



Orange County
2010 Sponsorship Opportunities



The Orange County Chapter of the U.S. Green Building Council

The mission of the Orange County Chapter of the U.S. Green Building Council is to engage all Green Building stakeholders to be the conduit of change for a more sustainable Orange County through innovative communication, education, resources and advocacy. We envision Orange County to be a vibrant place to live, learn, work and play. USGBC-OC promotes the integration of the built and natural environments to foster sustainable, healthy, and prosperous communities.

USGBC-OC Chapter... Why Invest?

The Orange County Chapter of USGBC (USGBC-OC) is over 400 members strong with over 2,800 individual and organizational supporters, all advocates for greener building and development in Orange County. Chapter members work actively with area stakeholders to promote sustainable building and business practices in their respective fields. The USGBC-OC Chapter reaches state and local leaders, legislators, homeowners, builders, designers, architects, facility managers, contractors, landscape architects and manufacturers through monthly events hosting 75 to 300 attendees and bi-monthly e-mail updates to Orange County stakeholders in sustainable development. Here are just a few reasons that supporting the OC chapter is good for business:

- *Affiliate your organization with a powerful, nationally recognized institution*
- *Generate high visibility and goodwill for your organization among chapter members*
- *Market your products and services to thousands of local leaders at events, online, and through media outlets*
- *Promote your organization's sustainable practices among other environmentally conscious decision makers*
- *Support advocacy efforts and educational opportunities in Orange County*
- *Publicly demonstrate your organization's commitment to environmental stewardship in Orange County*

The U.S. Green Building Council: The Green Building Authority

The mission of USGBC is to transform the way buildings and communities are designed, built, and operated, enabling an environmentally and socially responsible, healthy, and prosperous environment that improves the quality of life. Formed in 1993, the USGBC now has over 17,000 members. USGBC has quickly become one of the fastest growing non-governmental organizations in the world. The nation's premier green building organization, USGBC is a top newsmaker with press placements in the Wall Street Journal and The New York Times. USGBC has been instrumental in transitioning green building products and services into the mainstream. USGBC developed the Leadership in Energy and Environmental Design (LEED) Green Building Rating System, a voluntary, consensus-based national rating system for developing high-performance, sustainable buildings. LEED addresses all building types and emphasizes state-of-the-art strategies that consider:

• *Sustainable Site Development*
• *Water Efficiency*

• *Energy & Atmosphere*
• *Indoor Environmental Quality*

• *Materials & Resource Selection*
• *Innovation & Design Process*

USGBC-OC Founding Partner Program – Limited Time Opportunity

The U.S. Green Building Council Orange County (USGBC-OC) continues to rapidly expand its membership and programs, evolving into the premier forum and resource for critical green building issues. The Founding Partner program was developed by the USGBC-OC Board of Directors in order to build a strong organizational foundation and capital capacity for the Chapter’s future growth, educational programming and long-term success.

The Founding Partner designation is reserved for recognition of those organizations providing early and generous support. Designation as a Founding Partner will be acknowledged as such in perpetuity so long as the Founding Partner remains a Member in good standing. This unique opportunity to attain permanent recognition as a partner of USGBC-OC is available only through the end of 2010.

<i>Founding Partner Benefits</i> <i>Founding Partners will be recognized as USGBC-OC Founding Partners in perpetuity provided the Founding Partner remains a member in good standing. All other active benefits sunset December 31, 2011.</i>	<i>Gold</i> <i>(\$15,000 or above)</i>	<i>Platinum</i> <i>(\$25,000 or above)</i>
PERMANENT MEDIA & WEB EXPOSURE (provided Founding Partner remains a Member in good standing)		
Use of USGBC-OC Founding Partner Logo with use of phrase “Platinum Founding Partner of USGBC-OC”		√
Use of USGBC-OC Founding Partner Logo with use of phrase “Gold Founding Partner of USGBC-OC”	√	
Company Logo and Founding Partner designation on USGBC-OC website sponsor page	√	√
MEDIA & WEB EXPOSURE <i>through December 31, 2011</i>		
Company profile article in USGBC-OC email update to distribution list of nearly 3,000		√
Videotaped interview with company CEO or delegate on USGBC-OC website		√
Company mentioned as USGBC-OC supporter in nationwide press release distributed via Business Wire	√	√
Company Logo featured on USGBC-OC website home page	√	√
Company Logo featured in all email updates & event notifications to distribution list	√	√
RECOGNITION AT USGBC-OC CHAPTER EVENTS <i>through December 31, 2011</i>		
Option to speak at chapter events		√
Option to host marketing booth at chapter events	5	10
Option to display company banner / poster at chapter events	5	10
Recognition from the podium & company Logo featured in program presentation	√	√
Company Logo displayed at USGBC-OC chapter events	√	√
CHAPTER ACCESS BENEFITS <i>through December 31, 2011</i>		
Chapter Memberships	12	20
Passes to January Kick-Off Event	3	5
Passes to Monthly Chapter Events	6	10

USGBC-OC Ongoing Sponsorship Opportunities

Your sponsorship helps the USGBC-OC bring industry leaders and events promoting sustainable building practices to the Orange County community. USGBC-OC's Annual and Event Sponsorships support the following goals: expansion of the Chapter's educational programming, influencing public policy and developing partnerships to support industry transformation, and promotion of a green building community that encourages innovation in sustainable development.

Sponsor Benefit Package	Event Sponsorship Opportunities* <i>Benefits apply for ONE EVENT</i>			Ongoing Sponsorship Opportunities* <i>Annual benefits apply for ONE YEAR</i> <i>Founding Partner benefits apply through 2011</i>			
	Silver (\$250 or above)	Gold (\$750 or above)	Platinum (\$2,000 or above)	Certified (\$5,000 or above)	Silver (\$10,000 or above)	Gold Founding Partner	Platinum Founding Partner
MEDIA & WEB EXPOSURE (permanent as long as Partner remains Member in good standing)							
Use of USGBC-OC founding partner logo and phrase "Platinum Founding Partner of USGBC-OC"						√	√
Use of USGBC-OC founding partner logo and phrase "Gold Founding Partner of USGBC-OC"						√	√
Company Logo & Founding Partner designation on USGBC-OC website home page						√	√
MEDIA & WEB EXPOSURE							
Company profile article in USGBC-OC email update to distribution list of nearly 3,000							√
Videotaped interview with company CEO or delegate on USGBC-OC website							√
Company Logo on USGBC-OC website home page						√	√
Company mentioned as USGBC-OC supporter in nationwide press release sent via Business Wire			√			√	√
Company name on USGBC-OC website sponsor page	√	√	√	√	√	√	√
Company Logo in weekly e-updates	√	√	√	√	√	√	√
CHAPTER EVENT RECOGNITION							
Option to give 5 minute introduction of your company at chapter event(s)			√				√
Option to host marketing booth at chapter event(s)		√	√			5	all
Option to display company banner or poster at chapter event(s)		√	√			5	all
Recognition from podium / company logo in event presentation(s)		√	√	√	√	√	√
Company name displayed at chapter event(s)	√	√	√	√	√	√	√
Company name listed as sponsor in event notifications(s)	√	√	√	√	√	√	√
CHAPTER BENEFITS							
Chapter Memberships				2	8	12	20
Passes to January signature event				1	2	3	5
Passes to Monthly Chapter Event(s) (applies to event sponsored for Event-only sponsors)		2	5	1	2	6	10

* Please note that dollar amounts may in some cases be substituted with donations of equivalent value (i.e. event space donation, academic scholarships, printing or event catering).

Contact Lisa Kramer at lkramer@usgbc-oc.org or (949)870-8452 to make arrangements.



orange county chapter

USGBC-OC Sponsor Information Form

Please send completed form via email to lkramer@usgbc-oc.org, fax to 714.730.6296, or mail to 1100 Irvine Blvd. #401, Tustin, CA 92780

Primary Contact Name: _____ Title: _____

Company/Organization: _____

Street Address: _____ City: _____ State: _____ Zip: _____

Phone: (include area code): _____ Fax (include area code): _____

E-mail (Primary Contact): _____ Website: _____

Is your company/organization a USGBC National Member: Yes No If Yes, what is your USGBC Corporate ID? _____

Please select sponsorship and benefit package of interest:

- Platinum Founding Partner** (\$25,000) (available through December 31, 2010 only)
- Gold Founding Partner** (\$15,000) (available through December 31, 2010 only)

- Annual Sponsor, Silver** (\$10,000)
- Annual Sponsor, Certified** (\$5,000)

- Event Sponsor, Platinum** (\$2,000)
- Event Sponsor, Gold** (\$750)
- Event Sponsor, Silver** (\$250)

Sponsorship Commitment Terms:

- A check is enclosed for the Sponsorship Level selected.
- Please contact me to discuss.

Authorized Signature _____

Date _____

Dollar amounts may in some cases be substituted with donations of equivalent value (i.e. event space donation, academic scholarships, printing or event catering). Contact Lisa Kramer at lkramer@usgbc-oc.org or (949)870-8452 to make arrangements or with any other questions. Thank you for supporting USGBC-OC!