

ELDER HEALTHY HOME

PROJECT OVERVIEW

The “Elder Healthy Home” is a demonstration project showing that healthy, energy-efficient, sustainable homes can be made affordable for seniors in the Puget Sound area.

Built for a cost similar to other homes in the area, the project will emphasize healthy indoor air quality, savings in water and energy use, and low-maintenance, easy-care materials. In addition to its green aspects, the two-bedroom, single-family home will incorporate universal design features that will make it fully accessible to residents with physical disabilities.

The roughly 1,300-square-foot home is being built for the Puyallup Tribal Housing Authority on tribal property in Tacoma, Washington, and is scheduled to be completed in the fall of 2007. The finished home will be open for tours and is intended as the first in a series of green homes for local tribal elders.

PROJECT LOCATION

1413 E. 32nd St., Tacoma, WA 98421

PROJECT TEAM

Owner/Developer:	Puyallup Tribal Housing Authority
Funding:	HUD Office of Native American Programs
Architect:	Environmental Works
Builder:	Martin Luther King Housing Development Assn.
Engineers:	Swenson Say Faget & Haozous
Project Management:	ECOFAB LLC
Marketing & Project Certification:	Green Dog Enterprises Inc.

SELECTED GREEN FEATURES

Passive solar design	Salvaged and locally produced materials
Ductless radiant heating	Sustainably harvested wood products
Energy-efficient lighting and appliances	Recycled-content roofing, concrete, & insulation
Water-conserving plumbing fixtures	Advanced framing to minimize lumber use
Low- or non-toxic materials, paints, & finishes	Whole-house passive ventilation system

CERTIFICATIONS & ENDORSEMENTS

Built Green™ of Pierce County	ENERGY STAR® Homes Northwest
National American Indian Housing Council	

PROJECT SPONSORS (AS OF 7/12/07)

ECOFAB LLC	Northwest Property Imaging Inc.
Ridolfi Inc.	Green Dog Enterprises Inc.
ENERGY STAR® Homes Northwest	Seattle Lighting Design Lab
Tacoma Power	Kohler
Puget Sound Energy	

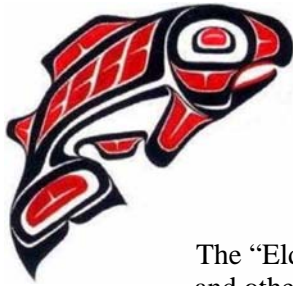
PROJECT SCHEDULE (TENTATIVE)

Construction – late July – early October, 2007
Tours and educational events – October-November, 2007

FOR MORE INFORMATION

Callie Ridolfi, ECOFAB: 206-450-2062 or callie@ecofab.net
Project Website (coming soon): www.elderhealthyhome.com





ELDER HEALTHY HOME

MARKETING & OUTREACH

The “Elder Healthy Home” will be featured in a number of tours, events, presentations and other outreach efforts that will provide projects sponsors with many opportunities to share their products and services with interested audiences.

TOUR AND SPECIAL EVENT CALENDAR (PRELIMINARY)

Groundbreaking Ceremony	July 2007
Ribbon-Cutting Ceremony	October 2007
Solar Washington Tour	October 2007
Public Open Houses	October-November 2007
Sponsor Events	October-November 2007

SCHEDULED PRESENTATIONS (PRELIMINARY)

Built Green™ of Pierce County	Date to be determined
Bates Technical College Green Construction Program	Fall 2007
Northwest Indian Housing Association	January 2008
National American Indian Housing Council	May 2008
Northwest EcoBuilding Guild 10x10	Fall 2008

WEB PRESENCE (PRELIMINARY)

Project Website:	www.elderhealthyhome.com
Project Links:	www.builtgreenwashington.com , www.ecofab.net , www.greendogenterprises.com , www.northwestpropertyimaging.com , and others

PRIMARY MEDIA TARGETS (PRELIMINARY)

Tacoma News-Tribune	Indian Country Today
GreenSmart	Tribal Housing Assistance Teams newsletter
KPLU-FM	NW Indian Housing Association newsletter

FOR MORE INFORMATION

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ELDER HEALTHY HOME

SPONSORSHIP OPPORTUNITIES

The “Elder Healthy Home” is looking to partner with organizations that want to align themselves with providing healthy, energy-efficient, sustainable homes that respect the Pacific Northwest environment and are affordable for Puget Sound area residents.

CEDAR LEVEL SPONSOR\$5,000 IN CASH OR IN-KIND SUPPORT

- Logo featured prominently on project signage, handout materials, and presentation slides
- Thanked by name at promotional and educational presentations
- Opportunity to host a private event at project site
- Logo with link featured prominently on home page of project website
- Logo with link and promotional paragraph on sponsor page of project website
- VIP recognition at project events
- Product and/or literature displayed at project site during events and tours
- Product and/or literature displayed at off-site promotional and educational events
- Opportunity to have representatives present at promotional and educational events when feasible
- Permission to use project name on marketing and advertising materials and to link to project website
- Limited to one exclusive sponsor within any product or service category

WILLOW LEVEL SPONSOR \$2,500 IN CASH OR IN-KIND SUPPORT

- Logo included on project signage and handout materials
- Name with link on home page of project website
- Logo with link and promotional paragraph on sponsor page of project website
- VIP recognition at project events
- Product and/or literature displayed at project site during events and tours
- Product and/or literature displayed at off-site promotional and educational events
- Opportunity to have representatives present at promotional and educational events when feasible
- Permission to use project name on marketing and advertising materials and to link to project website

SALAL LEVEL SPONSOR \$1,000 IN CASH OR IN-KIND SUPPORT

- Logo and name included on handout materials
- Logo with link and tagline featured on sponsor page of project website
- Product and/or literature displayed at project site during events and tours
- Literature displayed at off-site promotional and educational events
- Opportunity to have representatives present at promotional and educational events when feasible
- Permission to use project name on marketing and advertising materials and to link to project website

CAMAS LEVEL SPONSOR \$500 IN CASH OR IN-KIND SUPPORT

- Name with link featured on sponsor page of project website
- Literature displayed at project site during events and tours
- Permission to use project name on marketing and advertising materials and to link to project website

FOR MORE INFORMATION

Pam Worner, Green Dog Enterprises: 206-883-6688 or pam@greendogenterprises.com
Project Website (coming soon): www.elderhealthyhome.com



ELDER HEALTHY HOME

SPONSORSHIP COMMITMENT FORM

We would like to provide support for the “Elder Healthy Home” to demonstrate our commitment to making healthy, energy-efficient, sustainable homes that respect the Pacific Northwest environment available to Puget Sound area residents.

Company/Organization: _____

Primary Contact: _____

Phone: _____

Email: _____

SPONSORSHIP LEVEL

- Cedar (\$5,000 in cash or in-kind support)
- Willow (\$2,500 in cash or in-kind support)
- Salal (\$1,000 in cash or in-kind support)
- Camas (\$500 in cash or in-kind support)
- Level to be determined

FORM OF SUPPORT

- Financial support (Amount: \$_____)
- In-kind donation of products or services
(Description: _____)

SPONSORSHIP TERMS

- All sponsorship support is considered to be provided in return for marketing consideration and thus is not tax-deductible as a charitable donation.
- All donations of building products or related services are subject to approval by the project owner and builder.



**FOR MORE INFORMATION OR TO
SUBMIT COMPLETED FORM BY EMAIL:**

Pam Worner, Green Dog Enterprises
206-883-6688 or pam@greendogenterprises.com