SEEKING YOUR TARGET MARKET AT COMMUNITY EVENTS
WHO IS GREEN MOUNTAIN ENERGY

- On a mission to change the way power is made by offering the choice of renewable energy.

- Nation’s longest-serving renewable energy retailer. Operating in seven states.

- Since 1997 our customers have helped prevent as much CO$_2$ pollution as:
  - planting $4.4$ million trees, or
  - $3.5$ million cars off the road for $1$ year, or
  - $21.7$ million households turning off their lights for $1$ year
WHAT WE DO IN OREGON

➤ Portland General Electric

Investor Owned: Customer base: ~850,000

Oregon Senate Bill 1149
  – Provide 100% renewable option
  – Hire a third party to supply/market product
  – Oversight by Portfolio Options Committee
ENVISION YOUR TARGET MARKET

- Finding your target market
- Work with community event coordinators
- Discover new markets
OUR FARMERS MARKET SUCCESS

- 35 markets/season
- 500 enrollments/season
- Positive working environment with shared community values
DESIGN MATERIALS TO FIT THE EVENT

- Fit in to different themed events
- Incentives
- Sponsorships
- Booth appearance
WHY THIS SALES CHANNEL IS VALUABLE

➢ Loyal customers

➢ Personal interaction

➢ Positive public image

➢ Work in a variety of settings
GREEN MOUNTAIN ENERGY

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