



  
**Viridescent**<sup>®</sup>  
*tour*

**A CRITICAL MISSION.  
A COMPELLING OPPORTUNITY.**

**A UNIQUE SPONSORSHIP PLATFORM FROM TIDESMART GLOBAL**



# vir·i·des·cent

*adjective*  
Green or slightly green

## SPONSORSHIP CATEGORIES

- Apparel
- Appliances
- Automotive
- Beverage Products
- Building Supplies
- Cleaning Products
- Climate Control
- Cookware
- Credit Services
- Electronics
- Décor Solutions
- Door Options
- Energy Solutions
- Government
- Home Financing
- Home Fixtures
- Home Improvement
- HVAC
- Fitness Solutions
- Food Products
- Fuel Options
- Furniture (Indoors)
- Furniture (Outdoors)
- Flooring Solutions
- Kitchen Utensils
- Lawn & Garden
- Lighting Solutions
- Paint Options
- Personal Care
- Pet Products
- Retail
- Recycling Solutions
- Recreational Products
- Safety Products
- Waste Management
- Windows

And More!

## A Critical Mission. A Compelling Opportunity.

“Green” is a widely used term today, contributing to everything from lifestyle choices and purchase decisions to corporate social responsibility (CSR) strategies. Seemingly, everyone – consumers, corporations, civic leaders – wants to be “green.” And with good reason; rarely has environmental necessity and business opportunity converged so closely.

As we all seek to educate and mobilize the consumer audience to recognize the impact of their purchase decisions make on our world – and to demonstrate the growing accessibility of green-friendly products and services – we wanted to make you aware of a unique opportunity in 2018. TideSmart Global, in collaboration with a group of leading partners, is proud to introduce “Viridescent – The Sustainable Living Tour.” Viridescent represents the first large-scale, multi-sponsor experiential platform available to eco-oriented brand marketers in the US. Targeting major fairs and festivals across the country and featuring both live engagement and supporting media (including digital, social, PR and related amplification efforts), Viridescent promises to deliver behavioral change and sponsor visibility among millions of consumers in some of the country’s largest markets.

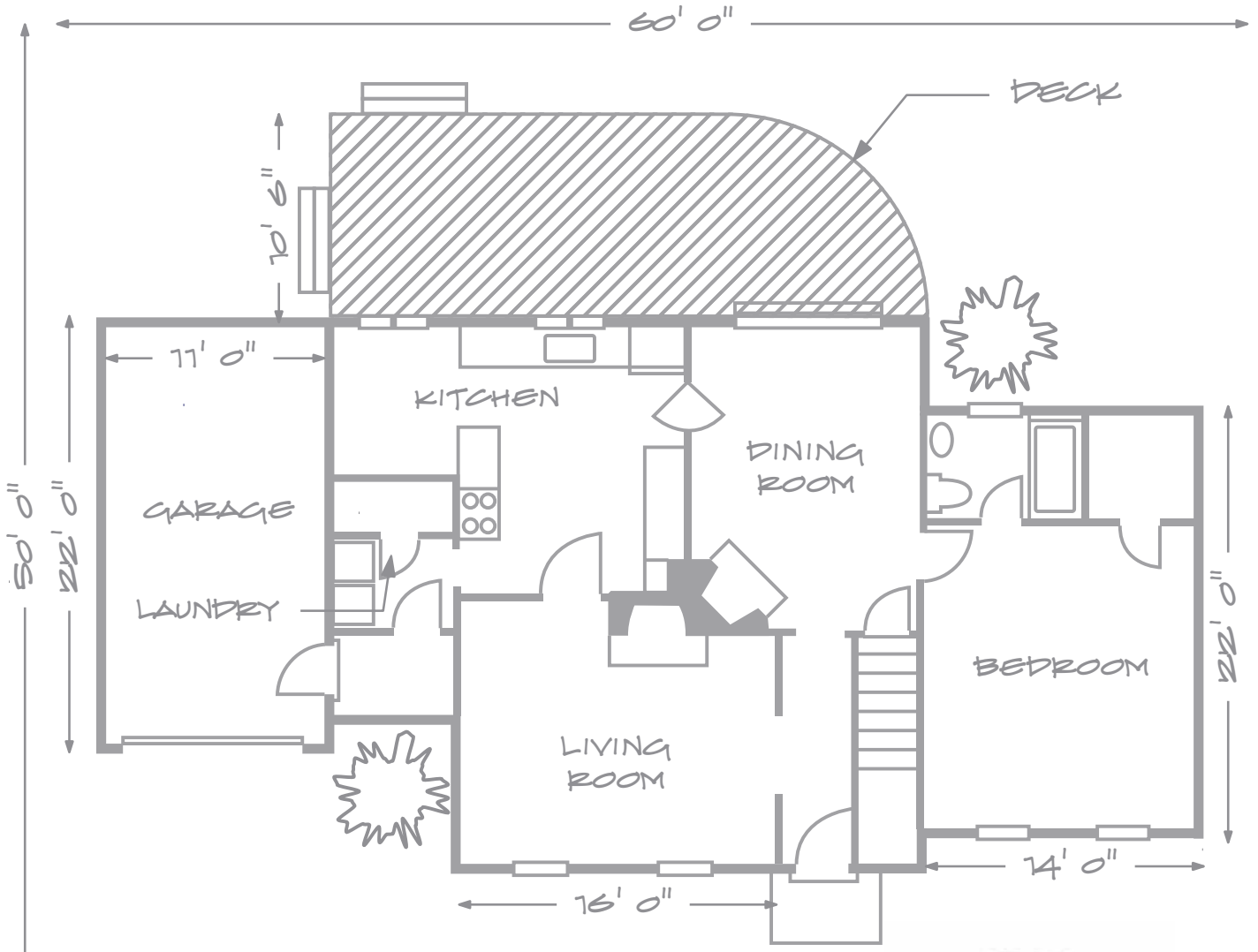
Viridescent is a bold initiative worthy of the critical mission and compelling opportunity that “green” represents – and we want you to be a part of it. Key details and participation opportunities are further outlined on the pages that follow.



### What is “Viridescent?”

A national sponsorship platform featuring a traveling “sustainable living” exhibit that combines product inclusion and consumer interaction opportunities with national PR and digital outreach.

# PROPOSED FLOOR PLAN



## “Sustainable Living” Begins at Home

At the center of this campaign, an actual home (utilizing green-friendly modular elements) will be temporarily installed at each event site and leveraged as a high-profile interactive environment. Inside, each room – from kitchen to bath, laundry to living room, bedroom to exterior deck – offers an engaging for showcasing sponsor products and services while promoting simple green solutions. From the home itself to transportation, power, premiums, waste management and related elements – every asset and operational detail will be authentically, responsibly “green.”





# National Reach & Visibility

We will be appearing at events like these:

**San Diego County Fair:**  
1,200,000 Attendees

**Taste of Chicago:**  
1,400,000 Attendees

**California State Fair:**  
750,000 Attendees

**Ohio State Fair:**  
950,000 Attendees

**Oregon State Fair:**  
500,000 Attendees:

**US Open:**  
700,000 Attendees

**Washington State Fair:**  
1,000,000 Attendees

**The "Big E":**  
1,200,000 Attendees

**Texas State Fair:**  
2,400,000 Attendees

**Arizona State Fair:**  
1,200,000 Attendees

**And other leading events!**

## 10 Major Markets

10 of the Nation's top attended events. Tens of thousands of interactions. Millions of impressions. One unique solution. Viridescent will deliver brand visibility, consumer interactions and strong affinity for participating sponsors via targeted visits to some of America's "greenest cities" and other major markets, engaging both green enthusiasts and the "masses" in the process. As a major exhibit/pavilion at high-profile consumer events across the country, Viridescent will serve as the "home base" for your brand's market penetration efforts among these valuable audiences.

Please note that the final tour routing is subject to event timing (still TBD in some cases), event negotiations and input/direction from "Home" and "Room" level sponsors.



# Inspiration Through Interaction

Unlike more passive marketing options (i.e., Green Expos), Viridescent **actively** touches your audience and creates incredible PR opportunities.

As an integrated platform, Viridescent offers participating sponsors a host of consumer interaction opportunities.

Engage key consumer audiences in a variety of ways:

## Onsite Opportunities:

- Visitor registration (data capture) and “opt-in” communications (TBD)
- Guided home tours narrated by trained tour staff incorporate sponsor messages
- Augmented reality (AR) enhances visitor interactions with highlighted products, features and more
- Periodic DIY demonstrations (leveraging local experts) conducted throughout the home
- Looping multimedia content (audio, video) incorporates existing brand advertising
- Product placement/merchandising (closets, counter tops, walls, etc.)
- Free-standing interactive kiosks (explore key sponsor product details)
- Umbrella sweepstakes element – “Win A Viridescent Makeover”
- “Wet” and pre-packaged sampling/trial opportunities
- Potential charity overlay – “Viridescent Home Giveaway”

## Other Opportunities:

- Inclusion in multi-sponsor local/national promotional effort (TBD)
- Local/national PR inclusion (print, local morning shows, etc.)
- Sponsor mention on live radio remotes (select events ) (TBD)
- Logo/content inclusion on tour website and social properties
- Coupon/discount/special offer distribution
- Consumer insights (via visitor polling, including custom queries)
- Content capture (visitor testimonials and more)
- Discounted national advertising options via tour media partners
- Possible cable documentary involvement (TBD)

## How we make our green tour green

Partner Expertise/  
Credibility



LEED/Energy Star  
Certified Home



Alternative Vehicles  
(For Transportation)



Alternative Fuels/  
Energy Sources



Reclaimed/  
Recycled/Reused  
Materials



Allied Event  
Recycling Program



Carbon Offsets  
(TBD)



And More!

# Tour Participation

A variety of cost-effective sponsorship and partnership opportunities are currently being offered, many exclusive and all available on a "first come, first serve" basis. In order to participate, Sponsors must sign a **Tour Commitment Letter by January 31, 2018**.



<b>KEY DETAILS</b> QUANTITY	<b>HOME LEVEL</b> 1	<b>ROOM LEVEL</b> 6	<b>LIFESTYLE LEVEL</b> Up to 10	<b>SUPPORT LEVEL</b> Up to 20
	Planning Input (Tour Geography, Partner Selection, etc.); Multiple Category Exclusivity (Quantity TBD); "Presented By" Positioning; Tour Logo Brand Inclusion; Transport Vehicle Branding; Dedicated Exhibit/Display Area; Onsite Product Placement/Usage (All Areas); Onsite Signage; Onsite Multimedia Inclusion; AR feature; Onsite Data Capture; Sample/Premium Distribution; High Profile Web/Social Presence (Feature/Banner; Tour URL); Allied PR/ Advertising Inclusion; Discounted Supplemental Media Opportunities (TBD); Consumer Insights (with Custom Questions); Other Benefits (TBD)	Category Exclusivity (Single Category); Transport Vehicle Branding; Dedicated Exhibit/Display Area (Room-Based); Onsite Product Placement/Usage (Select Areas); Onsite Signage; Onsite Multimedia Inclusion; AR feature; Onsite Data Capture; Sample/Premium Distribution; High Profile Web/Social Presence (Banner; Tour URL); Allied PR/ Advertising Inclusion; Discounted Supplemental Media Opportunities (TBD); Consumer Insights (with Custom Questions); Other Benefits (TBD)	Onsite Product Placement/Usage (Select Areas); Onsite Signage; Onsite Data Capture; Web Presence (Link; Tour URL); Discounted Supplemental Media Opportunities (TBD); Consumer Insights; Other Benefits (TBD)	Onsite Product Placement/Usage (Select Areas); Onsite Signage; Discounted Supplemental Media Opportunities (TBD); Other Benefits (TBD)
<b>Contribution Level</b>	<b>\$900,000 TOTAL</b> Up to 15% In-Kind Good & Services	<b>\$450,000 TOTAL</b> Up to 15% In-Kind Good & Services	<b>\$125,000 TOTAL</b> Up to 50% In-Kind Good & Services	<b>\$40,000 TOTAL</b> Up to 100% In-Kind Good & Services

## For More Information

A member of our Sponsor Success Team would be happy to provide additional information and discuss customization opportunities with you and your team. We look forward to hearing from you, and to working together to make this unique campaign an incredible success.

### Primary Contact

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 or  
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## ABOUT TIDESMART

At TideSmart Global (TSG), we believe that every moment matters. As a nationally-recognized, award-winning, independent collective of experiential and digital agencies, TSG and its associated businesses develop best-in-class event properties, mobile marketing campaigns and other experiential programs for leading B2C and B2B clients. Headquartered in Maine, TSG operates from a unique sustainable campus, which includes one of the few “net positive” structures in New England. As both an Inc 5000 business and an It List (Top 100) experiential agency, TSG powers Viridescent – The Sustainable Living Tour.

For more information, visit [tidesmart.com](http://tidesmart.com)

