



Electrify PORTLAND!

HOME ELECTRIFICATION FAIR

SATURDAY, OCTOBER 7TH, 2023 • 11AM – 3PM

THE REDD ON SALMON • 831 SE SALMON STREET, PORTLAND, OR
ELECTRIFYPORLAND.ORG

The Electrify Portland! Home Electrification Fair is a free, festive, one-day event for homeowners and renters ready to start transitioning their homes from gas (or old electric) to efficient electric. The Redd's main hall, demonstration kitchen, conference room and parking lot will be filled with product demonstrations, contractor introductions, kid activities, and tasty treats. Participants will gather practical tips on how to electrify their homes, including incentives to help cover the cost! This public event kicks off Portland's Sustainable Building Week, which will conclude with Solar Oregon's October 14th home tour.



Hosted by **ElectrifyPDX.org** (a program of Families for Climate)

A Free, Festive Home Electrification Event

The past few years have supplied a perfect storm of reasons for people to electrify their homes: Heat waves, media attention about gas stove health impacts, wildfire smoke, ever-rising utility costs, newly available electrification incentives, great new electric appliance options, and the opportunity to make a positive difference for the climate right at home.

But home electrification is not necessarily easy. People need to meet contractors, overcome misinformation, understand local and federal incentives, and learn how to sign up for clean power. This event will help with those first steps!

We're seeking sponsors to help grow the home electrification movement and ensure that electrification is within reach for neighbors of all income levels. Whether people want to go fossil free or ditch inefficient electric resistance heat, we want to help.

Electrify Portland! will empower Portlanders to make the transition to clean energy with heat pumps, induction cooktops, heat pump water heaters, installing rooftop solar panels, signing up for green power, and/or joining a community solar program.

Indoor exhibition space:

- Tabling by contractors, nonprofits & builders
- Free expert consultations
- Induction cooking demo with free samples
- *Home Electrification* by Brian Stewart, ElectrifyNow (Other expert speakers TBD)

Outdoor space:

- Food vendors TBD
- All-electric tiny house
- Try out e-bikes & scooters
- Try out electric leaf blowers & yard tools
- Hands-on activities for kids (Did someone say, "Bouncy castle?")



ElectrifyPDX is a non-profit home certification program that helps Portland homeowners and renters power their homes with clean energy.

Our program is shifting public opinion and accelerating the energy transition through signage, education, and events.

Here's how our program works: Sign up for a yard sign and helpful resources. As you clean up your electric supply and electrify each system in your home, apply badges to your sign. Get certified when your home is 100% powered with clean energy! For more information, visit our site at electrifypdx.org.



Sponsorship Opportunities

	Terrawatt \$2,500	Megawatt \$1,000	Gigawatt \$500
Thanked as a sponsor before presentations	✓		
Featured placement in ElectrifyPDX monthly newsletter	✓		
Lead Generation via post-event survey	✓		
Featured in a targeted follow-up email to attendees	✓		
Named in press release	✓	✓	
Prominent signage at event	✓	✓	
Social media posts	4	1	
Booth space in our exhibition area	✓	✓	✓
Logo on all event and press materials, including website and screen on main stage	Large	Med	Small

\$5,000 Lightning Sponsor: Custom package, Talk to us!

**Secure your sponsorship opportunity today! Deadline to participate is Sept. 7th, 2023.
For more information, please contact Steph Routh at steph.routh@gmail.com**

Exhibitors

Connect with Portlanders who are curious about efficient home electrification.

You are invited to host demonstrations and interactive exhibits in our spacious exhibition areas. Both indoor and outdoor spaces are available. This is a great way to reach potential partners and customers alike.

What you'll get:

- Booth space (8'x8' interior or 10'x10' exterior) **Contact us for larger options & pricing*

What you'll need to bring:

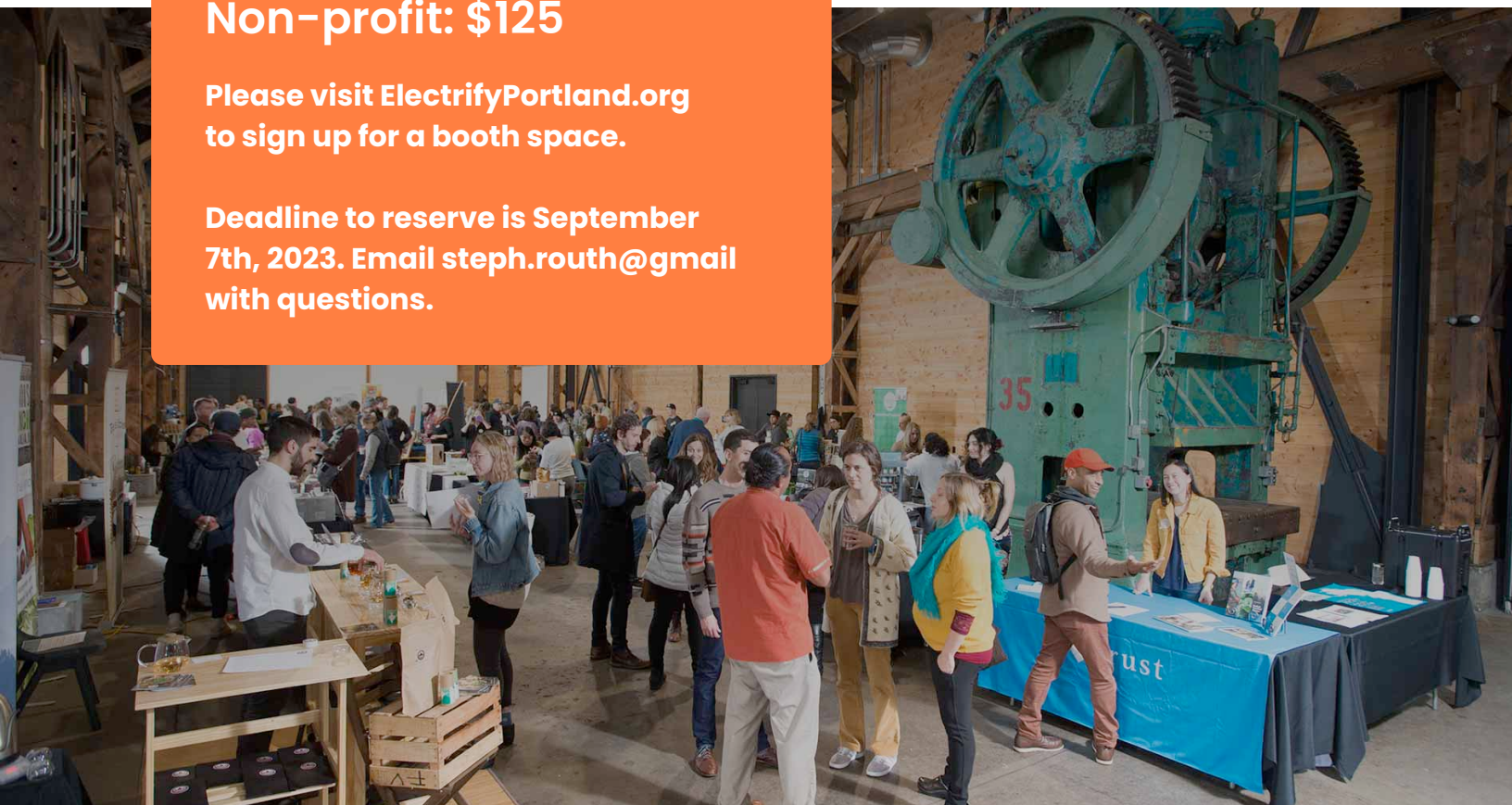
- Materials to share with attendees
- Table (Chairs provided)

For-profit: \$250

Non-profit: \$125

Please visit [ElectrifyPortland.org](https://www.electrifyportland.org) to sign up for a booth space.

Deadline to reserve is September 7th, 2023. Email steph.routh@gmail.com with questions.



Target Audience:

Climate Concerned Portlanders

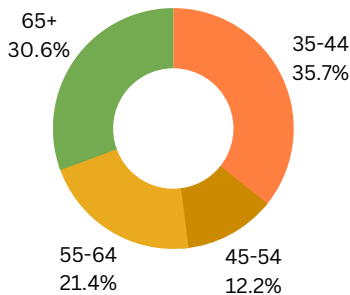
There is a large population of Climate Concerned Portlanders who are eager to improve the health and comfort of their homes, and take action to fight climate change. In Multnomah County, 78% of people are “worried” about climate change. A new report from Pew Research Center shows 80% of people are willing to make changes to how they work and live to reduce the effects of global climate change. We hope to empower these homeowners and renters to upgrade their homes, and create a visible movement that inspires a shift to clean energy.

What they need:

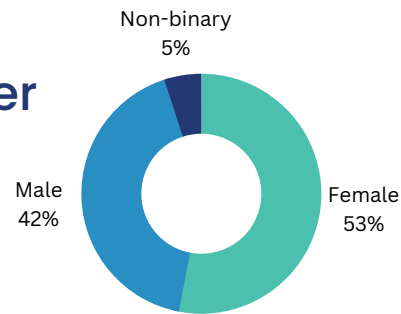
A recent survey of the ElectrifyPDX mailing list found two top priorities:

- **Trusted contractor referrals**
- **Help understanding available incentives**

Age



Gender



Why people are electrifying

Efficient electrification appeals to people for a range of reasons—improved indoor air quality, decreased carbon footprint, lower utility bills. As more people are realizing that electrifying their home is the biggest climate action they can take, they feel empowered to have a positive impact. Here are some quotes from ElectrifyPDX participants about what motivates them to electrify:

"I want to upgrade my home and vehicles to high efficiency and much lower greenhouse emissions."

"Living in a state where the electric grid is clean and robust, the ability to get off fossil fuels feels attainable and supported."

"Climate change! Our children's future."

"Environment and saving money"

"Cleaner world and cleaner living for my family."

Outreach and Promotion

Partnership outreach:

Solar Oregon
PGE
Sustainable Building Week
PCEF partners
Earth Advantage
Energy Trust of Oregon
Local congregations
Small businesses (BBPDX)
Builders and subcontractors
Neighborhood associations
Title companies
Real estate brokerages
Climate non-profits

Additional promotion will include:

Print and online media
Flyers and posters
Earned media
Website
Social media
ElectrifyPDX, ElectrifyNow, Rewiring America local contacts (3,500+)

Thank you!

For more information about getting involved with Electrify Portland! please contact Steph Routh at steph.routh@gmail.com or visit ElectrifyPortland.org