in October 2010 families can learn to live with “small carbon footprints” or, in other words, use energy efficiently and in a sustainable way.

The communication of the “Large Family – Small Footprint” campaign includes awareness raising articles in national and regional media, a regular, bi-weekly electronic newsletter entitled “Small footprint” distributed to at least 3000 families and a regularly updated project website at www.kislabnyom.hu.

Sponsorship categories

1. Main sponsor

Sponsorship equating 200 000 HUF*

The marketing value of the sponsorship:

- ♦ The logo of the main sponsor will be placed on all promotional materials (articles, posters, press releases and brochures) and the Small footprint website (www.kislabnyom.hu)
- ♦ The molino of the main sponsor will be exhibited throughout the final conference and dissemination event – preceded by a press conference - of the Small footprint campaign
- ♦ The logo of the main sponsor will be published in the bi-weekly Small footprint newsletter, and the main sponsor will also be invited to publish a PR article in the newsletter

* Sponsors are also invited to contribute objects that can be utilized as awards in the energy efficiency competition of families – e.g. energy efficient/environmentally-friendly/organic/fair-trade products or services

2. Sponsor: monetary sponsorship

Value of sponsorship: 50 000 HUF

The marketing value of the sponsorship:

- ♦ The logo of the sponsor will be placed on all promotional materials (articles, posters, press releases and brochures) and the Small footprint website (www.kislabnyom.hu)

3. Sponsor: in kind sponsorship: a product or service that can be utilized as awards in the energy efficiency competition of families – e.g. energy efficient/environmentally-friendly/organic/fair-trade products or services

Value of sponsorship: 50 000 HUF

The marketing value of the sponsorship:

- ♦ The logo of the sponsor will be placed on all promotional materials (articles, posters, press releases and brochures) and the Small footprint website (www.kislabnyom.hu)

Further information

The present invitation to sponsorship is optional, GreenDependent Association and the Large Families Association are open to any other, individual agreements.

We invite You and Your Organization to support the “Small (carbon) footprint” campaign and with your presents and awards help motivate families to lead a low-carbon and energy efficient lifestyle and to have a small ecological and carbon footprint.

Contact information:

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