



# 2010 FARE Golf Challenge Sponsorship Packet

January 16, 2010



To support **FARE** and participate in the golf challenge contact:  
Florida Solar Power Group at 941.378.2600 Fax 941.378.2607  
Joe Bolognese, Pascal Van Hulle or Wendy Groninger  
jbolognese or pvanhulle or wgroninger@floridasolarpowergroup.com

Florida Alliance for Renewable Energy “FARE” is a coalition of concerned individuals, businesses, communities, associations, policy makers, non-profits, and renewable energy producers. FARE is dedicated to educating and engaging Floridians on Production Based Incentives, the world’s most effective policy for achieving rapid, widespread deployment of Renewable Energy.

[www.farenergy.org](http://www.farenergy.org)

# Fundraising Foursomes

## Golf for FARE

### Florida Alliance for Renewable Energy

Shotgun 11:00AM

Cocktail 6:00 PM

Dinner 7:00 PM

#### Corporate Sunset Foursome (6 available) \$1,200

- 4 Green Fees
- 2 Carts
- 4 Goodie Bags (includes golf glove, request size at time of RSVP) + 4 Mulligans
- 4 Raffle Tickets
- 4 Dinners (Spouses included)
- 1 Sponsored Hole
- 1 \$50 Gift Card from Edwin Watts Golf

#### Corporate Sunrise Foursome (6 available) \$1,100

- 4 Green Fees
- 2 Carts
- 4 Goodie Bags + 4 Mulligans
- 4 Raffle Tickets
- 4 Dinners (Spouses included)
- 1 Sponsored Hole
- 1 \$35 Gift Certificate (TBA)

#### Sunset Foursome (11 available) \$ 800

- 4 Green Fees
- 2 Carts
- 4 Goodie Bags
- 4 Raffle Tickets
- 4 Dinners (to include spouses, add \$200)
- 1 \$40 Gift Card from Edwin Watts Golf

#### Sunrise Foursome (11 available) \$ 700

- 4 Green Fees
- 2 Carts
- 4 Goodie Bags
- 4 Raffle Tickets
- 4 Dinners (to include spouses, add \$200)

#### We need Gift Sponsors for:

2- Hole in One  
2 - Closest to the Pin  
Silent or Live Auctions  
Green Fees

2 - Longest Drive  
Raffle Tickets  
Gift Cards 10 - \$40, 5 - \$50, 5 - \$35  
Food

# SPONSORSHIP OPPORTUNITIES

## Eagle Sponsorship

\$7,500

As the Eagle Sponsor, your company name and logo appear:

- On all printed tournament materials
- On all event advertisements, promotions and new releases
- In one issue of the FARE newsletter
- On the FARE website homepage
- 1<sup>st</sup> Tee sponsorship sign as a title sponsor

Your company is permitted a banner-sized signage during the event at dinner with tabletop advertisement on each table, verbal recognition during dinner, sponsorship recognition in the dinner program and full acknowledgment in the FARE 2010 Annual Report.

**Targeted Sampling:** Your company can provide promotional certificates for products or products themselves, in all golfer goodie bags.

**Full Promotional Rights:** Your company is permitted use of the FARE logo on advertisements and promotions communicating its commitment to the cause.

**Special Presentation:** You will receive complimentary registration for two golf foursome.

## Birdie Sponsorship

\$5,000

As the Birdie Sponsor, your company name and logo appear:

- On all printed tournament materials
- On all event advertisements, promotions and news releases
- In one issue of the FARE newsletter

As a Birdie Sponsor, your company is permitted a banner-sized signage during the event at dinner with table top advertisements on each table. The company also receives hole sponsorship signage on the course, verbal recognition during dinner, sponsorship recognition in the dinner program and full acknowledgment in the FARE 2010 Annual Report.

**Targeted Sampling:** Your company can provide promotional certificates for products or products themselves in all golfer goodie bags.

**Special Presentation:** You receive complimentary registration for one golf foursome.



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## Par Sponsor

\$2,500

As a Par Sponsor, your company is permitted a banner-sized signage during the event at dinner with table top advertisements on each table. Your company receives sponsorship signage on the course with verbal recognition during dinner, sponsorship recognition in the dinner program and full acknowledgment in the FARE 2010 Annual Report.

**Targeted Sampling:** Your company can provide promotional certificates for products or products themselves in all golfer goodie bags.

**Special Presentation:** You receive complimentary registration for two individual golfers.

## Cart Sponsor

\$1,500

As a Cart Sponsor, your company will have its logo displayed on all golf carts. Your company will receive verbal recognition during dinner, sponsorship recognition in the dinner program and full acknowledgment in the FARE 2010 Annual Report.

**Targeted Sampling:** Your company can provide promotional certificates for products or products themselves in all golfer goodie bags.

## Beverage Sponsor

\$1,000

As a Beverage Sponsor, your company will have its logo displayed on all beverage carts that cover the course during the tournament. Your company will receive verbal recognition during dinner, sponsorship recognition in the dinner program and full acknowledgment in the FARE 2010 Annual Report.

**Targeted Sampling:** Your company can provide promotional certificates for products or products themselves in all golfer goodie bags.



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## Putting Contest Sponsor

\$500

As a Putting Contest Sponsor, your company will have its logo displayed on event signage and at the putting contest location. Your company will receive verbal recognition during dinner and recognition in the dinner program.

**Targeted Sampling:** Your company can provide promotional certificates for products or products themselves in all golfer goodie bags.

## Hole-in-One Contest Sponsor

\$500

As a Hole-in-One Sponsor, your company will have its logo displayed on event signage and at the Hole-in-One contest location. Your company will receive verbal recognition during dinner and recognition in the dinner program.

**Targeted Sampling:** Your company can provide promotional certificates for products or products themselves in all golfer goodie bags.

## Hole Sponsor

\$200

As a Hole Sponsor, your company will have its logo displayed at the selected tee location. Recognition of your sponsorship commitment will appear in the dinner program.

**Targeted Sampling:** Your company can provide promotional certificates for products or products themselves in all golfer goodie bags.

## FARE Friends

\$100

As a FARE Friends Sponsor your generous support helps keep the cost of the tournament as reasonable as possible. Recognition of your sponsorship will appear in the dinner program.



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# GOLF FOR FARE!

January 16, 2010  
 Serenoa Golf Club  
 6773 Serenoa Dr.  
 Sarasota, FL 34241

## Company Information:

Contact Name: \_\_\_\_\_

Company: \_\_\_\_\_

Title: \_\_\_\_\_

Address: \_\_\_\_\_

City/State/Zip Code: \_\_\_\_\_

Phone: \_\_\_\_\_

Fax: \_\_\_\_\_

Email: \_\_\_\_\_

Website: \_\_\_\_\_

Please reserve the following sponsorship for our company:

Eagle Sponsorship	.	.	.	.	.	.	.	.	.	\$7,500
Birdie Sponsorship	.	.	.	.	.	.	.	.	.	\$5,000
Par Sponsorship	.	.	.	.	.	.	.	.	.	\$2,500
Cart Sponsor	.	.	.	.	.	.	.	.	.	\$1,500
Beverage Sponsor	.	.	.	.	.	.	.	.	.	\$1,000
Putting Contest Sponsor	.	.	.	.	.	.	.	.	.	\$ 500
Hole-in-One Contest Sponsor	.	.	.	.	.	.	.	.	.	\$ 500
Hole Sponsor	.	.	.	.	.	.	.	.	.	\$ 200
FARE Friends	.	.	.	.	.	.	.	.	.	\$ 100

## Payment:

A minimum deposit of 50% of the total sponsorship is due by December 15, 2009.  
 Remaining balance is due by January 5, 2010.

Total amount due: \_\_\_\_\_

Total amount enclosed: \_\_\_\_\_

Checks should be payable to FARE.

Please mail payment to:  
 Florida Solar Power Group, Inc.  
 6301 Porter Rd.  
 Suite 8  
 Sarasota, FL 34240

To pay by Credit Card:  
 Please visit [www.FAREnergy.org/golf](http://www.FAREnergy.org/golf) and  
 -or- fax this form to Florida Solar Power Group  
 at 941.378.2607  
 Attention: Wendy Sue Groninger



## Why Florida NEEDS Production Based Incentives

50,000 Jobs Created almost immediately in:

- Education to train Floridians for the renewable energy jobs that are created
- Banking to handle the loans for renewable energy systems
- Manufacturing to produce the renewable energy system components
- Engineering and Architecture to design the renewable energy systems
- Construction, Electrical and Roofing to install the renewable energy systems

**CREATE ENERGY SECURITY:** Renewable Energy production will lessen a communities or nations vulnerability to increasing fossil fuel prices and will increase their self-reliant economic growth. The price of fossil fuels and nuclear energy are expected to rise as their supply diminishes coupled with increases in the cost of extraction, environmental protection and cleanup. The costs for Renewable Energy will steadily decline due to economy of scale and technological progress.

**STABILIZED ENERGY COSTS:** Communities that use locally produced Renewable Energy have more stable energy costs. Once the systems are set up, their renewable fuels such as sun and wind are low to no cost. Overall, energy costs will be predictable and controllable, thus creating economic stability.

**STABILITY & INVESTMENT SECURITY:** PBI incentives also have massive appeal to investors and lenders. This is because the incentives are fixed long term, typically 20 years, which provides a guaranteed revenue stream that can be borrowed against easily. Unlike Renewable Energy Certificates (RECs), which have annually fluctuating values through a trading mechanism, PBI incentives never change nor require any administration or additional cost.

**STAY-AT-HOME REVENUE:** With PBI incentives, the revenue from producing Renewable Energy will stay within the state or province where it is produced. This will create "local wealth" and stimulate the local economy.

**FAIRNESS:** PBI incentives allow us to make a fair comparison of the true costs for traditional energy sources such as nuclear, natural gas, coal and oil. Rather than attempt to figure out how much environmental damage they each do respectively, the PBI incentive simply allocates a fair "avoided cost" to RE technologies for the total environmental impact

that would otherwise be borne by society by not using them. Therefore the PBI is providing an incentive that brings parity to the incentives, tax breaks and environmental damage done by traditional energy sources that are never reflected in their market prices.

**PBI INCENTIVES WILL SPEED UP OUR SHIFT FROM FOSSIL FUELS TO CLEAN RENEWABLE ENERGY.**

**IN THIS WAY, PBI INCENTIVES WILL ALSO:**

**PROTECT OUR HEALTH:** We will be putting less particulates into the air since we will be burning less oil, coal and natural gas. This will mean less suffering from asthma and other breathing disorders and reduced medical and health insurance costs.

**REDUCED GLOBAL WARMING:** Burning fossil fuels releases 75% of the greenhouse gases that are heating the planet. It is estimated that by switching to Renewable Energy we can cut Co2 emissions in half by the year 2030. In 2006, with RED's in place, Germany alone saved 100 million tons of Co2 from entering the atmosphere.

**REDUCED CONFLICTS OVER ENERGY:** The world's demand for energy is increasing faster than expected, while our supplies of oil, coal and natural gas are declining. As nations compete for energy, there may be more conflicts, wars and violations of human rights. Increasing the production of Renewable Energy will help states and nations meet their own energy needs.

The Production Based Incentive Policy is based on policies that the National Renewable Energy Laboratory (NREL) has determined will create more Renewable Energy at the lowest cost to rate payers.

**PBI Incentives make Renewable Energy not only affordable but profitable!**

**For Example:**

The cost of solar electric for a home ranges \$30,000 to \$50,000, which is not affordable for many people. Under a Production Based Incentive Policy, the upfront cost may run between \$3,000 to \$5,000 because Utility Companies would be required to provide a long term contract that pays a profitable amount for the Renewable Energy produced.

Banks will loan money for the project based on the contract from the utility company. The loan payments would be covered by the payments from the utility company for the excess electric generated by the solar panels. In approximately 5 years, the loan is paid off and home owner continues to collect the payment from the utility company.



Investing to Save OUR Energy Future

10990 NE 107<sup>th</sup> Terrace

Archer, FL 32618

1-888-501-FARE

[www.FAREnergy.org](http://www.FAREnergy.org)

or email: [farenergy@gmail.com](mailto:farenergy@gmail.com)

## Florida Alliance for Renewable Energy

- FARE is an organization of businesses and individuals working together to implement a Production Based Incentive Renewable Energy Policy for Florida.
- FARE formed in 2009 and made progress during the 2009 legislative session in organizing and informing legislators on the benefits this energy policy.
- FARE has many business and individual members who are working to educate the public and legislators on the economic value of a PBI Incentive policy.
- FARE is working to raise \$500,000 in order to have a lobbying presence in Tallahassee, educate voters, and provide campaign donations to legislators who support PBI Incentive legislation. This is what it will take to get a PBI policy for Florida!
- FARE's goal is to get a PBI Incentive policy implemented in 2010.