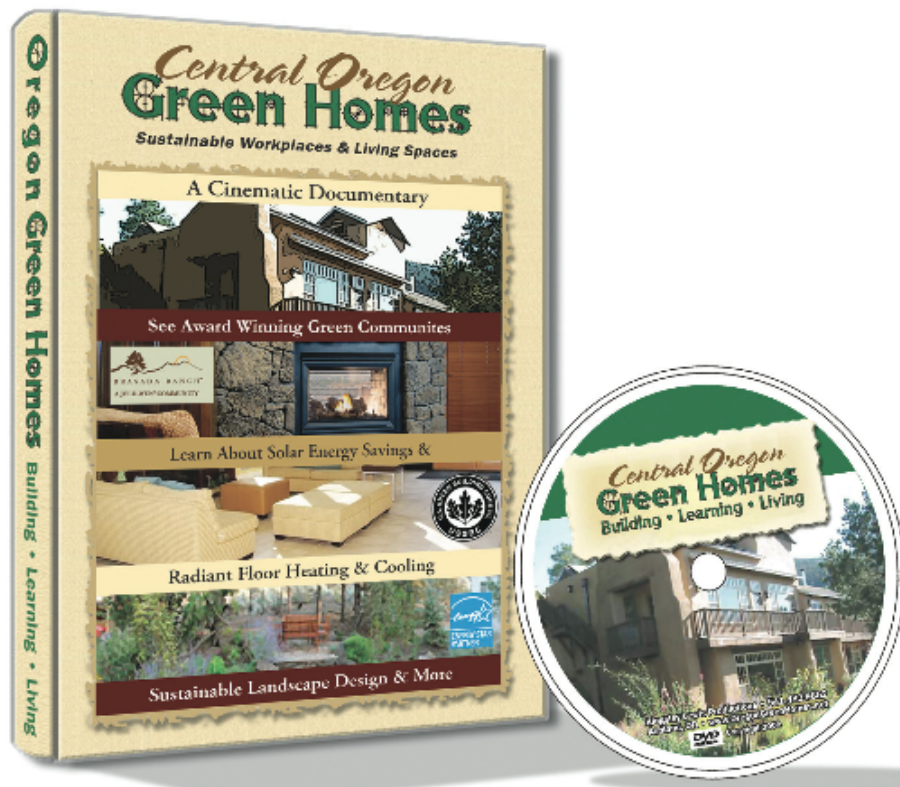


**Watch For TV Broadcast & DVD Release  
Friday, May 23, 2008**

# THE DUMMIES GUIDE To Green Building



**For Sponsor Auditions call M. Kim Lewis • 541 944.4555  
Don McCoy 541.261.3542**

*Oregon Green Homes - Building, Learning, Living: Central Oregon 2008* is a multi-tiered educational and marketing program that motivates the public, the vendors, the organizations and industries that desire to see practical green and sustainable living succeed in Central Oregon. It is simply a powerful tool of the media to bring people to the door of your business or service !

Oregon Green Homes-TV documentary has aired already in Southern Oregon with media acclaim *“...exceptional video quality and offers plenty of information for the novice who wants to grasp the sustainable-building industry ... the video explains the virtues and practices of green building in everyday language.”* Troy Heie, **Mail Tribune** – Nov. 2007

## **THE PEOPLE WHO BRING THIS TO CENTRAL OREGON**

Oregon Green Homes is a for-profit organization formed in Southern Oregon by founder **Don McCoy**. He has been a founding leader in the green movement as the region’s first Eco-Broker – Earth Advantage STAR. He serves on several boards such as the Green and Solar Tour, USGBC LEED Southern Oregon, and was a guest judge at Bend’s COBA Tour of Homes in 2007.

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OGH’s vice president of marketing and communications is: **Malcolm K. “Kim” Lewis**, owner of Kingsley Lewis & Associates, Inc., a successful advertising, marketing firm from Ashland, Oregon, serving clients from the west to east coast. He is a graduate of the University of the South, Sewanee, TN. With his wife, Ginny, he owns a second vacation home in Bend, OR, and has won numerous collateral design campaign awards.

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OGH’s Production director is **Kyle Justice** of Portland, Oregon, owner of Compel Media, an award-winning film and video producer, having worked for National Geographic TV, The Family Channel, and producer of numerous “made for TV” specials.

## **THE TV MARKETING COOPERATIVE PLAN FOR CENTRAL OREGON**

We look forward to working with carefully selected businesses and community leaders who are currently “making it happen” in practical green and sustainable living in Central Oregon. In Southern Oregon’s case, The City of Ashland was a very big supporter of our Oregon Green Homes program.

You, in Central Oregon, will of course recognize names like:  
Energy Star , LEEDS / U. S Green Building Council, 3-E Strategies  
COBA-Central Oregon Builder’s Association/The Green Council  
Earth Advantage Energy Trust of Oregon

### **We’re inviting you to be a funding sponsors one of 3 unique levels of participation**

**1. SUPPORTING SPONSOR - \$750** - includes OGH – CO website logo, business description, and weblink. They will be included in any print materials.

**2. FOUNDATION SPONSOR - \$1,700** - includes OGH – CO website logo, business description, and weblink inclusive of any print materials. You will be scripted and filmed into our documentary-style television production, with a live on-camera 1 1/2 – 2 minutes of video coverage .

**3. PRESENTING SPONSOR - \$3,500** – includes all of the above, all media title presenter. You will be scripted and filmed into our documentary-style television production, with a live on-camera 2-3 minutes of video coverage .

## Timing for the Central Oregon Plan

We anticipate completion of sponsor commitments and funding by **April 25, 2008**. We will **begin shooting the week of May 7 – 10** (some at COBA's Home Show in Bend), with completion of the TV 30-minute version and three to eight minute TV YouTube web segways by May 25, 2008.

## Media Exposure

- **The made for TV broadcast 30-minute broadcast will run at least 30 times ! In two months on a selection of Sunriver Cable, KOHD-ABC, and Bend Broadband.**
- **Plus in Regional Newspaper Free-Press Media Coverage**
- **On The Central Oregon Green Homes Interactive Website**

Please consider being one of our significant sponsors today by checking one of the levels and return faxing this sheet. Don & Kim will be calling on you in the next weeks in person if we have not already.

I would be pleased to participate as a

\_\_\_\_ Green Supporting Sponsor \$750

\_\_\_\_ Green Foundation Sponsor \$1,700

\_\_\_\_ Green Founding/Presenting Sponsor \$3,500 (limit 4)

Management Person's Name \_\_\_\_\_

Business Name \_\_\_\_\_

Address \_\_\_\_\_

\_\_\_\_\_

Phone No. \_\_\_\_\_

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

Please fax or mail to 541 482. 3955. Oregon Green Homes, 1045 North Main Street, Ashland, OR 97520; phone contact M. Kim Lewis 541 482.9852. [lewismk@charter.net](mailto:lewismk@charter.net)

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NOTE: Payments may be made 50% to hold position by April 25.2008 and 50% when documentary is release in late May 2008.