



# A Better Tomorrow, One Community at a Time



Through a \$20,000 grant from Sustainable Jersey and the PSEG Foundation, the borough of Mount Arlington was able to repurpose and revitalize a tract of borough property to create its first Community Garden. Above, local officials, Sustainable Jersey staff, and local Scouts cut the ribbon at the borough's first Community Garden.

## DID YOU KNOW?

80%

of NJ Municipalities  
are registered with  
Sustainable Jersey

89%

of NJ's population  
lives in a Sustainable  
Jersey community

Over

16,500

Actions completed  
throughout  
New Jersey

# SPONSORSHIP

Sustainable Jersey's corporate sponsorship program offers companies recognition and exposure throughout the year while they support our mission and programs. We offer an **Annual Sponsorship**, which provides you with year-round brand visibility as a Sustainable Jersey funder, and a **Summit Sponsorship** that includes benefits and exposure at our annual Sustainability Summit at Bell Works in Holmdel, NJ

## Municipal Program Annual Sponsorship

As a Sustainable Jersey sponsor, you will be supporting our Municipal Certification Program and the 450+ participating communities across the State. You will receive a variety of sponsorship benefits, including:

- **Brand Visibility at Events:** Sustainable Jersey holds 100 annual training and outreach events; audience includes municipal and community leaders, and green team members.
- **Complimentary Tickets, Reserved Seating, and Program Book Ad** at Sustainable Jersey's Awards Luncheon at the NJ League of Municipalities Conference; over 350 local sustainability leaders attend.
- **Prominent Year-Round Logo Placement (Online and Print Media)**

## Schools Program Annual Sponsorship

As a Sustainable Jersey for Schools sponsor, you will be supporting our Schools Certification Program and helping the 900 participating schools and 345 participating districts across the State. You will receive a variety of mission-driven benefits, including:

- **Brand Visibility at Schools Program Events:** Audience includes: teachers, principals, business administrators, and superintendents from 350+ school districts.
- **Complimentary Tickets and Program Book Ad** at Sustainable Jersey for Schools' Awards Ceremony held at the New Jersey School Boards Association Annual Workshop.
- **Prominent Year-Round Logo Placement (Online and Print Media)**

## Summit Sponsorship

Support the 2021 New Jersey Sustainability Summit on June 11, 2021 and receive special Summit-related benefits, including:

- **Exhibitor Space in Premier Location and Tickets to the Summit:** Record-breaking attendance guarantees 650+ sustainability-minded attendees visiting your table.
- **Prominent Logo Placement and Company Acknowledgement throughout the Summit:** Your Company's logo will appear on all signage and at all 12 Summit sessions.
- **Networking and Business Development Opportunities**



# MUNICIPAL ANNUAL SPONSORSHIP BENEFITS

Please consider participating in the Sustainable Jersey program as an annual sponsor. Your sponsorship dollars will be put to work enhancing our best practice resources, supporting communities, providing trainings and workshops, and advancing the overall sustainability progress of the State.

	Platinum	Gold	Silver	Bronze
	\$50,000+	\$25,000	\$10,000	\$5,000
<b>All Summit Sponsor benefits</b> (see pg 4) including Premium tabling location, 8 complimentary tickets to the Summit, and first choice opportunity to exclusively sponsor a key Summit program element: 1) Networking breakfast, 2) Coffee Breaks, 3) Plenary session, 4) Lunch, or 5) WiFi	✓			
Sustainable Jersey sponsor logo for your collateral	✓	✓	✓	✓
Your company logo on bimonthly e-blasts	✓	✓	✓	✓
Your logo on all printed program materials	✓	✓	✓	✓
Your logo on separate "Sponsors" end slide within all Sustainable Jersey presentations	✓	✓	✓	✓
Verbal & printed sponsor recognition	✓			
Your logo on website "Fundors" page	✓	✓	✓	✓
Your logo on home page scrolling carousel	✓	✓	✓	
Your logo on our quarterly newsletter	✓	✓		
Social media "Thank you" with link to your website	✓	✓		
Lunch & Learn Event: in-office info session with your employees	✓			
Tickets to Sustainable Jersey's Awards Luncheon event at the NJ League of Municipalities Conference in Atlantic City	8	4	2	1
Ad in Awards Luncheon program book	Full Page	Full Page	1/2 Page	1/4 Page
Your logo on Awards Luncheon sponsor board	✓	✓	✓	✓
Recognition at our NJLM Conference booths and sessions	✓	✓	✓	✓
Crossover recognition in some Sustainable Jersey for Schools programming	✓	✓	✓	✓



# SCHOOLS ANNUAL SPONSORSHIP BENEFITS

Please consider participating in the Sustainable Jersey for Schools program as an annual sponsor. Your sponsorship dollars will be put to work enhancing our best practice resources, supporting schools green teams, providing trainings and workshops, and advancing the overall sustainability progress of our schools.

	Platinum	Gold	Silver	Bronze
	\$50,000+	\$25,000	\$10,000	\$5,000
Sponsor Logo: For your website and materials	✓	✓	✓	✓
Eblasts: Your logo on our weekly e-blasts*	✓	✓	✓	✓
Printed Media: Company logo on all printed program materials*	✓	✓	✓	✓
Website: Your logo on our "Fundors" page*	✓	✓	✓	✓
Website: Your logo on home page scrolling carousel	✓	✓	With others	
Newsletter: Your logo and sponsorship level listed on our quarterly newsletter	✓	✓	✓	
Lunch and Learn Event: We'll explain the program to your employees and highlight all the ways that they can get involved at your offices	✓	✓		
Logo on our sponsor slide during special events, workshops, and webinars*	✓	✓		
Verbal and printed sponsor recognition*	✓			
Social Media: Level sponsor "Thank You" (may include logo) with link to "Fundors" page	✓			
Recognition at our booth and in sessions at New Jersey School Boards Association Workshop*	✓	✓	✓	✓
Ad in NJSBA Workshop Awards Ceremony Program Book	Full Page	Full Page	1/2 Page	1/4 Page
NJSBA Workshop Awards Ceremony: Tickets to Event	8	4	2	1
Crossover Recognition in some Municipal Programming	✓	✓	✓	✓

\*Logo size and position commensurate with sponsorship level

# 2020 NEW JERSEY

# SUSTAINABILITY SUMMIT



## DID YOU KNOW?

**600+**

Green team members, elected officials & green thought leaders attend the annual Sustainability Summit

**60+**

Vendors participate in our Summit exhibitor area connecting with potential clients and contacts

**200+**

Municipalities and school districts are represented by Summit attendees

## SPONSORSHIP

**Be more than an attendee: be seen and known**

New Jersey Sustainability Summit sponsorship supports Sustainable Jersey's premier all-day event. Be a part of premium networking opportunities and programs that set the course for New Jersey's future.

As a Sustainable Jersey Annual Sponsor you have the unique opportunity to expand your reach by becoming one of the select group of Summit Sponsors and receive a host of benefits including:

- Free tickets and exhibition space for your company at the 2020 New Jersey Sustainability Summit
- Premier location for your table on the exhibition floor
- Meet and network with 600+ attendees including mayors, business administrators, green team members and sustainability thought leaders from all over the state
- Premium brand visibility and recognition as a Sustainability Summit Sponsor at the event

See next page for a full list of exclusive Sustainability Summit Sponsorship benefits!

## WHAT EXHIBITORS HAVE TO SAY

"The 2019 Sustainability Summit was exceptional and I am so pleased Ørsted was a part of it!"

"Enjoyed the speakers and panels. Also, love the passion that you folks have!"

"We were able to speak confidently to attendees about their current rating and what they are doing to get to a higher level because of the information we received from the Sustainable Jersey team."

"How friendly all the attendees and other vendors were. We enjoyed talking with everyone who stopped by our table."

"A great, well-coordinated event, we are looking forward to participating in next year's Sustainability Summit!"





# SUMMIT SPONSOR BENEFITS

## 2020 Sustainability Summit

Summit Sponsors will receive:

	Gold	Silver
	\$5,000	\$5,000
Complimentary tickets to the Summit (\$100 value ea.)	4	2
Complimentary 6' wide tabling area at the Summit (\$1,000 value)	✓	✓
Preferred tabling area location at the Summit	✓	Reserved Table (Std)
Complimentary ad in Summit Program Book	Full Page (8.5 x 11)	1/2 Page (4.25 x 11)
Sponsor ribbons for company attendees	✓	✓
Sponsor recognition in program book	Company Logo w/URL	Company Logo
Sponsor recognition on signage	Larger Company Logo	Company Logo (Standard Size)
Recognition on all Summit session slideshows and digital screens	Larger Company Logo	Company Logo
Prominent logo placement in Summit e-blasts	Company Logo w/URL	Company Logo
Recognition on post-event emails to attendees	Company Logo	
First choice Opportunity to exclusively sponsor a key program element: 1) Networking breakfast, 2) Coffee Breaks, 3) Plenary session, 4) Lunch, and 5) Wifi	✓	
Recognition in 1 Summit social media post (FB, Twitter, Instagram, and LinkedIn)	✓	

Exclusive Sustainable Jersey **2020 Summit Sponsor Logo** for your printed and digital collateral as a special thank you for supporting us in 2020!

## YES! Count on me for annual sponsorship

- ☐ Municipal    ☐ School  
☐ Platinum Level - \$50,000 (All Summit Sponsorship benefits included)  
☐ Gold Level - \$25,000    ☐ + Summit Sponsor \$5,000  
☐ Silver Level - \$10,000    ☐ + Summit Sponsor \$5,000  
☐ Bronze Level - \$5,000

I am unable to participate at the levels listed above, but enclosed is a \$\_\_\_\_\_ donation to Sustainable Jersey

Please return this form with your annual payment to:

**Sustainable Jersey • PO Box 6855**

**Lawrenceville, NJ 08648**

*Checks can be made payable to Sustainable Jersey.*

Name

Title

Organization

Email Address

Phone Number



# SPONSORSHIP TERMS & GUIDELINES

Sustainable Jersey is a non-profit 501(c)(3) organization that is funded, in part, through private contributions that are referred to as sponsorships. Sustainable Jersey publicly recognizes and discloses all sponsorship contributions.

The establishment of a sponsorship does not constitute an endorsement by Sustainable Jersey of the sponsor's organization, products, services, or the sponsor's public positions. While Sustainable Jersey does connect municipalities and schools with resources that further their sustainability goals, a Sponsorship does not imply special treatment or exclusive partnerships between a private entity and Sustainable Jersey.

Sustainable Jersey makes an exception and occasionally engages in collaborative programming with New Jersey public utilities in support of programs for energy efficiency, development of renewable energy, or water efficiency (among others) that are sanctioned by the New Jersey Board of Public Utilities (an official state agency) and are funded by ratepayers or taxpayers.

Sponsors are not provided confidential information regarding program participants, constituents, or email subscribers. Sponsors do not influence programmatic decisions.

Sponsor cannot use the logo or name in any correspondence, solicitation, or promotion without first receiving expressed written consent from Sustainable Jersey. Sustainable Jersey reserves the right to refuse or decline any offer of sponsorship at its absolute discretion, or to negotiate with the sponsor concerning any aspect of a proposed sponsorship.

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**Signature**

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**Print Name**

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**Date**