



USGBC
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Join us!

Thank you for considering a sponsoring partnership. Your support enables us to excel at our mission. **See below for the schedule of opportunities and list of benefits.**

We drive sustainable and regenerative design, construction, and operation of buildings and communities in Massachusetts. We envision a thriving and diverse community, working together for a built environment that is ecologically, socially, and economically healthy, resilient, and prosperous for all.

SPONSORSHIP PACKAGES

Here are three suggested “packages” for your and your firm to consider. Read more below for the details of the different sponsorship opportunities.

“Silver Standard Plus”

Signing on as a Silver sponsoring partner and supporting two smaller events throughout the year, with a couple people attending Greenbuild in Boston in 2017 (approx. \$5500 for the year)

“Platinum Plus”

Taking a major Platinum Sponsorship, with that full schedule of benefits, and then planning on sending 5 people to Greenbuild. (approximately \$14,500 for the year)

“Combo Mixed Plate”

Signing on as a Gold Sponsor for the year, with all those benefits, and also three smaller events through the year, a building tour, and budgeting three people for a full-conf experience at Greenbuild, and 8 people to go to the trade show. (approximately \$17,000 for the year)

WHY CONSIDER SPONSORSHIP?

You are part of this mission. Your work is building the sustainable future. Your brand should be connected with our community through sponsorship. We can help you earn attention.

As green building advocates, we are committed to improving our built environment, promoting sustainability, and enhancing health, wellbeing, and quality of life in the state of Massachusetts and beyond.



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Our work shows: our community of practitioners in Massachusetts has added millions of square feet of LEED-accredited space and completed hundreds of green building projects. As we look toward the future, we invite you to join us in our mission of promoting and advocating for sustainability in our living and work spaces.

USGBC MA has a lot to be proud of when it comes to green building. Consider the accomplishments we have already reached and the opportunities we offer:

- Over 50 sponsoring organizations, from industries ranging from real-estate to architecture to flooring systems to transportation service providers.
- We represent network of over 600 professionals involved in every aspect of sustainability, energy efficiency, and green building.
- Our monthly newsletter goes out to over 11,000 subscribers, and we have industry-high open rates.
- We operate in a state friendly to green-building: Massachusetts had 19.85 million square ft. and 112 projects certified in 2015 alone.
- We host LEED accreditation sessions, in-person education programs, and monthly events that members and sponsors can attend free of charge or at significantly reduced rates
- Every year we put on 3 to 5 big events that draw crowds of hundreds and big companies. Sponsors often get the chance to keynote these events or participate as panelists

At the USGBC MA, we represent and connect a vanguard of leaders in the fields of sustainability, green building, and energy efficiency. Our network of green building enthusiasts includes architects, consultants, engineers, interior designers, manufacturers, real estate practitioners, coders, builders, innovators and other allied professionals. Together, our community has made amazing strides in pivoting Massachusetts' future towards one filled with more green buildings!

Let us help you demonstrate your leadership to in furthering sustainability: **take a look below** to learn more about the partnership opportunities we offer.

If you have any questions or concerns, please do not hesitate to contact our executive director, Grey Lee, at greylee@usgbcma.org [617-752-2422]

SPONSORSHIP OPTIONS

Your opportunities include these categories:

- Sponsoring Partnership (year-round): \$1000 - \$10,000+
- Event Sponsorship (specific events): \$500 - \$5000
- Program, Committee & Campaign Sponsorship: \$250 - \$2500
- Education & Tour Sponsorship \$500 - \$2500



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- (2017 Only) GREENBUILD-related Sponsorships
 - Local: \$1000 - \$5000
 - National-level/at Greenbuild Convention: \$4500 - \$25k+

Annual Sponsorship

SPONSORING PARTNERSHIP (year-round): Benefit levels (each level is considered an annual commitment, to be renewed one calendar year after the date of agreement.)

Silver Level Sponsoring Partnership (\$2,500)

- Logo displayed on website, social media, and at live events
- Your message and press releases syndicated across our lists
- Regular highlights of your staff and projects
- 9 hours of LEED CEU offerings for your staff
- 10% off annual Chapter Events Sponsorships
- 5 complimentary Chapter Memberships
- 3 tickets to large special events
- Featured article in one monthly newsletter

Gold Level Sponsoring Partnership (\$5,000)

All the benefits of the Silver Level, increased to:

- 12 hours of LEED CEU offerings for your staff
- 10 complimentary Chapter Memberships
- 25% off annual Chapter Events Sponsorships
- Verbal Recognition at Chapter Events
- 5 tickets to special events

Platinum Level Sponsoring Partnership (\$10,000+)

All the benefits of the Gold Level, increased to

- 15 hours of LEED CEU Offerings for your staff
- 20 complimentary chapter memberships
- 50% off 1 Major Event Sponsorship
- Individual company sign displayed at events
- Large logo on chapter partners sign
- 10 tickets to special events

Program Sponsorship Opportunities

EVENT SPONSORSHIP (specific events) \$500 - \$5000



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- Building Tech Forum
- Healthy Materials Summit
- Resilience Expo
- Green Building Showcase
- Year-End Party
- Annual Meeting

PROGRAM, COMMITTEE, & CAMPAIGN SPONSORSHIP \$250 - \$2500

- Networking Events
- Committee Meetings
 - Residential Committee
 - Emerging Professionals (EPMA) Committee
 - EPMA Events (Networking Dinners, Halloween/Holiday Parties)
 - Advocacy Committee
 - Education Committee
 - Regional Committees (such as Central MA Committee)
 - Existing Buildings Committee
- Campaigns
 - Advocacy Campaigns
 - Outreach Campaigns
 - Partnership Campaigns (working w/ peer organizations)

EDUCATION & TOUR SPONSORSHIP \$500 - \$2000

- Credential Scholarships
- Subject Matter Expert Presentations (also benefit of annual sponsorships)
- Workforce Development Sponsorship (for disadvantaged/underrepresented communities)
- Tech Tours (educational program tours)
- Tour sponsorships (networking events at/of local green buildings)

Thank you for considering this menu of options for your firm or organization to connect more deeply with the USGBC MA. We look forward to working with you and following the path to a more sustainable built environment with you.