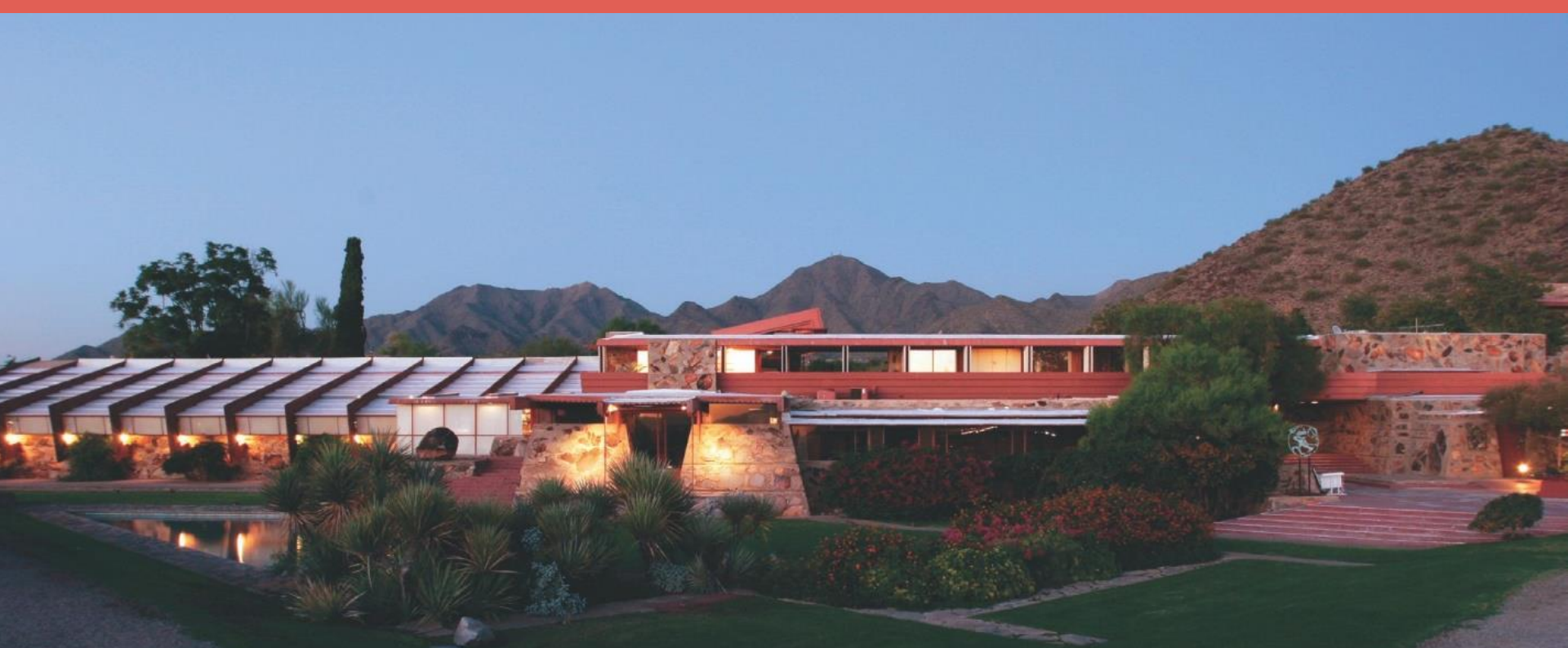


# ENERGIZING TALIESIN WEST™



**A Co-Branding and Product Licensing  
Opportunity With Frank Lloyd Wright**

# The Energizing Taliesin West Partnership

This presentation is an initial briefing for manufacturers of innovative products that provide people with better built environments.

The partnership presents a co-branding and licensing opportunity with the Frank Lloyd Wright Foundation and Frank Lloyd Wright's legacy.



ENERGIZING  
TALIESIN WEST

# Partner Opportunities

Partners have the opportunity to participate with the Frank Lloyd Wright Foundation in:

- Co-branded marketing and communications.
- Licensing agreements for use of the Frank Lloyd Wright logo on products.
- Showcasing products at Taliesin West.
- Hosting events at Taliesin West.

# Founding Partners

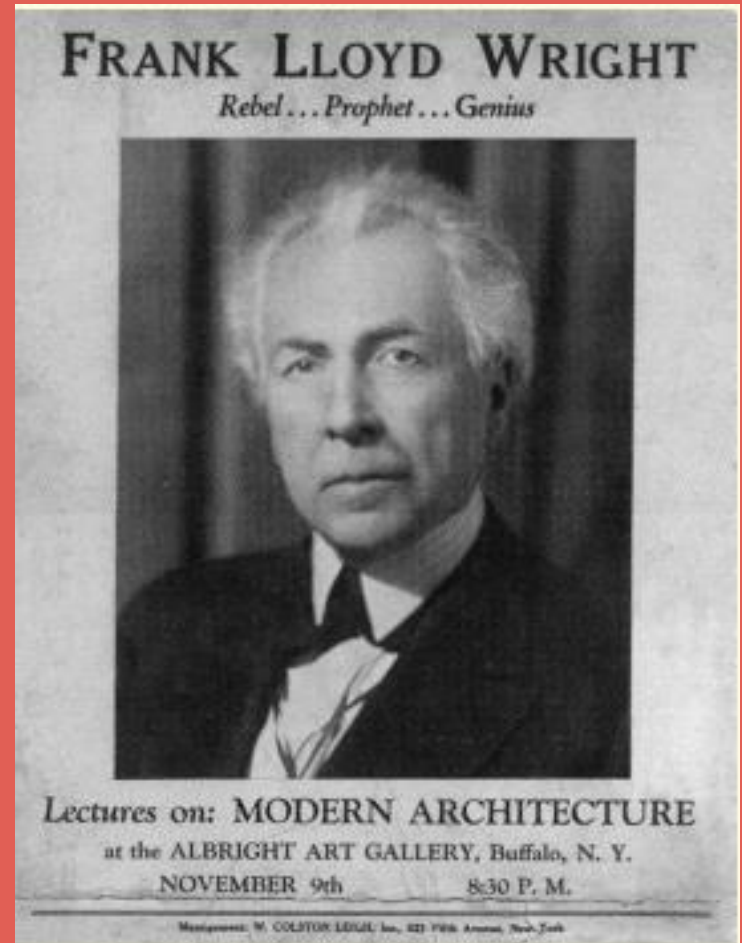


# Co-Branding

Frank Lloyd Wright (1867 – 1959) is widely recognized as America's most innovative architect.

He created his brand by integrating new technologies into the design, construction and use of built environments.

Today, ETW partners are increasing their brand equity by co-branding with Frank Lloyd Wright's legacy of innovation.





# Product Licensing

Partners in Energizing Taliesin West have an opportunity to license Frank Lloyd Wright intellectual properties.

Bring the 100 year history of Frank Lloyd Wright innovations to your product marketing and new product introductions.



# Showcase Your Products

Energizing Taliesin West partners are showcasing their products at Frank Lloyd Wright's 1937 laboratory.

The ETW program offers a wide variety of special event and multi-media opportunities.



# Energizing Taliesin West Results To-Date

- Value of donations \$1.5 mil.
- Media articles (1<sup>st</sup> 12 mo.) +10,000
- Ann. visitor exposure 100,000
- Grid energy use reduced 45%



# Become an Energizing Taliesin West Partner

We are seeking partners to join us in continuing Frank Lloyd Wright's legacy by co-branding and licensing innovative products that create better buildings.

To learn more, contact:

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