



## CLEAN ENERGY

Making the case for efficiency and clean energy by establishing a model clean energy economy in the Traverse City community.

### GOALS

- ✓ Decrease energy use by 25% and achieve 25% renewable generation by 2025.
- ✓ Invest dollars into efficiency upgrades that decrease energy usage and create local jobs.
- ✓ Establish financing program to assist homeowners and businesses with efficiency upgrades.

### PROJECTS

- **Community Energy Plan** – Collaborating with community leaders to implement a plan for efficiency, clean energy, and conservation.
- **Action Report** – Statistics, stories, and successes of the cost-saving and job-creating benefits of energy efficiency with resources for home and business owners.
- **TC Saves** – Increasing comfort and efficiency in homes and businesses with low-cost weatherization, utility rebates, and low-interest financing.
- **Journalism** – Encouraging leaders and decision makers to support investment and development in efficiency and renewable energy sources.

### 2013 SPONSOR OPPORTUNITIES

*All sponsors receive recognition in our print and online communications:*

- Print newsletter reaching more than 3,000 households and businesses.
- Website [mlui.org] reaching more than 2,700 monthly visitors.
- Email newsletter sent to more than 8,000 contacts.

#### **Leader \$5,000**

- Action Report: Top logo placement on back cover and special mailing to your top contacts.
- Email Newsletter and Website: Spotlight article and hyperlinked logo.
- Energy Action Alerts: Hyperlinked logo placement.
- Personalized additions to sponsor package based on your marketing needs.

#### **Partner \$2,500**

- Action Report: Logo placement on back cover.
- Email Newsletter and Website: Business profile and hyperlinked logo.
- Energy Action Alerts: Hyperlinked business listing.

#### **Sustainer \$1,000**

- Action Report: Business listing on back cover.
- Email Newsletter and Website: Hyperlinked logo placement.
- Energy Action Alerts: Hyperlinked business listing.

#### **Supporting \$500**

- Action Report: Business listing on back cover.
- Email Newsletter and Website: Hyperlinked business listing.

**FOR MORE INFORMATION, VISIT [WWW.MLUI.ORG](http://WWW.MLUI.ORG) OR CONTACT  
SHAUNA TRETER AT 231-651-9244 OR [SHAUNA@MLUI.ORG](mailto:SHAUNA@MLUI.ORG)**