

Green-way on the Highway at Woodlawn Plantation

March 3, 2011

Dear Interested Green-way on the Highway Sponsor/Exhibitor:

We are writing to ask you to sponsor the launch of the “Green-way on the Highway” event, a unique opportunity to showcase your commitment to creating a sustainable, energy efficient and greener community. The Southeast Fairfax Development Corporation (SFDC), Woodlawn Plantation and Arcadia are partnering on this new community festival on Sunday, June 5 from noon to 4 p.m. at Woodlawn Plantation.

Families from across the region will be on the grounds of historic Woodlawn Plantation for live entertainment, kids’ activities, food and much more. You can join other businesses and organizations that use, sell or promote green and sustainable products in this first time event. Green-way on the Highway will celebrate how the Richmond Highway Corridor is becoming a cleaner, safer and greener place to live, work and play. A portion of your sponsorship will benefit The National Trust for Historic Preservation and the Arcadia Center for Sustainable Food and Agriculture, who together will return more than 100 acres of Woodlawn Plantation to sustainable farming.



SFDC is a nonprofit organization that has dedicated its work over the past thirty years to the economic revitalization of the area along the Richmond Highway Corridor (US 1) from the Beltway to Ft. Belvoir. Woodlawn Plantation is a gracious 126-acre estate that was originally part of George Washington’s Mount Vernon and is now a National Trust historic site.



Arcadia is a new nonprofit group, founded by Neighborhood Restaurant Group Co-Owner Michael Babin, in cooperation with the National Trust for Historic Preservation. Arcadia is at the forefront of the local food movement, providing experiential learning and bridging the farm-to-consumer gap by distributing fresh, locally-produced foods to the Washington, DC area. Tours of Arcadia’s farm will be offered at the Green-way on the Highway event.

We are offering several levels of sponsorship and exhibitor opportunities. With your support, we can make great strides towards rediscovering Richmond Highway. If you have questions or need more information please contact Janet Gregor or Tony Fontana at 703.360.5008. Thank you for your consideration.

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Sunday, June 5, 2011

12:00 pm - 4:00 pm

http://www.sfdc.org/sfdc_events.html

Green-way on the Highway Sponsorship Opportunities

GRAND SPONSOR - \$5,000

This event-exclusive sponsorship includes:

- Webpage dedicated to event and prominent logo display in addition to SFDC homepage
- Participation in Cox interview and other press event opportunities
- Company name and logo featured on all marketing materials and signage
- 100 word description of company/cause on event website
- Potential opportunities for sponsor to have logo, branding, etc. on print materials (newspaper advertising, brochures/fliers/signage, etc.) with premium placement
- Company promotion across SFDC social media channels
- At least one 6x3 foot exhibitor table, two chairs and premium positioning
- Recognition at event and speaking role if desired
- Six complimentary tickets for a Combination tour of Woodlawn Plantation and the Pope-Leighey House

SELECT “SUSTAINABLE” - \$1,500

- Logo display on webpage dedicated to event and SFDC homepage
- Company name and logo featured on all marketing materials and signage
- 50 word description of company/cause on event website
- Company logo, branding, etc. on print marketing materials (newspaper advertising, brochures/fliers/signage, etc.) with premium placement
- Company promotion across SFDC social media channels
- One 6x3 foot exhibitor table and two chairs with premium positioning
- Recognition at event
- Two complimentary tickets for a Combination tour of Woodlawn Plantation and the Pope-Leighey House

ENERGY “EFFICIENADO”- \$500

- Company name and logo featured on all marketing materials and signage
- Company logo, branding, etc. on print marketing materials (newspaper advertising, brochures/fliers/signage, etc.)
- Company promotion across SFDC social media channels
- One 6x3 foot exhibitor table and two chairs
- Recognition at event

Green-way on the Highway Exhibitor Opportunities

Exhibitors at Green-way on the Highway will be able to display, handout and sell their sustainable products and services. You can join other businesses and organizations that use, sell or promote green and sustainable products in this first time event. Our private and public/nonprofit options are available to ensure all organizations who abide by these values has a chance to share their sustainability story with the community.

EXHIBITOR - PRIVATE - \$250

- One 6x3 foot exhibitor table and two chairs
- Company name and logo on select promotional materials
- Promotional product giveaways encouraged
- Sales or orders for products allowed (following approval - ask for details)

EXHIBITOR - PUBLIC/NONPROFIT/IN-KIND - FREE

- One 6x3 foot exhibitor table and two chairs
- Company name and logo on select promotional materials
- Promotional product giveaways encouraged
- Sales or orders for products allowed (following approval - ask for details)
- Donations for charitable causes allowed

FOR MORE INFORMATION, CONTACT:

TONY FONTANA
Marketing Manager

(703) 360-5008

tony.fontana@sfdc.org



Southeast Fairfax Development Corporation
8850 Richmond Highway, Suite 105
Alexandria, VA 22309
www.sfdc.org

Green-way on the Highway Order Form

NOTE: All exhibit space comes with one table and two chairs. Additional tables and chairs are available for purchase.

		Amount	Subtotal
GRAND SPONSOR - Event Exclusive			
Premium Booth: Choice of exhibit space, One 6x3 Foot Table and Two Chairs.	\$5,000	_____	_____
SELECT "SUSTAINABLE"			
Premium Booth: Choice of exhibit space, One 6x3 table and two Chairs.	\$1,500	_____	_____
ENERGY "EFFICIENADO"			
Exhibit space, One 6x3 Foot table and two chairs.	\$500	_____	_____
EXHIBITOR/PRIVATE			
Exhibit space, one 6x3 foot table and two chairs.	\$250	_____	_____
EXHIBITOR/PUBLIC or NONPROFIT			
Non-profit organizations or businesses are encouraged to provide an in-kind contribution to the event. Exhibit space, one 6x3 table and two chairs are available free of charge.	\$0	_____	_____
Additional Tables and Chairs One 6x3 foot table and two chairs are included in the rental fee of any space, but additional tables and chairs are available. An extra table is \$8.00 and chairs are \$3.00 for one chair.		_____	_____

Green-way on the Highway Application

Invoice and Contract

_____ Exhibitor Subtotal
_____ Sponsorship Subtotal
_____ Additional Table/Chairs Subtotal

Payment

CREDIT CARD

Credit card payments may be sent via traditional mail, fax or made by phone.
Please indicate the method of payment below:

Visa _____ MasterCard _____ American Express _____
Credit Card Number: _____ Exp. _____ Security Code _____

I have the legal right to act on behalf of the participating exhibitor and hereby authorize payment as indicated above, if using that form of payment.

Signature: _____ **Date:** _____

CHECK

Checks will only be accepted by mail or in person and will not be accepted after **May 31, 2010**
Payment in full must accompany your application. A \$30 service fee will be added for returned checks.

SFDC Federal Tax ID: 54-1212009

Make checks payable to Southeast Fairfax Development Corporation and mail your application to:

Southeast Fairfax Development Corporation
8850 Richmond Highway, Suite 105
Alexandria, VA 22309

Exhibitor Authorization Contract

Signing below verifies by the individual submitting this application has the legal right to act on behalf of the participating exhibitor. The exhibitor including all of its employees, agents, and other representatives hereby holds harmless and indemnifies the Southeast Fairfax Development Corporation, the National Trust for Historic Preservation, the Arcadia Center for Sustainable Food and Agriculture, and all sponsors, employees and other representatives of each, for damages or liability incurred as a result of the actions of the participating exhibitor in the "Green-way on the Highway" festival on June 5, 2011. Any damage to equipment or property due to noncompliance with the information supplied at any time by the exhibitor will result in financial obligation to the exhibitor. I agree that all representatives on the exhibitor's behalf for any matter pertaining to "Green-way on the Highway" and the event organizers will be subject to all rules herein as well as any rules provided to exhibitor representatives prior to and/or during the "Green-way on the Highway" festival.

Signature: _____ **Date:** _____

Green-way on the Highway Application

June 5, 2011 Noon - 4 p.m.

Company/Organization: _____

Contact Person: _____ Cell Phone: _____ Other Phone: _____

Contact Person's E-mail: _____ Fax: _____

Alternate Contact Name and Phone: _____

On Site Listing: _____

Business name as it appears on public information

Business Type - Please Circle Specialty

Cellular Service

Health Products

Non-Profit

Children's Products

Home Improvement

Personal Health/Fitness

Clean Energy Technology/Solutions

Home Products

Real Estate

Crafts

Jewelry

Religious

Entertainment/Leisure

Media - TV

Restaurant

Food

Media-Newspaper

Describe the details of the exhibit.

Product/Service: _____

Display: _____

Giveaways? (Y/N) If so, what? _____

Activity: _____

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-Office Use Only-

Exhibitor Table	\$ _____
Sponsorship	\$ _____
Additional Table/Chairs	\$ _____
Total	\$ _____

Credit Card Check #: _____ In-Kind

Green-way on the Highway Rules and Regulations

Cancellations & Exclusions

Once an exhibitor or vendor has been accepted, payment of fees is non refundable.

Exhibitors are permitted to distribute and/or sell their products. Sales must be confined to the exhibitor table and all items sold must be listed on the exhibitor application form and approved by the Southeast Fairfax Development Corporation (SFDC), Woodlawn and the Arcadia Center for Sustainable Food and Agriculture.

Set-Up and Breakdown

The load-in and set up of your event area can begin

Sunday, June 5th at 8 a.m.

Exhibitors may enter through the Woodlawn Plantation driveway no earlier than 9 a.m. and unload their materials at your designated exhibitor space. All exhibits must be completely removed by **6 p.m. Sunday, June 5th.**

Electric

Electrical power is available on-site. Exhibitors must supply their own extension cords to reach outlets which are available in all areas of the Woodlawn Plantation. There are six outlets available for use. Access will be granted on a first-come, first serve basis.

Hold Harmless

Each participant in "Green-way on the Highway" agrees that

the Southeast Fairfax Development Corporation (SFDC), the National Trust for Historic Preservation and Woodlawn Plantation, and the Arcadia Center for Sustainable Food and Agriculture, its employees and volunteers shall not be held liable for damage nor for the loss or destruction of the exhibitors' property or injuries to the exhibitor, its representatives, agents or employees. All claims for such loss, damage destruction or injury shall be waived by the exhibitor.

Non-Discrimination Policy

It is the policy of SFDC, the National Trust for Historic Preservation, and Arcadia to maintain an environment free of all forms of unlawful discrimination. Solicitation of exhibitors is observed under equal opportunity to all prospective exhibitors, vendors and crafters without regard to race, color, sex, gender identity, sexual orientation, political affiliation, religion, age, marital status, disability, or handicap, veteran status or national origin or other criteria protected by law.

Additional Rules

Unless approved in advance, exhibitors are prohibited from selling or sampling food or beverages. Exhibitors are financially responsible for any sales tax required in accordance with Virginia law for all items approved for sale.

Exhibitors may sell products, distribute literature or other giveaways, or register guests for contests and mailing lists. These activities must take place at the

designated space for each exhibitor. Exhibitors are financially responsible for any damage to the event site or equipment damaged due to the fault of the exhibitor.

Exhibitors who are permitted and have prior approval may sample food or beverages.

Exhibitor may not conduct a raffle or contest for which registrants must pay an additional fee except with prior approval.

Exhibitor Insurance

In order to participate, all exhibitors must send a Certificate of Insurance (COI) to Woodlawn Plantation no later than **May 31, 2011.** The amount for the proof of insurance for \$1 million for user liability and be made effective for June 5, 2011. Please list Woodlawn Plantation as an additional insured on the COI.

Questions and Comments

For general inquiries or for more information on sponsor and exhibitor opportunities, please contact Tony Fontana, SFDC Marketing and Community Relations Manager at (703) 360-5008 / tony.fontana@sfdc.org.