



Celebrating Sustainability
June 19-21, 2008

The Asheville Building Convergence is inspired by a vision of a truly sustainable Asheville for generations to come...

You are invited to participate in the first annual citywide Asheville Building Convergence/ABC, June 19th-21st, 2008. We hope you will consider becoming one of ABC's sponsors...Thank you in advance!

Asheville Building Convergence/ABC

ABC 2008 is the exciting inaugural three-day collaboration and celebration of local communities building sustainable solutions for the city, the land, and the people of Asheville. There will be hands-on sustainability projects throughout the city – Asheville in Action Day, presentations by nationally renowned and local pioneers, an action-oriented Asheville Town Meeting, a summer solstice celebration, community potlucks, local music and arts, benefit party, opening and closing ceremonies, and much more.

Guiding principles

Cohesion building, synergizing existing sustainability initiatives, citizen education and participation, practical hands-on sustainable solutions, eco-cultural regeneration, and celebration of what's already happening on these fronts in Asheville.

ABC includes:

More than 30 local organizations & project hosts

14 participatory sustainability learning projects

500,000 media outreach recipients

2,000 local citizen participants

Internationally-renowned guests: Julia Butterfly, Starhawk, and City Repair from Portland, OR.

Join in...

- Building exemplary on-the-ground sustainability projects together
- Generating practical, sustainable solutions for Asheville's citizens
- Learning from sustainability pioneers from around the country
- Synergizing Asheville's abundant, yet often disparate groups
- Celebrating together as a vibrant community!

Partnering organizations

Asheville Institute, Sustainable Advisory Committee for Energy & the Environment/SACEE, Sensible City, Sustainability Alliance of the Mountains/SAM, Clean Air Community Trust, Arts 2 People, LaZoom Tours, Earth Celebrations, Jubilee's Earth Team, Media Arts Project/MAP, Asheville Bioneers, 828 Design, City Repair from Portland, OR, Starhawk (internationally-renowned author), Julia Butterfly Hill (internationally-renowned activist), and other local community organizers.

Project hosts

The City of Asheville, Quality Forward, RiverLink, Isaac Dickson Elementary, Vance Elementary, Clean Air Community Trust, YWCA, Asheville Institute of Kleiwerks International, Bountiful Cities Project, WNC Alliance, Asheville Mural Project of Arts 2 People, Church of the Advocate, and local herbalists.

Schedule of Events

- Thursday, June 19th** Grand Opening Celebration: City Repair Slideshow, Spiral Dance with Starhawk & local music at Jubilee!
- Friday, June 20th** Asheville Town Meeting at Jubilee (with Julia Butterfly Hill); Solstice Ceremony & Community Potluck at the Botanical Gardens; Benefit Concert at Bobo Gallery
- Saturday, June 21st** Asheville in Action: Hands-on Projects at 14 Asheville sites; Inauguration Tours with LaZoom; Closing Ceremony at Carrier Park

Media Plan

Sensible City, a local public relations firm, is handling ABC's media outreach as a pro bono service. Outreach will go to at least 500,000 people and will be covered in print, radio, television, and internet outlets in Asheville and surrounding areas. Many media outlets have already committed to covering stories, projects, and human profiles related to ABC through May and June. A multimedia site will track the ABC, including video, images, pod-casting, blogging, profiles of projects, events, and people. An extensive email campaign will inform all partnering and other citizen groups about the event.

Outcomes

- 1) ABC will leave the people, the land, and the city of Asheville with a spectrum of inspiring, on-the-ground examples of what's beautiful, practical, and life-affirming about sustainability.
- 2) ABC will provide action-oriented opportunities for sustainable solutions to be created and celebrated by the community at large, while citizens learn what they can do in their own lives.
- 3) ABC will build cohesion and synergize long-lasting relationships amongst local residents, organizations, businesses, projects, and others who are dedicated to building a sustainable Asheville for years to come.

Contact us for more information and to secure your sponsorship position:

Email ABC@ashevillage.org :: Call 828.225.8820 :: www.ashevillage.org

To seal your sponsorship with the Asheville Building Convergence/ABC:

Make check payable to: Asheville Building Convergence

Send check to: ABC, 82 Buchanan Ave, Asheville, NC 28801

The ABC thanks our non-profit fiscal agent, the Asheville Institute of Kleiwerks International.

ABC Sponsorship Opportunities

\$5,000 – Asheville Champion

\$3000 – Sustainability Visionary

\$1000 - Green Steward

\$500 - Eco Practitioner

\$250 – Community Advocate

\$5,000 - Asheville Champion

Opportunity to be a leader of a sustainable Asheville
Company name/logo in all promo material and program
Company name in all media releases
Prominent signage at all indoor events (provide your own banner)
Prominent signage at three projects of your choosing
Public acknowledgment at all events
Website link from Asheville.org
Six passes to all events

\$3000 - Sustainability Visionary

Opportunity to be a leader of a sustainable Asheville
Company name/logo in all promo material and program
Company name in all media releases
Prominent signage at two indoor events (provide your own banner)
Prominent signage at two projects of your choosing
Public acknowledgment at all events
Website link from Asheville.org
Four passes to all events

\$1000 - Green Steward

Opportunity to be a leader of a sustainable Asheville
Company name in all promo material and program
Company name in all media releases
Prominent signage at one indoor event (provide your own banner)
Prominent signage at one project of your choosing
Public acknowledgment at all events
Website link from Asheville.org
Three passes to all events

\$500 - Eco Practitioner

Opportunity to be a leader of a sustainable Asheville
Company name in the program
Public acknowledgment at all events
Website link from Asheville.org
Two passes to all events

\$250 - Community Advocate

Opportunity to be a leader of a sustainable Asheville
Public acknowledgment at The Grand Opening & Public Forum
Company name in the program
Website link from Asheville.org
One pass to all events

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