



MAINSTREAM  
**GREEN**  
HOUSE

# Partnership Overview

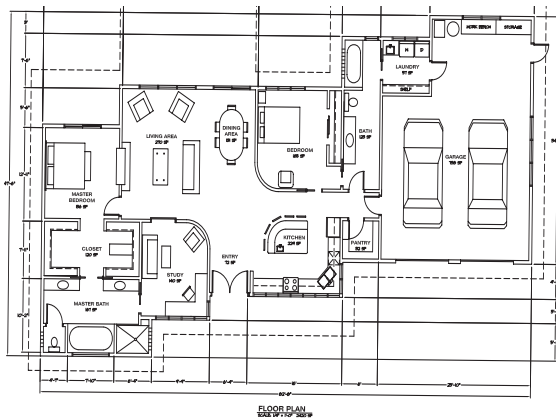


## The Mainstream Green House

Vancouver City Council Member Tim Leavitt will go so far as to build his own home green to “walk the talk” of sustainability.

As a demonstration to help the building industry, government leaders and citizens understand green options for new construction, retrofits, and remodels, Councilman Leavitt and the Mainstream Green House will stimulate supply and demand for green building in the region.

The Mainstream Green House is designed to meet the US Green Building Council’s Leadership in Energy and Environmental Design (LEED) *Gold* certification, the first of its kind in Vancouver!



## Partnership Opportunities

Project Green Build, a 501(c)(3) non-profit, seeks local sponsorship and Project Partners to help build the Mainstream Green House.

Through a coordinated media and public outreach campaign the Mainstream Green House will deliver education to increase the awareness and demand for green building. As a Project Partner your business will be highlighted and recognized as a resource and expert in the growing green building market.

Property development for the Mainstream Green House is underway. Construction is set to begin in the Fall of 2008.



Project  
Green Build

## Partnership Levels

Partnership levels can be reached through both cash and in-kind contributions. A non-refundable deposit of 10% will be paid upon signing to secure Project Green Build partnership.

### Living Level *(Category exclusivity is available)* \$10,000+

- VIP recognition at all project events, including open houses
- VIP recognition during public relations opportunities as appropriate
- Opportunity to have company representatives available during events and presentations on-site and off-site when appropriate
- Logo featured on site signage, handouts, advertising, and presentations
- Logo with link prominently displayed on project website:  
[www.mainstreamgreenhouse.org](http://www.mainstreamgreenhouse.org)
- Product/literature featured at on-site promotional events
- Product/literature featured at off-site promotional events when appropriate
- Opportunity to host a private event at project site (subject to homeowner approval)
- Permission to use project logo on marketing materials and to link to project website

### Sustainable Level \$7,500

- VIP recognition at all project events, including open houses
- Logo featured on site signage, handouts, advertising, and presentations
- Logo with link displayed on project website, [www.mainstreamgreenhouse.org](http://www.mainstreamgreenhouse.org)
- Product/literature featured at all on-site and off-site promotional events
- Opportunity to have company representative available during events
- Permission to use project logo on marketing materials and to link to project website

### Net Zero Level \$5,000

- Business name and logo included in handout materials for project
- Logo with link on project website, [www.mainstreamgreenhouse.org](http://www.mainstreamgreenhouse.org)
- Product/literature featured at on-site promotional events
- Permission to use project logo on marketing materials and to link to project website

### Green Level \$2,500

- Business name included in handout materials for project
- Business logo displayed with link on project website, [www.mainstreamgreenhouse.org](http://www.mainstreamgreenhouse.org)
- Product/literature displayed at on-site events
- Permission to use project logo on marketing materials and to link to project website

### Efficient Level \$1,000

- Business name displayed on project website, [www.mainstreamgreenhouse.org](http://www.mainstreamgreenhouse.org)
- Business name displayed at project site during events and tours
- Permission to use project logo on marketing materials and to link to project website

*All contributions of products or services are subject to approval by the homeowner and builder.*

*Opportunities for visibility may be available through media exposure. These opportunities are subject to media interest and are not be directly tied to partnership.*



### For More Information

Contact Project Green Build at (360)496-0046 or (360)635-2142.

Product donations, advertising and sponsorships may be considered differently for tax deductions. Please consult your tax advisor for specifics.



# Marketing & Media

## Current Media Partners:

The *Vancouver Business Journal* will provide in-depth and continued media coverage throughout the project.

The *Oregonian* and *Columbian* newspapers will periodically cover the home progress and promote project events.

## Project Focus:

Mainstream, Personal Choices, Budget, LEED Certification, Education & Awareness, Transferability to Remodeling and Retrofits, Local and Recycled Materials

## Anticipated Reach:

The Mainstream Green House anticipates 3,000+ visitors during open house and educational events, with additional exposure generated through the following:

- Consistent branding of the Mainstream Green House project
- Blog – first-hand perspective from homeowner, Tim Leavitt
- Promotion of [www.mainstreamgreenhouse.org](http://www.mainstreamgreenhouse.org)
- Spot advertising in local print and online publications
- Partnership with the Building Industry Association and other local organizations
- On-site events tailored to educate the public in a hands-on setting (Opportunities for partners to present during educational events)
- Project promoted during industry trade shows and additional local events
- Public speaking engagements and presentations to promote the project
- Word-of-mouth advertising

## Open House & Education Topics (subject to change)

July 2008	Eco-Charrette
October 2008	Ground-breaking/Kickoff ceremony Goals/highlights of project
December 2008	Mainstream Green – Anyone Can Build Green Building certifications/guidelines (retrofitting certifications) Budget, Incentives and Return On Investment (ROI) Building envelope and energy savings
February 2009	Personal Choices Carbon footprint, energy/water usage Green Living strategies
April 2009	Builders Weekend Certifications, incentives, reasons to build “green” Budget Considerations, Strategies & Resources Hands-on opportunity for the community
July 2009	Tours of completed home (2-3 weekends once home completed) Green Landscaping Interior Design & Product Selection Strategies Systems and Case Studies

Additional project information is available at [www.mainstreamgreenhouse.org](http://www.mainstreamgreenhouse.org)  
To reach Project Green Build call 360-635-2142