



This *Really* Old House Goes Green  
The TROHGG project



[thegreenhub.ca](http://thegreenhub.ca)

## JOINING THE TEAM

**IMAGINE HOW** an average home can go green. It is a smart house that takes advantage of advanced technologies and services that enhance the home's performance; that is sustainable with energy-saving green products both inside and out. The house is healthy and safe and regenerative, returning energy to the grid, adding value to its neighbourhood and revitalizing its surrounding natural environment.

It's a renovated home of the future, being built now. This home is being constructed in The Green Hub, an area including Brantford, Six Nations, Brant, Norfolk and Haldimand counties. The provincial government has also designated this area as Ontario's Green Energy Hub.

With the This *Really* Old House Goes Green (TROHGG) project, created by TheGreenHub.ca, a news and information website about all things green in The Green Hub area, we are renovating a Brantford war-time cottage, utilizing all the latest green expertise, technology and materials.

We are showing that the most up-to-date green tradespeople, services and supplies are available right in our own backyard. The house will meet the strict requirements and standards of excellence in energy efficiency, air and water quality, as well as performance and durability.

## BECOME A SPONSOR

TROHGG presents a unique opportunity for sponsors to showcase their green products and systems in a novel and exciting way. Unlike most demonstration home projects that are the equivalent of a four-day marketing plan, the TROHGG house is generating marketing, promotional and educational opportunities.

TheGreenHub.ca, in conjunction with the Brantford Expositor, is providing week-by-week coverage in its diverse print, digital and web-based outlets, following the project each step of the way, with video, articles and photos documenting, in minute detail, what takes place with the green reno.

With over 90,000 visitors to TheGreenHub.ca, plus another 45,000 people in weekly circulation in The Expositor's print edition of Your Brant Connection, further enhanced by an aggressive social media presence on Facebook, Twitter and LinkedIn, TROHGG is well-positioned nationally and internationally.

Sponsorship packages provide team members with a wide range of media elements in TROHGG print and online properties, video and case study assets, and planned live events that will draw a diverse mix of students, homeowners and building professionals.

TROHGG is already providing detailed editorial studies, showing all aspects of the home's sustainability testing and modeling. An exhaustive six-part energy model series for the home has been published in print and at TheGreenHub.ca and a home designer has worked with a technical advisor to ready the project for the next stage.

The TROHGG project thus far has been documented both in The Expositor and online at TheGreenHub.ca, with case studies and video about all team members and ongoing developments, further enhanced by a regular feature called The TROHGG Blog, which takes us behind the scenes, with more valuable insights. Those regular outlets also serve to further showcase the project.

## BENEFITS

TROHGG provides a unique opportunity for team members and sponsors to showcase their green products and systems in a novel and exciting way. TROHGG is generating ongoing editorial, marketing, promotional, and educational opportunities. The project is concentrating on a diverse mix of media elements to showcase all aspects of the home's sustainability story. The infrastructure is now in place.

Sample of benefits:

- Promotional article, video and photos to be published on TheGreenHub.ca and for use on the website of choice for the sponsor;
- Product placement in the green reno at 87 Alexander Drive in Brantford, Ontario;
- Product mention in editorial coverage in The Brantford Expositor's Brant Connection and on the new media website TheGreenHub.ca;
- Press release regarding demonstration products and partnership with TheGreenHub.ca;
- Unlimited rights to use all photography and video of involvement with the TROHGG project ... with credit to TROHGG and/or TheGreenHub.ca;
- Right to use the completed TROHGG home for corporate or industry events, as per a joint agreement;
- Sponsor's logo and product information to be included on TheGreenHub.ca and promoted on social media, including Facebook, Twitter and LinkedIn;
- Billing as an official product/appliance sponsor of TROHGG, hierarchy based on contribution;
- Right to use the TROHGG project for own PR purpose (case studies, for example);
- Right for sponsor's sales representatives to take clients through the TROHGG home at times agreed upon with the homeowner;
- Right to host or participate in the media launch event at 87 Alexander Drive when the TROHGG project is completed;
- Opportunity to be recognized as a green leader, and be part of a team of like-minded progressive professionals;
- Be considered for inclusion in any future book publishing or television production about the TROHGG project

## VISIT THE TROHGG HOUSE

The project team is planning exciting onsite events to drive traffic and attention to the home. Some of these innovative events include:

- Connecting with local schools
- Recycle or green clubs
- Create recycled/reclaimed artwork to put on display at the TROHGG house
- Tours with schools, students and other community groups
- Involving student workers on project
- Special events at house, including green workshops and retrofit experts, with tickets sold to benefit local charities.

## REACHING OUT

TheGreenHub.ca and TROHGG has a comprehensive plan for disseminating information about the house ...

### **Print and Online:**

TheGreenHub.ca will promote TROHGG locally, internationally and nationally to building professionals and consumers through print and online media.

## **TheGreenHub.ca:**

- Ongoing editorial coverage that began in October 2010. Includes all aspects of the project and recognition of sponsors.
- Feature editorial articles with sponsor write-ups and specific coverage of products used in the project.
- Dedicated sections and pages on the project. This includes a general summary of the project, sponsor information, videos, editorial, case studies, photos, blogs and other information.
- Custom e-mails to TheGreenHub.ca community of building professionals to promote events at house, including sponsor logos and links to sponsor websites.
- Social media outreach throughout the entire construction process and after home is completed to optimize international national and local exposure.
- Press releases and print and online editorial coverage of new data and study results from project.

## **In Person:**

- Start-to-finish involvement in the home, including tours during and after construction.
- On-site signage with sponsor logos.
- Outreach to local organizations to drive building professional and consumer attendance to events at the house.
- Sponsor recognition at events held at the house. Sponsors can have representatives at the house talking about company and products used in the house.
- Lead generation – TheGreenHub.ca will collect names of event attendees, compile information, and present to sponsors in an organized format.
- Event listings in print and at TheGreenHub.ca
- The TROHGG house will be available for private events.

## **TROHGG SPONSORSHIP PACKAGES**

(Naming sponsor plus five others: Platinum / Gold / Silver / Bronze / Friend)

### **Print:**

Editorial coverage in The Brantford Expositor / Brant Connection  
Case studies / photographs / Logo in print promotions

### **Online:**

Banner advertising on TheGreenHub.ca  
Dedicated sponsor page on TheGreenHub.ca  
Online coverage with The Brantford Expositor and TheGreenHub.ca  
Video promotion  
Listing on Featured Products Page on TheGreenHub.ca (one year)  
Video posted TheGreenHub.ca, the YouTube greenhubvideo channel, a available for personal or company websites  
Logo on TheGreenHub.ca and TROHGG website  
Integrated social media campaign with mentions

### **Onsite elements:**

Product video shot on site  
Access to professional photos  
Onsite signage  
Invitations to press and VIP launch  
Host of private industry tour

# Sponsorship Packages

## Naming sponsorship \$25,000

Puts your name as the lead sponsor of the project.  
(Includes all benefits of Platinum package.)

### What you contribute

Value of goods, services, or cash

#### Print

Editorial coverage in the Expositor's Brant Connection  
Case study + three photos

#### Online

Rotating banner on TheGreenHub.ca's TROHGG pages  
Dedicated sponsor page on TheGreenHub.ca  
Editorial coverage in the Brant Connection online  
Press release  
Listing on Featured Products page on TheGreenHub.ca  
(one year)

Video posted on TheGreenHub.ca, YouTube greenhubvideo  
channel, and available for personal or company websites

Logo on TheGreenHub.ca and TROHGG website  
Integrated social media campaign with mentions

#### On-site elements

Product video shot on site  
Access to professional photos  
Onsite signage  
Invitations to press and VIP launch  
Host of private industry tour

### What you get

Total value of promotion received

	Platinum \$15,000+	Gold \$10,000	Silver \$5,000	Bronze \$2,000	Friend \$500
Editorial coverage in the Expositor's Brant Connection	√ \$5,000.00	√ \$2,500.00	√ \$2,500.00	√ \$1,000.00	√ \$1,000.00
Case study + three photos	√ \$750.00	√ \$750.00	√ \$750.00		
Rotating banner on TheGreenHub.ca's TROHGG pages	√ \$4,800.00				
Dedicated sponsor page on TheGreenHub.ca	√ \$1,000.00	√ \$1,000.00			
Editorial coverage in the Brant Connection online	√ \$5,000.00	√ \$2,500.00	√ \$2,500.00	√ \$1,000.00	√ \$1,000.00
Press release	√ \$800.00	√ \$800.00			
Listing on Featured Products page on TheGreenHub.ca (one year)	√ \$250.00	√ \$250.00			
Video posted on TheGreenHub.ca, YouTube greenhubvideo channel, and available for personal or company websites	√ \$1,500.00	√ \$1,500.00	√ \$1,500.00		
Logo on TheGreenHub.ca and TROHGG website	√ \$100.00	√ \$100.00	√ \$100.00	√ \$100.00	√ \$100.00
Integrated social media campaign with mentions	√ \$400.00	√ \$400.00	√ \$200.00	√ \$200.00	√ \$100.00
Product video shot on site	√ \$1,200.00	√ \$1,200.00			
Access to professional photos	√ \$1,000.00	√ \$1,000.00	√ \$1,000.00		
Onsite signage	√ \$250.00	√ \$250.00			
Invitations to press and VIP launch	√ \$1,000.00	√ \$1,000.00	√ \$500.00	√ \$500.00	√ \$500.00
Host of private industry tour	√ \$1,000.00				
<b>Total value of promotion received</b>	<b>\$24,050.00</b>	<b>\$13,250.00</b>	<b>\$9,050.00</b>	<b>\$2,800.00</b>	<b>\$2,700.00</b>