

EarthGen Alliance
HALLOWEEN FUNDRAISER TO BRING
AGRICULTURAL AND WATER INNOVATIONS
TO SAN LUIS OBISPO



FUNDRAISER AND COSTUME EVENT

EarthGen Alliance
www.earthgen.org
info@earthgen.org
805-669-6004



EARTHGEN HALLOWEEN FUNDRAISER AGRICULTURAL AND WATER INNOVATIONS

EarthGen Alliance - Improve SLO Farming Water Resources

The California drought is an ongoing issue for San Luis Obispo farmers; decreased supply and increasing costs demand we all work towards improving water efficiency, nutrient density, soil quality and considering alternative water sources; think wastewater, desalination even primary water access and other great agricultural innovations.

The EarthGen Alliance is working with farmers and organizations in San Luis Obispo County to bring effective water and other needed green innovations to our community!

What IMPACT will this Halloween Harvest fundraiser have

With your help EarthGen Alliance will use funds to **immediately bring agricultural and water innovations to area farmers.** We are building relationships with local smaller & organic farmers and organizations who will be awarded technology pilot programs to improve their water quality and expand into other areas including alternative water resource.

One exciting technology is known as nanofrequency technologies and is used to optimize water with the following benefits:

- Significantly reduces water requirements for crops, even in drought conditions
- Releases bound minerals, supporting higher nutrient density & Brix values
- Improves soil porosity and promotes deeper root zone
- Helps neutralize soil pH over time
- Dramatically increases productivity of crops (food, fiber, forage, medicinals, etc.)
- Reduces surface tension & creates microclusters, making water & nutrients more bio-available
- Eliminates scaling in irrigation lines and equipment
- Improves plant pathogens resistance

The EarthGen Alliance Cultivates Solutions

The EarthGen team is excited to represent many great green innovations for SLO area farmers including:

- Chemical-free wastewater treatment for irrigation use
- Microorganism soil enhancements
- Primary water sourcing and well drilling
- Scalable desalination technologies
- Chemical-free organic pesticides

Contact the EarthGen team to find out more about these important green solutions and how we work with our Sponsors & Supporters to create win-win, sustainable programs.

All funding donations and some sponsorships are tax deductible via the EarthGen Alliance 501(c)(3)

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Tell me about the Halloween event!

Did you know Halloween is historically a time to celebrate the end of the harvest season and stock up on provisions to prepare for Winter? The EarthGen Alliance nonprofit is dedicated to bringing green innovations to help the world. What better way to kick-off the 2016 holiday season than by hosting a fun Halloween Harvest event for the community to celebrate our local farmers and SLO County local wineries, breweries, restaurants and chefs.

This 80's music driven event is ideal for the 35 - 50+ demographic who want to make their community better.

HALLOWEEN HARVEST FUNDRAISER - Saturday October 29, 2016

The Halloween Fundraiser will be an a super fun costume event like a Vampire Ball that starting out with local food, wine and beer tasting, followed by a night of live aerial performers, great live **80's music by Dark 8 Zero and DJs to dance the night away!** This North County event will encourage all to enjoy what Paso Robles and surrounding areas have to offer, Downtown Square, San Miguel Mission tours, wineries, breweries, restaurants and much more; time to experience our great community.

During the weekend guests will be encouraged to visit our sponsor wineries, breweries and restaurants with special VIP packages that can include tours and local Halloween attractions including haunted houses, corn mazes and other fun! Then prepare for the Fundraising event at The Ranch in San Miguel.

6:30 - 8:30 pm | Harvest Food, Wine, Beer and Vendors

As the sun sets join us in costume ready to eat, drink and be scary. Your night can starts out with great food and drink tastings, specialty Halloween cocktails with pre-show classic 80's music & movie clips.

- Local wine and beer sampling
- Specialty Halloween cocktails
- Giveaways & prizes
- Food tastings
- Custom Scarecrow Vampire Fangs fitting
- Silent auction

Come early and celebrate our local farmers, organizations and business that EarthGen is working with.

8:30 pm - 1:00 am | Aerial Performances, 80's live band Dark 8 Zero , Costume Contest & DJ

The party really gets moving with the **live 80's new wave experience Dark 8 Zero** with music by Depeche Mode, The Cure, The Smiths and more! Be sure to rock your look during our costume contest and cheer on our winners!

- Ongoing giveaways and raffle prizes.
- Specialty drinks and food vendors selling throughout the night.
- Costume contest
- Raffle

After the live music and contest the dancing continues on with more great DJ music.

Shuttle and Uber specials also available for pre-sale to end the night right!

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The Venue

With a high energy 80's Halloween event planned in the Paso Robles area by **Learn Grow Thrive Event Productions** we needed a large venue with excellent lighting, visuals and sound supported by bar, food prep and additional space for our sponsors & supporters. We were so excited to find the best kept secret in SLO Country called The Ranch located just blocks from Mission San Miguel. This big city nightclub venue will amaze you, it's in San Miguel, who knew? As driving may be a guest consideration we have shuttle, Uber and Limo packages from and to Paso Robles and San Luis Obispo.

Special VIP packages, tasting tickets, table service as well as tour and shuttle services options are available.

Collaboration and Cross-Promotions Welcome

Our main objective is to raise funds to support the EarthGen mission with local farmers. We are open to collaboration and welcome creative ideas from our sponsors, supporters and vendor partners.

All proceeds after expenses go to support the EarthGen Alliance and local farm programs.



**Please contact Rob Wickens to discuss event options and
creative ways to make a difference!**

805-300-6696 • rob@earthgen.org

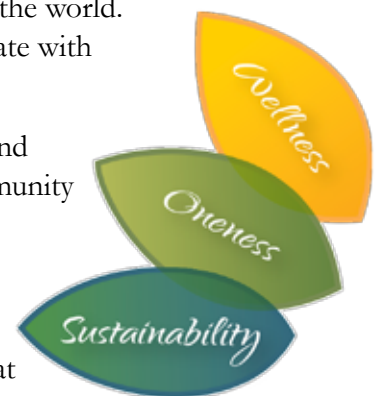
About EarthGen

The EarthGen Alliance is a social good accelerator devoted to Wellness, Oneness and Sustainability. Our mission is to help green & humanitarian solution providers share their gifts with the world. Instead of competing with service-minded individuals and organizations, we collaborate with them to manifest our shared visions of service to humanity and mother earth.

Rob Wickens, Co-Founder of EarthGen, is a Cal Poly School of Business Alumnus and will be hosting the event with Co-Founder & CEO Margaret Elliott. Our ties to community leaders in Ventura and San Luis Obispo counties inspire us to host a fun events that benefit the local communities.

About LearnGrowThrive

The EarthGen Alliance is developing an alliance network called LearnGrowThrive that host online tutorials, hands-on workshops and retreats, you will be able to Learn about amazing solutions that are good for People, Pets and the Planet. More information coming soon!



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More than a sponsorship, we want partnerships!

Sponsorships for a one weekend event is great and all but EarthGen believes in what we call 'performance based' fundraising. We want to create win-win relationships with our partners to ensure we develop packages that meet your specific company and organization goals and objectives. The following are just some of the marketing exposure we offer but we don't limit how we can help you. Need social media help, no problem, want more customers at your business, let's talk!

North & South San Luis Obispo County Marketing

- Yelp Partnership: 60,000+ local emails, event page and other marketing will feature you and EarthGen in the months of Sept and Oct.
- Radio - The Beach 95.3 San Luis Obispo & 100.5 North County, KZOZ,
- KSBY fundraiser event announcements. Also working on a fundraising event story for TV and web.
- 37,000 circulation New Times SLO Event Calendar and Club Listings. Also working on a featured article.
- Cal Poly Alumni, School of Business and School of Agriculture social networking campaigns.
- 7,700+ Costume Caper contact marketing to highly targeted groups interested in Halloween, costume events, and local theatre and arts support.
- EarthGen Alliance, Suspended Motion, Costume Capers, and Let's Party Costume marketing.
- Dark 8 Zero music network - Facebook, Instagram, Twitter, and email.
- Paso Robles Daily News & Paso Robles Press News listings and ads.
- Paso Robles Chamber of Commerce, San Miguel Chamber of Commerce and many other tourism networks.
- Marketing campaign spending on Google Adwords, Facebook Ads,

At the Event Marketing

The EarthGen team has strong ties in the San Luis Obispo area and has the following marketing reach planned for the Halloween Harvest celebration.

- Red carpet with sponsor backdrop. All guest are photographed in costume and digital photography available to all attendees, supporters and media.
- Vendor tastings, display and booth setups
- Marketing materials distribution
- Onstage visuals throughout the night 5 - projectors
- Silent auction winners announcements with the sponsors
- Special announcement during show.

**Have other ideas on how you want to work with EarthGen Alliance,
we are all ears!!!**