



2011 Energy Efficiency Awareness Day Marketing Plan

Objective:

To present and educate consumers an awareness for wise use of energy through the promotion of conservation, weatherization and energy efficiency measures and technologies.

Event Date: Saturday, Oct. 1, 2011
Time: 10:00 a.m. to 4:00 p.m.
Location: Rushmore Mall, JC Penney Court

Event Partners:

- Black Hills Power, Montana Dakota Utilities, City of Rapid City, Rushmore Mall, Western South Dakota Community Action and South Dakota School Of Mines & Technology
- **Media Partners:** Rushmore Radio, KEVN-FOX TV and Rapid City Journal

Benefits:

Customers:

- Learn about trends in energy production and ways to use energy efficient practices proactively.
- Learn about ways to save using weatherization and energy efficient products.
- Learn about bill payment options available at local utilities and through other support agencies.
- Encourage working with vendors to make energy efficient improvements.
- Opportunity to visit with utility and home improvement experts during the day.

Rushmore Mall:

- Promote and sell energy efficient and weatherization products and services available at the stores.
- Become an environmental steward in energy saving solutions.
- Create partnerships with the energy and environmental community through support of energy efficiency education.
- Opportunity to work with customers on energy saving solutions.
- Enhance brand identity and community support with consumers.
- Create one-day-event that can be held each year.

City of Rapid City:

- Promote water conservation and recycling programs for the Rapid City community.
- Promote services available to the community from the City of Rapid City.
- Become the environmental steward in energy saving solutions.
- Create partnerships with the energy and environmental community through the support of energy efficiency and conservation education.
- Opportunity to work with customers on energy saving and resource conservation solutions.
- Enhance brand identity and community support with consumers.
- Create one-day-event that can be held each year.

Utility & Energy Support Organizations:

- Promote & educate energy efficiency and conservation during time of rising energy costs.
- Educate customers of the impact of energy efficiency in terms of savings and environment stewardship.
- Promote & educate customers about support agency programs (LIEAP Western South Dakota Community Action, South Dakota Public Utilities Commission, local utilities, etc.).
- Personal contact with consumers from across the Black Hills region.

Action Steps:

- Mayor Proclamation during event Kick-off by Mayor Sam Kooiker
- Vendor tables/booths – Invite energy and building experts to participate and promote energy efficiency and “green” building practices.
- Host “live” radio remotes during the event – Rushmore Radio
- Invite auto dealers to promote hybrid or electric vehicles.
- Invite the City of Rapid City to promote recycling and water conservation.
- Promote Energy Efficiency Awareness Day through local media, partnering retail stores and vendors, Western South Dakota Community Action, SDPUC, MDU and BHP.
- Offer price discounts on energy conservation and weatherization equipment and materials.
- Offer giveaway prizes for consumers attending EEAD.

Deliverables:

- Press Release to area media outlets.
- Proclamation from Mayor Hanks.
- Utility customer newsletter for September.
- Radio Advisement – Co-op with Rushmore Mall & Utility Companies.
- Print Advertising – Co-op with Rushmore Mall & Utility Companies.
- TV Advertising – Co-op with Rushmore Mall & Utility Companies.
- Posters, window clings, entrance posters, hanging banners and table tents – Co-op with Rushmore Mall for display around Mall.
- Inform elected officials, schools and area Chamber of Commerce directors.

2011 Proposed Vendors:

- Black Hills Power
- Montana Dakota Utilities
- Rushmore Radio (live remote broadcasts from Rushmore Mall)
- South Dakota School of Mines & Technology
- Western South Dakota Community Action
- Rapid City Solid Waste Division
- Rapid City Water Department
- Sears
- Malone Insulation
- Hagen Glass
- GenPro Energy Solutions
- PowerPlus Electric
- Ideal Heat
- Winair, Inc.
- To name a few...