



BECOME A Sustainable Jersey Sponsor

Partner with Us: Sustainable Jersey’s corporate sponsorship program offers companies recognition and exposure all year long while they support our mission to build a better tomorrow one community at a time.

As a Sustainable Jersey Sponsor, your organization will play a vital role in strengthening and empowering New Jersey’s municipalities and schools as they address local consequences of climate change, social inequity, and public health-related challenges, ultimately leading to a more sustainable future for generations to come.

Your sponsorship will support Sustainable Jersey in the development of solutions to today’s critical issues and help expand direct technical assistance initiatives to the communities that need it most.

While supporting our mission, you will have the opportunity to **build critical partnerships** with high-impact brand exposure to elected officials, staff, and committed volunteers in the 460+ municipal and 1,140 schools participating in our program.

Additional sponsorship benefits include:

- **Complimentary access & brand exposure** at major events, such as the NJ Sustainability Summit and Sustainable Jersey’s Award Luncheon at the NJ League of Municipalities Conference, collectively drawing more than 1,000 local sustainability leaders.
- **Boost of visibility at 100+ events annually.** Our training and outreach events collectively attract more than 4,500 local and state officials, municipal and school staff, green team members, community leaders, and industry professionals from across the state.
- **Prominent year-round logo placement** in online and print media, including our website, brochure, bi-weekly eblasts, quarterly newsletters, and presentation slide decks.

DID YOU KNOW?

91%

OF NJ’S POPULATION LIVES IN A SUSTAINABLE JERSEY COMMUNITY

83%

OF NJ MUNICIPALITIES ARE REGISTERED WITH SUSTAINABLE JERSEY

67%

OF NJ PUBLIC SCHOOLS ARE REGISTERED WITH SUSTAINABLE JERSEY

“Through its active and engaged network of schools, school districts, and municipalities, **Sustainable Jersey has exceptional access and insight to New Jersey’s communities.** With our shared interest of advancing clean energy and supporting the state’s community solar program, we value our sponsorship to fine-tune and enhance our offerings and build great solutions that benefit everyone in New Jersey.”

▶ Shaun Keegan, Founder & CEO, Solar Landscape
Municipal & Schools Program Sponsor

GAIN HIGH IMPACT VISIBILITY WITH OUR FOLLOWERS AND SUPPORTERS STATEWIDE!

- **8,000+ weekly Sustainable Jersey email recipients**
- **8,000 Facebook followers; Reach: 65,112/year (5.4k/month)**
- **5,658 X/Twitter followers; Impressions: 157,676/year (13k/month)**
- **2,758 Instagram followers; 1,430 LinkedIn followers**
- **Website Traffic: 600,000 annual page views; 146,979 sessions/year**

MUNICIPAL PROGRAM

Annual Sponsorship Benefits



	PLATINUM \$50,000+	GOLD \$25,000 - \$49,999	SILVER \$10,000 - \$24,999	BRONZE \$5,000 - \$9,999
Lunch and Learn Event: Office or virtual session with your staff to learn more about Sustainable Jersey and how to help clients earn points (if applicable to your business)	✓			
Premium brand visibility & verbal acknowledgment at all major events	Top placement	✓		
Your logo on our quarterly newsletter	✓	✓		
Recognition as “Summit Sponsor” of the annual NJ Sustainability Summit	✓	✓	At \$15,000+ level	
Complimentary table at the NJ Sustainability Summit’s Sustainability Exhibit	✓	✓	At \$15,000+ level	
Your logo on homepage scrolling carousel	✓	✓	✓	
Your logo on our website “Fundors” page	In largest size	In larger size	✓	✓
Crossover recognition in some Sustainable Jersey for Schools programming	✓	✓	✓	✓
Sustainable Jersey “Sponsor” logo for use on your company’s digital/printed materials	✓	✓	✓	✓
At least 25 emails to Sustainable Jersey e-blast list acknowledging your company as a Sustainable Jersey Sponsor	✓	✓	✓	✓
Your logo on all printed & digital major event program materials	In largest size	In larger size	✓	✓
Your logo included in our Annual Report	In largest size	In larger size	✓	✓
Your logo on separate “Sponsors” slide within all Sustainable Jersey presentations	In largest size	In larger size	✓	✓
Ad in all major SJ event program books	Full Page	Full Page	1/2 Page	1/4 Page
Your logo on all major SJ event sponsor boards	In largest size	In larger size	✓	✓
Tickets to the NJ Sustainability Summit and Sustainable Jersey’s Awards Luncheon event at the NJ League of Municipalities Conference	8	4	2	1

ADAM ZELLNER
PRESIDENT
GREENER BY DESIGN
Municipal Program Sponsor

“Sustainable Jersey offers unique insight into how cities and municipalities throughout New Jersey are planning and implementing various sustainability, resiliency and greenhouse gas reduction policies and projects. **The ability to work across multiple towns and cities and to see firsthand the types of projects being implemented is unique across the United States.** The competition to ‘go green’ brings out the best ideas and solutions to help move businesses, residents and visitors within municipalities to go green while helping to grow the local economy.”

SCHOOLS PROGRAM

Annual Sponsorship Benefits



	PLATINUM \$50,000+	GOLD \$25,000 - \$49,999	SILVER \$10,000 - \$24,999	BRONZE \$5,000 - \$9,999
Premium brand visibility & verbal acknowledgment at all major events	Top placement	✓		
Lunch and Learn Event: Office or virtual session with your staff to learn more about Sustainable Jersey and how to help clients earn points (if applicable to your business)	✓	✓		
Recognition as “Summit Sponsor” of the annual NJ Sustainability Summit	✓	✓	At \$15,000+ level	
Complimentary table at the NJ Sustainability Summit’s Sustainability Exhibit	✓	✓	At \$15,000+ level	
Your logo and sponsorship level listed on our quarterly newsletter	✓	✓	✓	
Your logo on home page scrolling carousel	✓	✓	✓	
Your logo on our website “Fundors” page	In largest size	In larger size	✓	✓
Crossover Recognition in some Municipal Programming	✓	✓	✓	✓
Sustainable Jersey’s “Sponsor” logo for use on your company’s digital/printed materials	✓	✓	✓	✓
At least 25 emails to Sustainable Jersey e-blast list acknowledging your company as a Sustainable Jersey for Schools Sponsor	✓	✓	✓	✓
Your logo on all printed & digital major event program materials	In largest size	In larger size	✓	✓
Your logo included in our Annual Report	In largest size	In larger size	✓	✓
Your logo on separate “Sponsors” slide within all Sustainable Jersey presentations	In largest size	In larger size	✓	✓
Ad in all major SJS event program books	Full page	Full page	1/2 page	1/4 Page
Your logo on major SJS event sponsor boards	In largest size	In larger size	✓	✓
Tickets to the NJ Sustainability Summit	8	4	2	1

PATTY FRAGIOUDAKIS
DIRECTOR OF OPERATIONS
MASCHIO’S FOOD SERVICES
 SJ School Program Sponsor

“Maschio’s Food Services is proud to be a Sustainable Jersey for Schools partner and sponsor since 2019. We work hand in hand with the schools participating in Sustainable Jersey for Schools to help them earn points, specifically in the areas of food and nutrition, and waste management and recycling. With 67% of New Jersey public school districts participating in Sustainable Jersey, our shared goals have helped grow sustainable practices with our clients and **supported our growth in the food service industry.**”



Sponsorship Terms and 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, 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.

Sponsors 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.

My company agrees to the Sponsorship Terms and Guidelines

YES! Count on me for a Sustainable Jersey Sponsorship

Municipal	Schools	
<input type="checkbox"/>	<input type="checkbox"/>	Platinum Level - \$50,000 and up
<input type="checkbox"/>	<input type="checkbox"/>	Gold Level - \$25,000 - \$49,999
<input type="checkbox"/>	<input type="checkbox"/>	Silver Level - \$10,000 - \$24,999
<input type="checkbox"/>	<input type="checkbox"/>	Bronze Level - \$5,000 - \$9,999

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

Name

Title

Organization

Email address

Phone Number

Two ways to pay:

1) Email your completed form to camph@tcnj.edu and pay electronically via ACH.

2) Return this form with your sponsor payment to:
Sustainable Jersey, PO Box 6855
Lawrenceville, NJ 08648

Checks can be made payable to Sustainable Jersey.

For more information contact:
Heather Camp at camph@tcnj.edu or
 (609) 771-2831