



The 5th Annual

AltWheels Alternative Transportation and Energy Festival

featuring "The Energy Freedom Trail"®

Fri/Sat, September 28-29, 2007, Boston City Hall Plaza

Fleet Day, Monday October 1st, Larz Anderson Auto Museum, Brookline, MA



AltWheels @ Larz Anderson Auto Museum



Boston City Hall Plaza

Creating a Sustainable Energy Vision for the 21st Century

AltWheels, America's Alternative Transportation Festival, presents a showcase of alternative transportation solutions—from concept vehicles to vehicles that are available and affordable today. For the second year in a row, AltWheels will also be featuring exhibitors representing a broad range of energy topics such as alternative fuels, renewable energy, and energy efficiency. In 2006, with 20,000 spectators, AltWheels became the largest alternative transportation festival on the East coast. This year, AltWheels will be expanding its clean and alternative energy and sustainability exhibits including those along the along "The Energy Freedom Trail®."

Don't miss this chance to participate and deliver your message to the thousands of attendees who are interested in understanding and purchasing alternative vehicles and sustainable technologies. Last year most of our participating vendors reported sales from the event.

BECOME A SPONSOR OF ALTWHEELS 2007

WHY SPONSOR: Sponsorship of the AltWheels festival is a way to get in on the ground floor of growing regional and local support for sustainable technologies. The 2006 festival saw more than 20,000 attendees from 20 countries, 70 vehicles, and 50 speakers. The 2007 festival will be on Boston's City Hall Plaza with the support of Boston Mayor Thomas M. Menino. Be recognized as a leader in providing sustainable solutions and air quality throughout the North East. Commit to a lead role in improving the quality of life in the Northeast region. Help increase awareness around the important issues of climate change and the need for sustainable solutions.

SPONSORSHIP BENEFITS: Each sponsorship level offers both general marketing benefits and preferential status at the event. Sponsors will be included in the general AltWheels marketing campaign which targets businesses and organizations across the Northeast. AltWheels sponsorship also includes prominent placement at the Festival itself, direct exposure to leaders from the public, private and corporate communities who are interested in environmental products and solutions, and featured placement in the event publications. The Festival offers a plaza vehicle show and exhibit area with excellent opportunities to showcase your products and services to the businesses and individuals in attendance.

Contacts: **Classic Communications** tel: **508-698-6810** email: stef@classic-communications.com
Alison Sander, AltWheels Founder tel: **617-868-1582** email: info@altwheels.org



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AltWheels 2007 Sponsor Benefits

	Premier Sponsor	Green Sponsor	Gold Sponsor	Silver Sponsor	Bronze Sponsor	Trail Blazer Sponsor
	\$35,000	\$20,000	\$10,000	\$5,000	\$2,500	\$1,000
Sponsor Visibility in Promotional Materials	X	X	X	X		
Logo on Program Cover	X	X				
Ad in Program	Full Page	3/4 Page	1/2 Page	1/4 Page		
Sponsor Welcome Letter in Program	X					
Recognition in Program and at Events	X	X	X	X	X	
Link on AltWheels Website	X	X	X	X	X	X
Complimentary Vehicle Admissions	6	4	3	2	1	1
Sponsor Banners	6	4	2	1		
Announcer Recognition	X	X	X	X		
Exhibit space selection	Preferred Placement	Preferred Placement	X	X		
Inclusion in Print & Radio Advertising	X	X				
Speaking Opportunity	X	X				
Custom Events	X	X				
AltWheels Membership	X	X	X	X	X	X
Fleet Day Admissions (10/1)	6	4	2	1	1	



2007 AltWheels Sponsorship Benefits
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\$35,000 PREMIER SPONSOR BENEFITS

- _ Inclusion in publicity, advertising, and promotional materials as Premier Sponsor; e.g. "AltWheels Alternative Transportation Festival, Presented by ABC Company"
- _ Inclusion as Premier Sponsor in print and radio advertising
- _ Listing as Premier Sponsor on AltWheels website at www.altwheels.org
- _ Link to Premier Sponsor's website on AltWheels website at www.altwheels.org
- _ Welcome letter from Premier Sponsor in program
- _ Logo on front cover of AltWheels program
- _ Full page ad in the AltWheels program
- _ Listing in AltWheels program as Premier Sponsor
- _ Double size exhibit booth space with prominent placement
- _ Preferred placement on plaza show
- _ Six (6) Sponsor banners (to be provided by sponsor) to be displayed prominently throughout the Festival
- _ Announcer recognition
- _ Free admission for up to six vehicles
- _ Free admission to Fleet Day for up to six individuals
- _ Opportunity for sponsor presentation
- _ Opportunity to host customized event
- _ AltWheels Membership

\$20,000 GREEN SPONSOR BENEFITS

- _ Inclusion in publicity, advertising, and promotional materials as a Green Sponsor
- _ Inclusion in print and radio advertising
- _ Listing as Green Sponsor on AltWheels website at www.altwheels.org
- _ Link to Green Sponsor's website on AltWheels website at www.altwheels.org
- _ Logo on front cover of AltWheels program
- _ 3/4 page ad in the AltWheels program
- _ Listing in AltWheels program as Green Sponsor
- _ Double size exhibit booth space with prominent placement
- _ Preferred placement on plaza show
- _ Four (4) Sponsor banners (to be provided by sponsor) to be displayed prominently throughout the Festival
- _ Free admission for up to four vehicles
- _ Free admission to Fleet Day for up to four individuals
- _ Opportunity for sponsor presentation
- _ Opportunity to host customized event
- _ AltWheels Membership
- _ Announcer recognition

\$10,000 GOLD SPONSOR BENEFITS

- _ Inclusion in publicity and promotional materials as Gold Sponsor
- _ Listing as Gold Sponsor on AltWheels website at www.altwheels.org
- _ Link to Gold Sponsor's website on AltWheels website at www.altwheels.org
- _ Half-page ad in AltWheels program
- _ Listing in AltWheels program as Gold Sponsor
- _ Exhibit booth space with prominent placement
- _ Two (2) Sponsor banners (to be provided by sponsor) to be displayed prominently throughout the Festival
- _ Free admission for up to three vehicles
- _ Free admission to Fleet Day for up to 2 individuals
- _ AltWheels Membership
- _ Announcer recognition

\$5,000 SILVER SPONSOR BENEFITS

- _ Inclusion in publicity and promotional materials as Silver Sponsor
- _ Listing as Silver Sponsor on AltWheels website at www.altwheels.org
- _ Link to Silver Sponsor's website on AltWheels website at www.altwheels.org
- _ 1/4 page ad in the AltWheels program
- _ Listing in AltWheels program as Silver Sponsor
- _ Exhibit booth space with prominent placement
- _ One (1) Sponsor banner (to be provided by sponsor) to be displayed prominently throughout the Festival
- _ Free admission for up to two vehicles
- _ Free admission to Fleet Day for one individual
- _ AltWheels Membership
- _ Announcer recognition

\$2,500 BRONZE SPONSOR BENEFITS

- _ Listing as Bronze Sponsor on AltWheels website at www.altwheels.org
- _ Link to Bronze Sponsor's website on AltWheels website at www.altwheels.org
- _ Listing in AltWheels program as Bronze Sponsor
- _ Free admission for one vehicle
- _ Free admission to Fleet Day for one individual
- _ AltWheels Membership

\$1,000 TRAIL BLAZER SPONSOR BENEFITS

- _ Listing as Trail Blazer Sponsor on AltWheels website at www.altwheels.org
- _ Link to Trail Blazer Sponsor's website on AltWheels website at www.altwheels.org
- _ Listing in AltWheels program as Trail Blazer Sponsor
- _ Free admission for one vehicle
- _ AltWheels Membership

ALTWHEELS 2007 Sponsorship Contract

CORPORATE SPONSORSHIP LEVEL (Please check one):

<input type="checkbox"/> Premier Sponsor	\$35,000	<input type="checkbox"/> Silver Sponsor	\$5,000
<input type="checkbox"/> Green Sponsor	\$20,000	<input type="checkbox"/> Bronze Sponsor	\$2,500
<input type="checkbox"/> Gold Sponsor	\$10,000	<input type="checkbox"/> Trail Blazer Sponsor	\$1,000

Organization's Name (as you want it listed): _____

Contact Person's Name & Title: _____

Address: _____ City _____ State _____ Zip _____

Phone: _____ Email: _____

Signature: _____ Date: _____

Please make checks payable to *AltWheels*. Please note AltWheels is not likely to receive its 501c3 status by the time of this year's festival. Please mail checks to AltWheels, 74 Buckingham St, Cambridge, MA 02138

For more information write Classic Communications at stef@classic-communications.com, or Alison Sander, AltWheels Founder at info@altwheels.org or 617-868-1582

One of your sponsorship benefits is exhibit space at the AltWheels Festival. So that we can plan for your exhibit space needs, please provide the following information.

ALTWHEELS SPONSOR EXHIBIT SPACE RESERVATION

We plan to exhibit on (check all that apply): Friday Saturday Fleet Day

Description of Vehicles/Exhibit:

Will you provide ride/drive opportunities on Fleet Day? Yes No

If Yes, you must provide a copy of your ride/drive insurance certification.

As an exhibitor you take all responsibility for any items you display, for their contents, and for any damage to them. Displays are to be supervised at all times; AltWheels, the City of Boston, and the Larz Anderson Museum of Transportation do not assume any responsibility for any damage done by you and/or your representatives, or done to any property you bring to AltWheels. We will not provide overnight security and exhibitors are responsible for transportation and set-up at both Boston City Hall Plaza and the Larz Anderson Museum.

Signature

Date