

# Sponsorship Opportunities Iron Range Earth Fest

## Earth Fest Green Inventors Contest

April 21, 2012 - Mountain Iron, MN

*Please join us as we work together for a sustainable future on the Iron Range*



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# Iron Range Partnership for Sustainability

## Stimulating Conversation & Action for a Sustainable Iron Range

### ***Iron Range Partnership for Sustainability (IRPS)***

The Iron Range Partnership for Sustainability is a grassroots organization and 501c3 non-profit corporation located in northeast Minnesota's Iron Range. We are dedicated to maintaining and improving the economic, environmental and social characteristics of our area so our residents can continue to lead healthy, productive and enjoyable lives here. Through our events and projects we explore and seek answers to the question, how can we meet the needs of the present without compromising the abilities of future generations to meet their needs? Through our broad based approach, we invite all the residents of the Iron Range and northeastern Minnesota to join us in conversation about sustainability.

Our mission and long range vision is to:

- ✚ Simulate conversation and action for a sustainable future on the Iron Range.
- ✚ Grow Iron Range Earth Fest into the premier sustainability event in northeastern Minnesota.
- ✚ Encourage, promote and provide educational opportunities pertaining to sustainability.
- ✚ Become a networking and information-sharing hub for sustainability.
- ✚ Make sustainability an accepted core value on the Iron Range.

## IRPS Events & Projects:

### ***Iron Range Earth Fest***

Earth Fest is a celebration of local traditions and practical resources for sustainable living, offering opportunities to explore how we can all live more sustainably in our homes and communities, our economy and our environment. Participants are invited to learn about new and existing technological approaches as well as rediscover some of our long standing local traditions. We tap into the knowledge of cutting edge experts as well as our local indigenous knowledge through exhibits, demonstrations, speakers and vendors. Emphasis is placed on local products, local services, local foods, local traditions and our local wilderness. Almost 1,200 people attended Earth Fest 2011 to interact with and learn from 98 presenters. The 4th annual Iron Range Earth Fest is on April 21, 2012 in Mountain Iron, Minnesota.

### ***Earth Fest Green Inventors Contest***

The Green Inventors Contest is an opportunity for youth and adults to show off their imaginations and creativity, and receive recognition for their inventions designed to solve a sustainability problem in one of the three areas of community, economy or environment.

### ***Everyday Guide to Sustainable Living on the Iron Range***

The Everyday Guide explores the three areas of sustainability - community, economy and environment. We discuss the need for a healthy holistic balance between the three in order for our communities to be sustainable and resilient to the challenges and changes ahead. The Everyday Guide offers resource lists, articles, stories, tidbits, and sponsorship advertising opportunities. Our Earth Fest and Green Inventors Contest sponsors receive a discounted rate on advertisements in the Everyday Guide.

### **SPONSORSHIP OPPORTUNITIES**

- Iron Range Earth Fest
- Earth Fest Green Inventors Contest
- Everyday Guide to Sustainable Living on the Iron Range



# Iron Range Earth Fest

## Exploring and Inspiring Sustainability on the Iron Range

# Sponsorship Opportunities

### **Earth Fest Main Media Sponsors**

Hometown Focus Newspaper of Virginia  
KAXE - Northern Community Radio of Grand Rapids  
Northland's NewsCenter / Range 11 TV of Duluth

### **Earth Fest Presenting Sponsors - \$5,000**

Presenting sponsors will receive:

- Presenting sponsor logo listing on TV messages
- Presenting sponsor logo listing in all print advertising and posters
- Presenting sponsor logo listing on Earth Fest event banner and in program guide
- Corporate banner displayed at event in prime location
- Presenting level sponsor listing and web link on Earth Fest website ([ironrangeearthfest.org](http://ironrangeearthfest.org))
- Free exhibitor space (as many booths as you would like)
- 15% discount on ad in the Everyday Guide to Sustainable Living on the Iron Range

### **2011 Presenting Sponsors**

*NE MN Sustainable Development Partnership / U of M  
Iron Range Partnership for Sustainability  
Iron Range Resources*

### **Earth Fest Supporting Sponsors - \$2,000**

Supporting sponsors will receive:

- Large sponsor logo listing on TV messages
- Large sponsor logo listing in all print advertising and posters
- Large sponsor logo listing on Earth fest event banner and in program guide
- Corporate banner displayed at event
- Supporting level sponsor listing and web link on Earth Fest website ([ironrangeearthfest.org](http://ironrangeearthfest.org))
- One free exhibitor booth
- 10% discount on ad in the Everyday Guide to Sustainable Living on the Iron Range

### **2011 Supporting Sponsors**

*Cliffs Natural Resources (and Green Inventors Contest Presenting sponsor)*

### **Earth Fest Community Sponsors - \$1,000**

Community sponsors will receive:

- Small sponsor logo listing on TV messages
- Small sponsor logo listing in print advertising and posters
- Small sponsor logo listing on event banner and in event program guide
- Community level sponsor listing and web link on Earth Fest website ([ironrangeearthfest.org](http://ironrangeearthfest.org))
- 5% discount on ad in the Everyday Guide to Sustainable Living on the Iron Range

### **2011 Community Sponsors**

*ArcelorMittal, Minnesota Power, Laurentian Medical Clinic & Hibbing Family Medical Clinic*

## **Earth Fest Contributing Sponsors - \$500**

Contributing sponsors will receive:

- Sponsor name listing in print advertising and posters
- Sponsor name listing in event program guide
- Contributing level sponsor listing on Earth Fest website ([ironrangeearthfest.org](http://ironrangeearthfest.org))

### **2011 Contributing Sponsors**

*Natural Harvest Food Co-op, Duluth Energy Efficiency Program,  
Eveleth-Gilbert, Mt Iron-Buhl and Virginia Community Education (Green Inventors Contest Sponsors)*

## **Earth Fest Donors - \$200 or less**

- Donor name recognition in event program guide
- Donor level listing recognition on Earth Fest website ([ironrangeearthfest.org](http://ironrangeearthfest.org))

### **2011 Donors**

*Laurentian Energy Authority, No St Louis Soil and Water Conservation, Lake Country Power,  
Mesabi Unitarian Universalist Church, Iron Range Labor Assembly*

*Thank You for your considered support of Iron Range Earth Fest!*



# Earth Fest Green Inventors Contest

## Inventions Designed to Promote Sustainability

The Earth Fest Green Inventors Contest is an opportunity for our area youth and adults to show off their imagination and creativity, and receive recognition for their inventions designed to solve a sustainability problem in one of the three areas of community, economy or environment.

Our goal for our youth inventors is to not only spur their imaginations, but to help them understand just what sustainability means. To engage them, their families and friends in our grassroots sustainability conversation, and invite them to work with us to discover what we can all do together to make our communities more resilient to the changes and challenges ahead.

Our goal for our adult inventors is to stimulate the growth of small local businesses. We have partnered with the Northeast Entrepreneur Fund to invite our inventors to participate in the program "Build a Business...Here's How" and to explore the marketability of their invention.

The 3rd annual Green Inventors Contest will be held on April 21, 2012 at the Mt Iron Merritt Elementary School during Iron Range Earth Fest. The contest is designed to help teachers meet the Minnesota Science Standards.



### Sponsors of the 2011 Earth Fest Green Inventors Contest were:

Presenting Sponsors - Cliffs Natural Resources  
Iron Range Partnership for Sustainability

Eveleth-Gilbert Community Education  
Mountain Iron-Buhl Community Education  
Virginia Community Education  
Northeast Entrepreneur Fund  
Target Store of Virginia  
Wal Mart of Hibbing  
Lowe's of Hibbing  
Grande Ace Hardware



# Green Inventors Contest

## Sponsorship Opportunities

### **Inventors Contest Presenting Sponsor - \$2,000**

Presenting sponsors will receive:

- Presenting sponsor logo listing on all Inventors Contest materials
- Large logo listing on Earth Fest TV messages
- Large logo listing in all Inventors Contest and Earth Fest print advertising and posters
- Large logo listing in Earth Fest program guide
- Corporate banner displayed at Green Inventors Contest
- Supporting level sponsor listing and web link on Earth Fest website ([ironrangeearthfest.org](http://ironrangeearthfest.org))
- One free exhibitor booth
- 10% discount on ad in the Everyday Guide to Sustainable Living on the Iron Range

### **Inventors Contest Community Sponsors - \$1,000**

Community sponsors will receive:

- Sponsor name listing on all Inventors Contest materials
- Small logo on Earth Fest TV messages
- Small logo listing in all Inventors Contest and Earth Fest print advertising and posters
- Small logo listing in Earth Fest program guide
- Community level sponsor listing and web link on Earth Fest website ([ironrangeearthfest.org](http://ironrangeearthfest.org))
- 5% discount on ad in the Everyday Guide to Sustainable Living on the Iron Range

### **Inventors Contest Contributing Sponsors - \$500 or Invention Materials**

Contributing sponsors will receive:

- Sponsor name listing in Inventors Contest and Earth Fest print advertising and posters
- Sponsor name listing in Earth Fest program guide
- Contributing level sponsor listing on Earth Fest website ([ironrangeearthfest.org](http://ironrangeearthfest.org))

### **Inventors Contest Donors - \$200 or less, Invention Materials or Prizes for Winning Inventions**

- Donor recognition in Inventors Contest materials and Earth Fest program guide
- Donor level listing recognition on Earth Fest website ([ironrangeearthfest.org](http://ironrangeearthfest.org))

To help our student inventors and their teachers defray the costs of creating their inventions, we will be offering "starter kits" to participating classrooms. We will happily accept materials or cash to purchase the following:

Tri-fold display boards

LED lights

Duct tape

Small tool kits

Cardboard tubes

PVC pipe (assorted sizes and lengths, mostly scraps)

Solar panels

Wheels & pulleys

Electrical tape

Heavy duty foil

Wood glue

Zip ties

Rope & twine

Wood Shims

Dowels

*Thank you for your considered support of the Earth Fest Green Inventors Contest!*



# Iron Range Partnership for Sustainability



## What is Sustainability?

Meeting the needs of the present without compromising the ability of future generations to meet their needs.

## IRPS

Our mission is to stimulate conversation and action for a sustainable future on the Iron Range of northeastern Minnesota.

## Sustainable Communities

A sustainable community seeks to maintain and improve the economic, environmental and social characteristics of its area so its members can continue to lead healthy, productive, enjoyable lives there.

## Three Areas of Sustainability

### Community

- Arts
- Education
- Equality
- Faith Based Community
- Food
- Healthcare
- Housing
- Justice
- Local Resiliency
- Local Traditions & History
- Public Service
- Recreation
- Safety
- Transportation

Community or social capital includes the vast resources and potential of each individual and our collective institutions. Think of our knowledge, our education and health care systems and the many ways we govern and make decisions. Social capital also includes recreation, politics, religion, and cultural traditions.

### Economy

- Green Business, Projects or Products
  - Conscious of impact on natural systems
  - Conserve resources
  - Eliminate waste
- Agriculture
  - Consumer supported agriculture
  - Home gardening
  - Permaculture
- Community Infrastructure
- Development
  - Green building
  - Sustainable development
- Green Jobs
- Grow and Support Local Businesses
- Sustainable Investing

Economic capital encompasses everything we need to produce, deliver, and consume goods and services. This includes tools and technologies, turning resources into products, our money and financial systems, transportation & communication infrastructures.

### Environment

- Education
- Energy
  - Conservation
  - Renewable
  - Technology
- Natural Resources
  - Protection
  - Reduce, reuse, and recycle
  - Renewable
  - Repair & restore
  - Sustainable use
- Agriculture
- Sustainable Development

Environmental capital consists of the Earth's natural resources: soil, water, air, wood, water, plants and wildlife. It also includes the services that living systems provide, such as plants turning carbon dioxide into oxygen, wetlands absorbing flood water, and soil filtering our water.