

APRIL 4, 2018



gogreen

SPONSORSHIP OVERVIEW

OUR FOCUS

WHAT IS THE GOGREEN CONFERENCE?

The GoGreen Conference, created and organized by B Corporation Social Enterprises, is a sustainability learning experience for business and government decision-makers. Featuring regionally targeted content and recognized leaders from the community, GoGreen works across industry silos to foster peer-to-peer learning and collaborative solutions. We believe sustainability in the business setting is a powerful and indispensable tool for navigating the tumultuous waters of today's global economy and solving our climate woes. Our mission is to empower attendees with the strategies, tools and connections to green their organizations with profitability in mind.

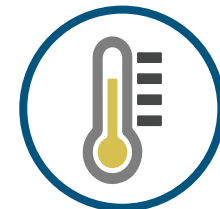
WHY SPONSOR THE GOGREEN CONFERENCE?

Demonstrate your company's investment in a sustainable regional economy at the GoGreen Conference. Engage with and reach a high level business and public sector decision-maker audience and gain recognition for your green initiatives and achievements.

THEMES



Equity & Social
Justice



Climate & Energy



Green Building,
Green Workplace

WHO ATTENDS?

The GoGreen conference attracts 500+ attendees, 50+ speakers, and 30+ sponsors. Attendees range from Fortune 500 companies to small businesses, in a broad spectrum of key industries.

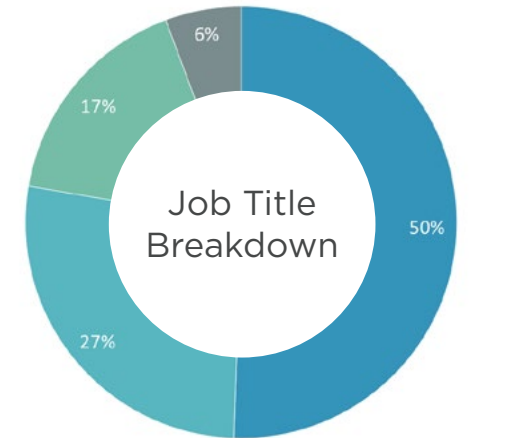
Technology	Healthcare	Finance
Retail	Energy	Government

Our attendees learn, share ideas and forge valuable partnerships while networking at the GoGreen Conference. Below is a sample of the firms and organizations who have attended our events.

2030 District
 Accenture
 Agilyx
 Alaska Airlines
 Amtrak
 B Lab
 Bainbridge Graduate Institute
 Blue Star Gas
 Boeing
 Brooks Sports
 CBRE
 Cedar Grove Composting
 CenturyLink Field
 City of Bellevue
 City of Burien
 City of Issaquah
 City of Kenmore
 City of Kirkland
 City of Mercer Island
 City of Sammamish
 City of Seattle
 City of Snoqualmie
 Climate Solutions
 Costco Wholesale Corporation

Darigold
 ECOVA
 EPA
 GLY Construction
 Hexcel Corporation
 Holland Partner Group
 IBEW Local 46
 InterConnection
 ISSP
 Johnson Controls
 King County
 Kitsap Bank
 KOMO 4 News (ABC) Seattle
 KPLU
 Lane Powell PC
 Liberty Mutual Insurance
 MacDonald Miller
 Microsoft
 NBIS
 Nordstrom
 NEBC
 Office Depot
 Pacific Lutheran University
 Pierce County

Port of Seattle
 Precor
 Presidio Graduate School
 Providence Health & Services
 Puget Sound Regional Council
 Recology CleanScapes
 REI
 Seattle Mariners
 Seattle Tilth
 Seattle University
 Skanska
 Starbucks Coffee Company
 State of Washington
 Tesla Motors
 The Cadmus Group
 The Gates Foundation
 T-Mobile
 University of Washington
 Virginia Mason Medical Center
 Washington Business Alliance
 Washington Clean Technology Alliance
 Waste Management
 Zipcar



“ The most valuable experience was likely just getting me thinking about how to/ what I could incorporate into the workplace, knowing that others have done more extensive projects and have had good results. ”
 -Speaker Feedback

WHY PARTNER?

VALUE WE OFFER

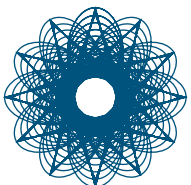
We find most of our partners' sponsorship objectives fall into the following mission-driven categories, and have designed our sponsorship packages to maximize brand interaction and reflect these broad goals.



SPONSORSHIP LEVELS

OPPORTUNITIES TO MEET YOUR GOALS

High Profile Mission Alignment	<ul style="list-style-type: none">- Title Sponsor- Presenting Sponsor	These are exclusive opportunities to demonstrate your commitment to advancing the green economy. As a primary contributor, your company makes the event possible for the community. At these high levels your company is co-branded on all event materials and becomes the event focal point.
Stage Time	<ul style="list-style-type: none">- Keynote Sponsor- Panel Sponsor	Secure a speaking introduction for your company leader. Choose a relevant topic from our program that aligns with your company's sustainability efforts and share your success story.
Focused Brand Visibility	<ul style="list-style-type: none">- Custom Sponsor- Registration Sponsor- Networking Sponsor- Stage Sponsor	Select a prominent location on-site for your custom display. Spark excitement with conference attendees via interactive activities (lunch & learn, photo booth, ask an expert lounge, video reel, etc.)
Audience Engagement	<ul style="list-style-type: none">- Custom Sponsor	Create educational resources that further the conversation about sustainability in your community. Bring people together with resource guides, sustainability tours, funding for student registration, etc.
Awareness	<ul style="list-style-type: none">- Event Sponsor	Gain brand awareness through GoGreen conference marketing, plus exhibit on-site.
Display	<ul style="list-style-type: none">- Exhibitor	Showcase your products and services with an exhibitor space on-site.



LET'S GET CREATIVE

Is there another way you'd like to partner with the GoGreen Conference? Let's work together to create a package that helps you to reach our audience.

SPONSORSHIP BENEFITS

	Title	Presenting	Stage	Custom Engagement	Networking Reception	VIP Speaker Reception or Special Event
Cost	\$20,000	\$15,000	\$10,000	\$10,000	\$7,500	\$7,500
Available	Exclusive	3	Exclusive	-	2	-
Registration Passes	10	8	6	6	5	5
10x10 Exhibitor Space		✓	✓		✓	✓
Custom Exhibitor Space	✓			✓		
Logo on Program	TopTier	TopTier	TopTier	TopTier	MidTier	Mid Tier
Logo on Website	TopTier	TopTier	TopTier	TopTier	MidTier	Mid Tier
Logo in Marketing	TopTier	TopTier	TopTier	TopTier	MidTier	Mid Tier
HTML Email Promo	TopTier	TopTier	TopTier	TopTier	MidTier	Mid Tier
On-Site Signage	TopTier	TopTier	TopTier	TopTier	MidTier	Mid Tier
On-Site Powerpoint Slideshow	TopTier	TopTier	TopTier	TopTier	MidTier	Mid Tier
Opt-in Attendee Contact List	✓	✓	✓	✓	✓	✓
Social Media Announcement	✓	✓	✓	✓	✓	✓
Re-Tweeting of Custom Messages	✓	✓		✓	✓	✓
Speaking Introduction	✓	✓			✓	
Bio & Headshot on Website	✓					✓
Banner Placement	✓	✓	✓	✓		
Promotion Handed Out						
Special Offer in Thank-You Email	✓					
Co-Branded Event Logo Feature	✓	✓				
Branded Registration Receipt						

SPONSORSHIP BENEFITS

	Lunch & Learn	Keynote Presenting	Registration	Mini Session	Panel Session	Break Sponsor	Event	Event/No Table	Exhibitor
Cost	\$5,000	\$5,000	\$5,000	\$4,000	\$3,500	\$3,000	\$2,500	\$1,500	\$1,000
Available	Exclusive	2	Exclusive	-	-		-	-	-
Registration Passes	4	4	4	3	3	2	2	2	1
6ft Table-Top Exhibit Space	✓	✓	✓	✓	✓	✓	✓		✓
Logo on Program	Mid Tier	Mid Tier	Mid Tier	Base Tier	Base Tier	Base Tier	Base Tier	Base Tier	Text Listing
Logo on Website	Mid Tier	Mid Tier	Mid Tier	Base Tier	Base Tier	Base Tier	Base Tier	Base Tier	Base Tier
Logo in Marketing	Mid Tier	Mid Tier	Mid Tier	Base Tier	Base Tier	Base Tier	Base Tier	Base Tier	
HTML Email Promo	Mid Tier	Mid Tier	Mid Tier	Base Tier	Base Tier	Base Tier	Base Tier	Base Tier	
On-Site Signage	Mid Tier	Mid Tier	Mid Tier	Base Tier	Base Tier	Base Tier	Base Tier	Base Tier	
On-Site Powerpoint Slideshow	Mid Tier	Mid Tier	Mid Tier	Base Tier	Base Tier	Base Tier	Base Tier	Base Tier	
Opt-in Attendee Contact List	✓	✓	✓	✓	✓	✓	✓	✓	
Social Media Announcement	✓	✓	✓	✓					
Re-Tweeting of Custom Messages	✓	✓	✓	✓					
Speaking Introduction	✓	✓		✓	✓				
Bio & Headshot on Website	✓			✓					
Banner Placement	✓		✓			✓			
Promotion Handed Out		✓							

RIDE & DRIVE

Park Inside- Sponsor Foyer Feature (1 car) | \$2,750

- (1) vehicle parked inside Sponsor Foyer alongside of branded signage
- 6ft table-top exhibit space in Sponsor Foyer (includes optional 6-ft table and 2 chairs)
- Feature in HTML email blast to announce our partnership and feature onsite at event
- Social Media promotion of ride and drive in all channels
- Mid-Tier logo feature in advertising, HTML email promotion, printed materials, website, signage, sponsor slideshow and conference program
- 3 full conference registration passes

Advanced Vehicle Ride & Drive (2 cars) | \$3,500 (1 vehicle = \$2,750)

- Up to two (2) vehicles lined up outside (1 inside/1 outside = OK) of venue alongside of branded signage
- 6ft table-top exhibit space in Sponsor Foyer (includes optional 6-ft table and 2 chairs)
- Feature in HTML email blast to announce our partnership and ride + drive opportunity
- Emcee to make multiple announcements throughout conference about Ride & Drive and participating vehicles
- Social Media promotion of ride and drive in all channels
- Mid-Tier logo feature in advertising, HTML email promotion, printed materials, website, signage, sponsor slideshow and conference program
- 3 full conference registration passes

Ride & Drive Presenting Sponsor | \$5,000

- Presenting Title included in all marketing materials
- X vehicles lined up outside of venue alongside of branded signage
- 6ft table-top exhibit space in Sponsor Foyer (includes optional 6-ft table and 2 chairs)
- X executive to announce test drives at event
- Feature in HTML email blast to announce X as the Presenting Sponsor of the Ride & Drive
- Emcee to make multiple announcements throughout conference about Ride & Drive and participating vehicles
- Social Media promotion of ride and drive in all channels
- Mid-Tier logo feature in advertising, HTML email promotion, printed materials, website, signage, sponsor slideshow and conference program
- 4 full conference registration passes



EVENT ADVERTISING

We secure event advertising with media partners in all categories including: print, online media, television, radio, outdoor, and social media.

**Seattle
Business**
MAGAZINE


King County




DAILY JOURNAL OF COMMERCE

 **Crosscut**.com
News of the Great Nearby

Chinook Book

THE FACTS

- \$50,000 in advertising via major media partnerships
- 9,000+ social media followers
- 400+ unique monthly blog visitors
- 5,000+ email distribution list
- 1,000 postcards placed in local sustainable businesses
- 20-25 Community Partners who promote the event with their members

CONFIRM

CONTACT

Email seattle@gogreenconference.net

Call 206.459.0595

Website seattle.gogreenconference.net

JOIN THE CONVERSATION

 [Twitter.com/gogreenconf](https://twitter.com/gogreenconf)

 [Facebook.com/gogreenconference](https://facebook.com/gogreenconference)

 Group - GoGreen Conference

 GoGreenConference.wordpress.com

EVENT DETAILS

Date April 4, 2018

Place The Conference Center

