

# GreenTown Climate & Equity

June 22, 2023 | Triton College in West Suburban Cook County

**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 West Suburban Cook County.

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**

## PRODUCED BY

**a5 Branding  
& Digital**



## IN PARTNERSHIP WITH

The Village of Broadview  
The Village of Maywood  
The Village of Oak Park  
The Village of River Forest

## CORE TEAM

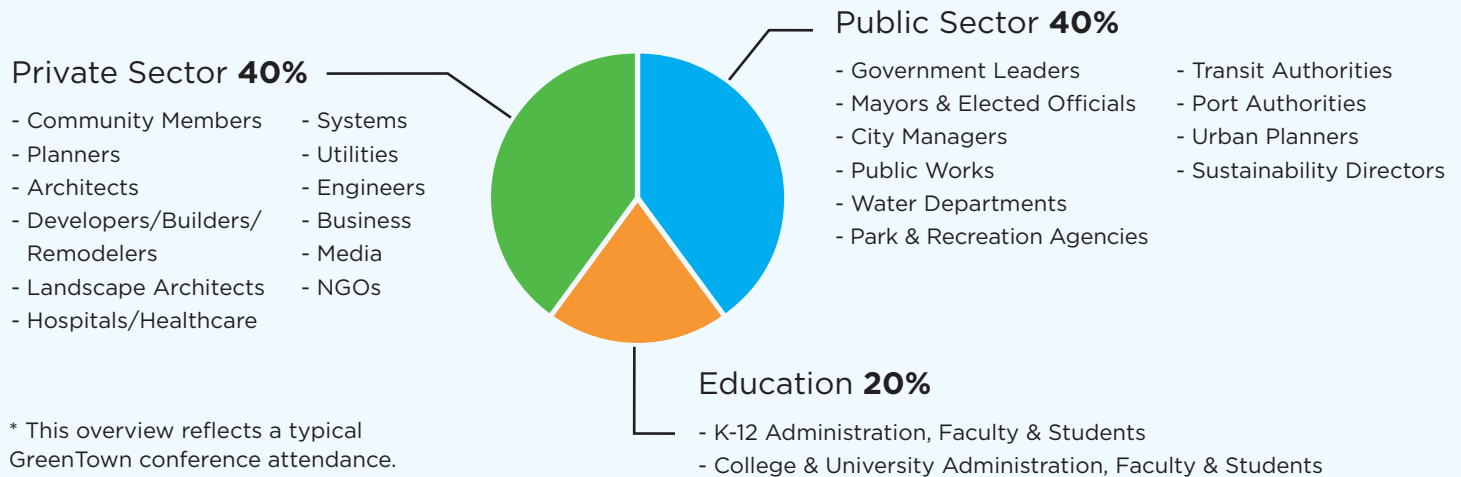
Gary Cuneen, Seven Generations Ahead  
John Harris, a5 Branding & Digital  
Erica Helms, Sustainability Intern,  
Village of Oak Park  
Marcella Bondie, Sustainability  
Coordinator, Village of Oak Park  
Darnell Johnson, CEO, Urban  
Efficiency Group  
Katrina Thompson, Mayor, Village  
of Broadview  
Vicki Scaman, President, Village  
of Oak Park  
Cathy Adduci, President, Village  
of River Forest  
Nathaniel Booker, Mayor, Village  
of Maywood  
Eric Simon, President, River Forest  
Sustainability Commission  
Lisa Gillis, Trustee, Village of  
River Forest  
Diana Vargas, Program Specialist,  
Ameresco

# GreenTown Snapshot

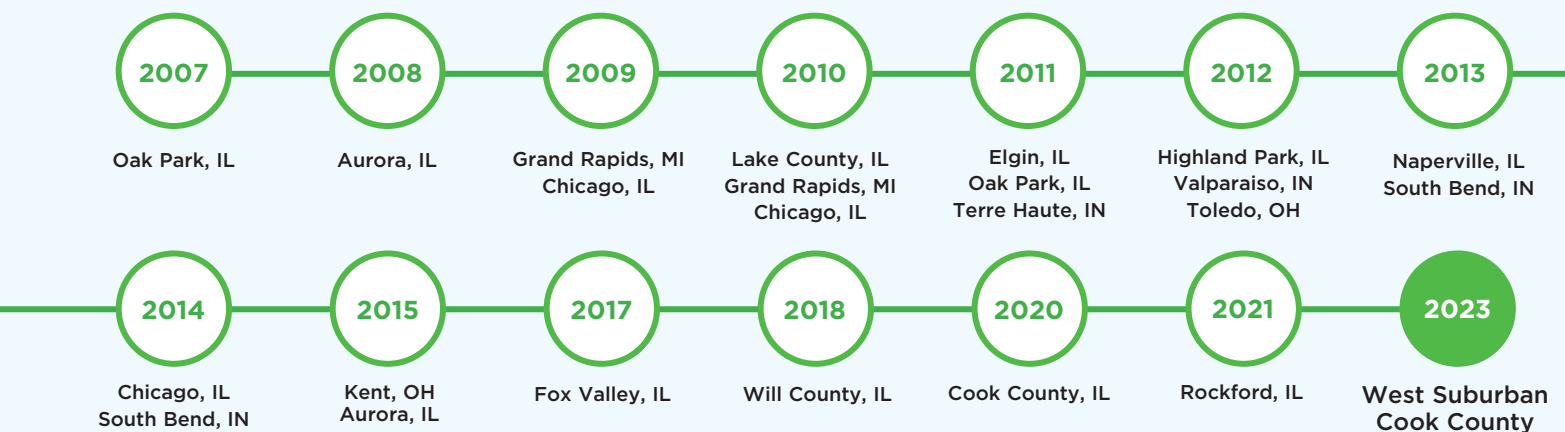
**The climate crisis is here. Its impact is global AND local. Extreme weather events cause flooding and destruction. Water quality, food production, shoreline erosion and so many more issues adversely impact people and the planet.**

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\*



## GREENTOWN THROUGH THE YEARS



# GreenTown Snapshot

**Each GreenTown is customized to the needs of the host community or communities. GreenTown 2023 will:**

- Engage hundreds of participants from the Chicagoland area.
- 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 will 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 will 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 2023



## 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: \$5,000



# GreenTown 2023

## Presenting Lead Sponsor

Investment: \$10,000

### Pre-Event Benefits

- Seat on the GreenTown 2023 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 2023 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 2023

## Community Lead Sponsor

Investment: \$5,000

### Pre-Event Benefits

- Seat on the GreenTown 2023 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 2023

## 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 2023

## 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 2023

## 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 2023

## 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 2023

## Elected Officials Breakfast Sponsor

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

### Sponsor Level A

**Investment: \$5,000**

#### 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 2023
- 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**