



GreenTown Rockford

November 12, 2021 | Embassy Suites | Downtown Rockford

The climate crisis, social equity and economic development are all upon us—addressing these three issues are crucial for our planet and our region. GreenTown is an experience designed to help create healthy, sustainable communities.

Since 2007, GreenTown has connected the dots between public and private sectors. Attendees hear from inspiring speakers, learn from been-there case studies and discuss actionable steps to address climate change, economic development and social equity in our communities.

By focusing on environmental effectiveness, economic development and social equity, GreenTown provides inspiration, fosters aspiration and drives innovation through action plans.

At GreenTown, everyone from mayors to residents, real estate developers to students, gather to learn, network and implement strategies for success. The aim: create a healthy and vibrant Rockford region.

Your sponsorship will be seen by decision makers at municipalities, park districts, hospitals, colleges, universities and elsewhere in the public sector; and among architects, landscape architects, planners, developers, builders, re-modelers and more. This is a terrific opportunity to position your company or organization as a leader in sustainability.

BENEFITS

Help develop a sustainability plan for the region

Increased awareness of your sustainability products and services

Opportunity to connect with key customers and prospects

Opportunity to position your company or organization as a leader in shaping our region's future

We intend to have the conference in person and will follow the current COVID-19 guidelines at that time. We will provide updates and alerts as they become available.

PRODUCED BY

a5 Branding & Digital



IN PARTNERSHIP WITH

- Boone County Conservation District
- City of Rockford
- Community Foundation of Northern Illinois
- Ellis Heights Neighborhood
- NAACP
- Region 1 Planning Council
- Rockford Park District
- Severson Dells
- Sustain Rockford
- Transform Rockford (Great Neighborhoods)
- Winnebago County

GreenTown Snapshot

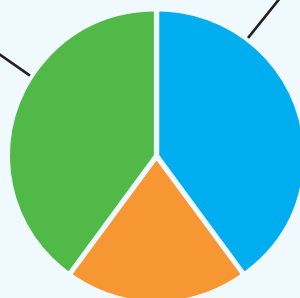
The climate crisis is here. Its impact is global AND local. Extreme weather events cause flooding and destruction. Water quality, food production, shoreline erosion and so many more issues adversely impact people and planet.

GreenTown is an experience designed to help create healthy, sustainable communities. Since 2007, GreenTown has connected the dots between the public and private sectors. Attendees hear from inspiring speakers, learn from been-there case studies and discuss actionable steps to address climate change, economic development and social equity in our communities.

PARTICIPANTS*

Private Sector 40%

- Community Members
- Planners
- Architects
- Developers/Builders/Remodelers
- Landscape Architects
- Hospitals/Healthcare
- Systems
- Utilities
- Engineers
- Business
- Media
- NGOs



Public Sector 40%

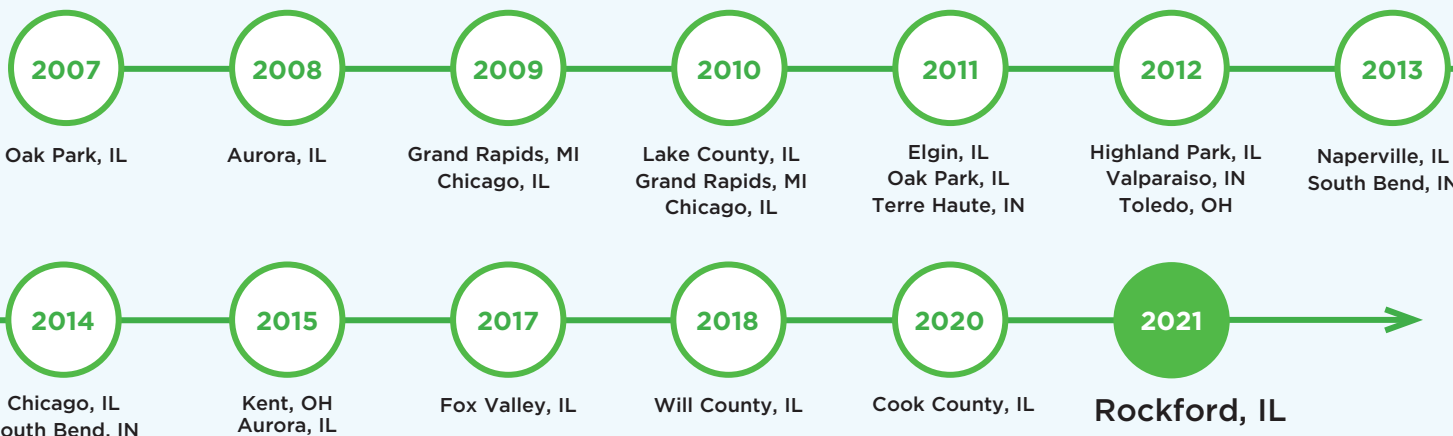
- Government Leaders
- Mayors & Elected Officials
- City Managers
- Public Works
- Water Departments
- Park & Recreation Agencies
- Transit Authorities
- Port Authorities
- Urban Planners
- Sustainability Directors

Education 20%

- K-12 Administration, Faculty & Students
- College & University Administration, Faculty & Students

* This overview reflects a typical GreenTown conference attendance.

GREENTOWN THROUGH THE YEARS



GreenTown Snapshot

Each GreenTown is customized to the needs of the host community or communities. GreenTown Rockford will:

- Engage hundreds of participants from Winnebago, Boone and other counties.
- Develop and implement a sustainability plan which is holistic, thoughtfully designed and persistently implemented.
- Produce a GreenTown experience, with engaging events leading up to GreenTown, that involves the community to create change and a sustainable region.

TOPICS

Topics for GreenTown Rockford include:

- Renewable energy
- Funding and resources for social equity for communities of color and low-income residents
- Local food and waste
- Health and the outdoors
- Transportation
- Revitalizing neighborhoods
- Land and water

OUTCOMES

GreenTown works to build healthy, sustainable communities. Outcomes from GreenTown include:

- Networks promoting sustainability in a region
- Community sustainability plans
- Initiatives that advance sustainability



SPEAKERS HAVE INCLUDED



Pete Buttigieg

GreenTown Michiana, 2013

Former Mayor of South Bend, Indiana, United States Secretary of Transportation



William McDonough

GreenTown Oak Park, 2007

Architect, Advisor, Designer and Author of *Cradle to Cradle*



Toni Preckwinkle

GreenTown Cook County, 2020

President of the Cook County Board of Commissioners

GreenTown Rockford 2021



INVESTMENT LEVELS

Below are the sponsorship investment levels and opportunities. Packages are customizable to meet your needs. Please contact us to discuss your desired package and benefits.

- **Presenting Lead Sponsor**
\$10,000
- **Community Lead Sponsor**
\$5,000
- **Core Sponsor**
\$2,500
- **Leadership Sponsor**
\$1,000
- **Non-Profit Sponsor**
\$250
- **Government Sponsor**
Level A: \$1,500
Level B: \$500
- **Elected Officials Breakfast**
Level A: \$1,500
Level B: \$500

GreenTown Rockford 2021

Presenting Lead Sponsor

Investment: \$10,000

Pre-Event Benefits

- Seat on the GreenTown Rockford advisory committee
- Six invitations to Elected Officials Breakfast
- Primary placement of logo and company name in all GreenTown promotions and on event website
- Marketed to thousands of potential attendees throughout the region through e-marketing, websites, e-postcards, direct mail, advertising and area festivals
- Promotion through posting to social media
- Logo and link on event website sponsor page
- Custom e-invite for use with your distribution list
- Distribution of customized e-mail to mayors, council members, municipal and county elected officials, city managers, associations and other potential attendees across the region
- Placement of electronic ad on GreenTown website
- Seat on GreenTown Rockford Steering Committee

Event Benefits

- Exclusive sponsorship; only one available
- Dedicated signage with logo and name
- Primary placement of dedicated signage in event area
- Primary placement of logo and/or name on all GreenTown event signage
- Introductions to key participants and guests
- Participate in welcoming remarks
- Recognition from the podium during GreenTown event
- Logo and company name in event program (assumes design parameters permit)
- Exhibit opportunity (for use with literature, premiums and similar)

Post-Event Benefits

- Access to conference registrant lists, including e-mail addresses for both events
- Mention in post-conference attendee thank you e-mail

Six complimentary registrations

GreenTown Rockford 2021

Community Lead Sponsor

Investment: \$5,000

Pre-Event Benefits

- Seat on the GreenTown Rockford advisory committee
- Four invitations to Elected Officials Breakfast
- Primary placement of logo and company name in all GreenTown promotions and on event website
- Marketed to thousands of potential attendees throughout the region through e-marketing, websites, e-postcards, direct mail, advertising and area festivals
- Promotion through posting to social media
- Logo and link on event website sponsor page
- Custom e-invite for use with your distribution list
- Distribution of customized e-mail to mayors, council members, municipal and county elected officials, city managers, associations and other potential attendees across the region
- Placement of electronic ad on GreenTown website

Event Benefits

- Exclusive sponsorship; only three available
- Dedicated signage with logo and name
- Primary placement of logo and/or name on all GreenTown event signage
- Introductions to key participants and guests
- Recognition from the podium during GreenTown event
- Logo and company name in event program (assumes design parameters permit)
- Exhibit opportunity (for use with literature, premiums and similar)

Post-Event Benefits

- Access to conference registrant lists, including e-mail addresses for both events
- Mention in post-conference attendee thank you e-mail

Four complimentary registrations

GreenTown Rockford 2021

Core Sponsor

Investment: \$2,500

Pre-Event Benefits

- Limited availability
- Placement of logo and company name in all GreenTown promotions and on event website
- Marketed to thousands of potential attendees throughout the region through e-marketing, websites, e-postcards, direct mail, advertising and area festivals
- Logo and link on event website sponsor page
- Promotion through social media

Event Benefits

- Placement of logo and/or name on all GreenTown event signage
- Networking opportunities during GreenTown event
- Logo and company name in event program (assumes design parameters permit)

Post-Event Benefits

- Mention in post-conference attendee thank you e-mail

Two complimentary registrations

GreenTown Rockford 2021

Leadership Sponsor

Investment: \$1,000

Pre-event benefits:

- Placement of logo and company name in all GreenTown promotions and on event website
- Marketed to thousands of potential attendees throughout the region through e-marketing, websites
- Logo and link on event website sponsor page
- Promotion through social media

Event Benefits

- Placement of logo and/or name on all GreenTown event signage
- Networking opportunities during GreenTown event
- Logo and company name in event program (assumes design parameters permit)

Post-event benefits:

- Mention in post-conference attendee thank you email

One complimentary registration

GreenTown Rockford 2021

Non-Profit Sponsor

Investment: \$250

Non-profit sponsor level available to 501 (c) (3) organizations.

Pre-event benefits:

- Placement of logo and company name in all GreenTown promotions and on event website
- Marketed to thousands of potential attendees throughout the region through e-marketing, websites, e-postcards, direct mail, advertising and area festivals
- Logo and link on event website sponsor page

Event Benefits

- Placement of logo and/or name on all GreenTown event signage
- Logo and company name in event program (assumes design parameters permit)

Post-event benefits:

- Mention in post-conference attendee thank you e-mail

One complimentary registration

GreenTown Rockford 2021

Government Sponsor

Government sponsor categories are available to government entities such as local, county, state and federal and/or park districts, economic development agencies and similar.

Sponsor Level A

Investment: \$1,500

Pre-Event Benefits

- Limited availability
- Placement of logo and company name in all GreenTown promotions
- Marketed to thousands of potential attendees throughout the region through e-marketing, websites, e-postcards, direct mail, advertising and area festivals
- Logo and link on event website sponsor page

Event Benefits

- Placement of logo and/or name on all GreenTown event signage
- Recognition from the podium during GreenTown event
- Logo and company name in event program (assumes design parameters permit)

Post-Event Benefits

- Mention in post-conference attendee thank you e-mail

Four complimentary registrations

Sponsor Level B

Investment: \$500

Pre-event benefits:

- Limited availability
- Placement of logo and company name in all GreenTown promotions
- Marketed to thousands of potential attendees throughout the region through e-marketing, websites, e-postcards, direct mail, advertising and area festivals
- Logo and link on event website sponsor page

Event Benefits

- Recognition from the podium during GreenTown event
- Logo and company name in event program (assumes design parameters permit)

Post-event benefits:

- Mention in post-conference attendee thank you e-mail

One complimentary registration

GreenTown Rockford 2021

Elected Officials Breakfast Sponsor

This exclusive, *invitation-only* event, brings together mayors, other elected officials, city managers and policymakers from around the Rockford region. The discussion will focus on how elected officials, policymakers and staff can join together to create a healthier and more sustainable Rockford.

Sponsor Level A

Investment: \$1,500

Benefits:

- Limited availability
- Placement of logo and company name in all GreenTown promotions and on event website
- Marketed to thousands of potential attendees throughout the region through e-marketing, websites, e-postcards, direct mail, advertising and area festivals
- Promotion through posting to social media
- Logo and link on event website sponsor page
- Distribution of customized e-invite to mayors, council members, municipal and county elected officials, city managers and associations across the region
- Dedicated posting to social media promoting you and the Elected Officials Breakfast
- Placement of electronic ad on GreenTown website

Event Benefits

- Placement of logo and name on dedicated signage in the breakfast area
- Primary placement of dedicated signage in breakfast area
- Introductions to key participants and guests at the breakfast
- Participate in welcoming remarks during the breakfast/roundtable
- Full sponsorship of GreenTown Rockford
- Placement of logo on all GreenTown event signage
- Recognition from the podium during GreenTown event
- Logo and company name in event program (assumes design parameters permit)
- Exhibit space (for use with literature, premiums and similar)

Post-event benefits:

- Access to conference registrant lists
- Mention in post-conference attendee thank you e-mail

Four complimentary full-day registrations

Sponsor Level B

Investment: \$500

Event Benefits

- Limited availability
- Breakfast with mayors, council members, municipal and county elected officials, city managers and associations across the region
- Placement of logo and/or name on signage in breakfast area
- Recognition from the podium during the Elected Officials Breakfast event
- Networking opportunities with elected officials and policy makers from around the region

One complimentary full-day registration