



2021

## SPONSORSHIP GUIDE

**We are building a just, green, and thriving economy in the Greater Philadelphia region.**

Position your business in the local impact economy by becoming an SBN sponsor.

OUR REACH



**1100+**

ATTENDEES ANNUALLY



**30+**

PROGRAMS AND EVENTS EACH YEAR



**5000**

MONTHLY WEBPAGE VIEWS, 1500  
MONTHLY VISITS TO THE WEBSITE



**4500**

SUBSCRIBERS TO THE MAILING LIST

# INTRODUCTION

The Sustainable Business Network of Greater Philadelphia (SBN) is building a just, green, and thriving economy in the region. We empower the local business community to be change agents in the movement towards equity and climate resilience; and advocate with them and on their behalf to ensure that an equitable and climate resilient local economy is fully supported to grow and thrive.

**SBN's sponsors are businesses that align with SBN's mission, and want to affiliate their brand with SBN's while expanding their network in Greater Philadelphia.**

# OUR AUDIENCE

SBN's members are independent triple bottom line businesses headquartered in the Greater Philadelphia area.

SBN's members represent a wide variety of sectors, service areas, and scales.



**30%**

ARE OWNED BY PEOPLE IDENTIFYING AS WOMEN, PEOPLE OF COLOR, AND/OR LGBTQ



**<50**

# OF EMPLOYEES IN MOST MEMBER BUSINESSES



RELATIONSHIPS WITH LOCAL, STATE, AND FEDERAL ELECTED OFFICIALS AND OTHER DECISION-MAKERS

## THE GREATER PHILADELPHIA AREA



# ANNUAL SPONSORSHIP



## Showcase your business as a force for good to our regional network of business owners and local economy leaders.

By being an Annual SBN Sponsor, you demonstrate your company's commitment to SBN and our mission, while benefitting from brand alignment with SBN and a broad level of exposure to - and opportunities to connect with - our regional network. SBN sponsors also benefit from access to our full calendar of programs and events throughout the year and the opportunity to engage in our advocacy efforts.



<ul style="list-style-type: none"> <li>• Opportunity to make remarks at SBN's Annual Meeting</li> <li>• Verbal recognition at all programs and events</li> <li>• Linked logo on the footer of SBN's website</li> <li>• Full page ad space in SBN's Annual Meeting program book</li> <li>• Business name listed in SBN's Annual Meeting program book</li> <li>• Extra-large linked logo in the footer of all SBN's electronic communications</li> <li>• Extra-large logo on slideshow at all programs and events</li> <li>• Access to members-only programming</li> <li>• Member rates for all ticketed programs and events</li> <li>• Opportunity to participate in advocacy efforts</li> <li>• Priority consideration as speaker/panelist for relevant programs</li> </ul>	<ul style="list-style-type: none"> <li>• Verbal recognition at all programs and events</li> <li>• Linked business name on the footer of SBN's website</li> <li>• Half-page ad space in SBN's Annual Meeting program book</li> <li>• Business name listed in SBN's Annual Meeting program book</li> <li>• Large linked logo in the footer of all SBN's electronic communications</li> <li>• Large logo on slideshow at all programs and events</li> <li>• Access to members-only programming</li> <li>• Member rates for all ticketed programs and events</li> <li>• Opportunity to participate in advocacy efforts</li> <li>• Priority consideration as speaker/panelist for relevant programs</li> </ul>	<ul style="list-style-type: none"> <li>• Quarter-page ad space in SBN's Annual Meeting program book</li> <li>• Business name listed in SBN's Annual Meeting program book</li> <li>• Medium linked logo in the footer of all SBN's electronic communications</li> <li>• Medium logo on slideshow at all programs and events</li> <li>• Access to members-only programming</li> <li>• Member rates for all ticketed programs and events</li> <li>• Opportunity to participate in advocacy efforts</li> <li>• Priority consideration as speaker/panelist for relevant programs</li> </ul>	<ul style="list-style-type: none"> <li>• Business name listed in SBN's Annual Meeting program book</li> <li>• Small linked logo in the footer of all SBN's electronic communications</li> <li>• Small logo on slideshow at all programs and events</li> <li>• Access to members-only programming</li> <li>• Member rates for all ticketed programs and events</li> <li>• Opportunity to participate in advocacy efforts</li> <li>• Priority consideration as speaker/panelist for relevant programs</li> </ul>
<p><b>CHAMPION</b> <b>(\$10,000)</b></p>	<p><b>ADVOCATE</b> <b>(\$7,500)</b></p>	<p><b>PARTNER</b> <b>(\$5,000)</b></p>	<p><b>FRIEND</b> <b>(\$2,500)</b></p>

# PROGRAM SERIES SPONSORSHIP



**Showcase your business' commitment to the recovery of our small business community – the backbone of our economy - and to rebuilding our economy with high standards for social and environmental responsibility.**

Developed in response to the tumult of 2020, SBN's Rebuilding with Equity and Climate Resilience series supports Greater Philadelphia's local businesses as they assess what rebuilding and reinventing means for them. Based on the Global Reporting Initiative<sup>1</sup>, this year-long series provides local businesses a strong framework, toolkit, and peer support to stabilize and rebuild while positively contributing to a strong, equitable, and climate-resilient local economy.

By being sponsor of this unique and powerful program series, you demonstrate your company's pledge to support the success of local independent businesses, while benefitting from a broad level of exposure to – and opportunities to connect with - a targeted audience seeking help with rebuilding their business with the triple bottom line. Sponsors also benefit from access to the full series.

<ul style="list-style-type: none"> <li>• Verbal recognition at each program in series</li> <li>• Large linked logo in all pre- and post-program email promotions</li> <li>• Large logo on slideshow displayed at each program in series</li> <li>• 3 complimentary tickets to each program in series</li> </ul>	<ul style="list-style-type: none"> <li>• Medium linked logo in all pre- and post-program email promotions</li> <li>• Medium logo on slideshow displayed at each program in series</li> <li>• 1 complimentary ticket to each program in series</li> </ul>	<ul style="list-style-type: none"> <li>• Small logo on slideshow displayed at each program in series</li> <li>• 1 complimentary ticket to each program in series</li> </ul>
<p><b>ADVOCATE</b> <b>(\$1,500)</b></p>	<p><b>PARTNER</b> <b>(\$1,000)</b></p>	<p><b>FRIEND</b> <b>(\$500)</b></p>



<sup>1</sup>The Global Reporting Initiative (GRI), created in 1997, is an international non-profit that helps organizations be transparent and take responsibility for their economic, environmental, and social performance. By maintaining the world's most comprehensive sustainability reporting standards, GRI creates the global common language for organizations to measure and report their impacts, thereby enabling informed dialogue and decision making around those impacts.

# ANNUAL SPONSORSHIP



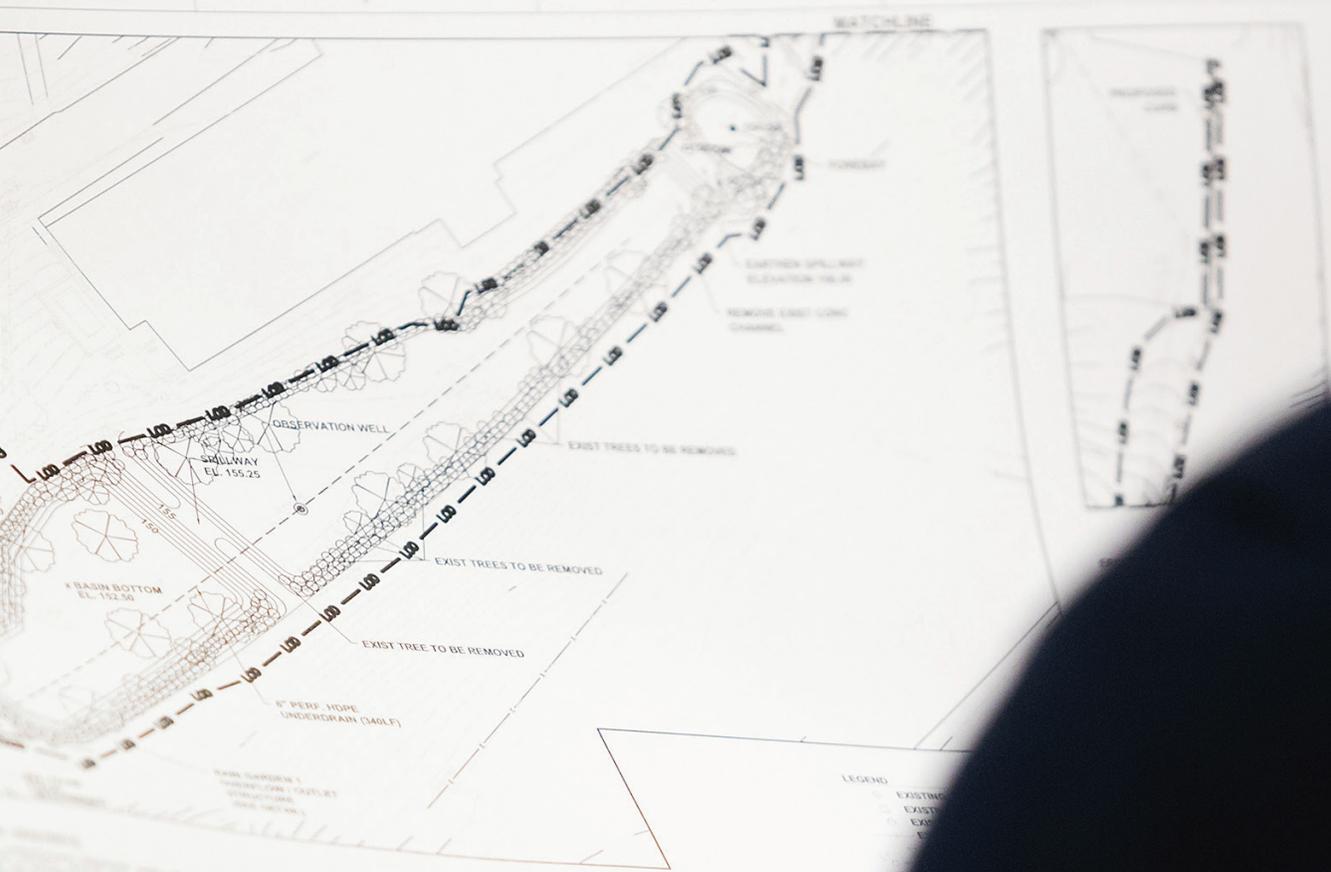
**GSI PARTNERS™**  
REIMAGINING STORMWATER

**Showcase your business' commitment to the growth of the region's green stormwater infrastructure industry and innovation.**

By being an Annual GSI Partners sponsor, you demonstrate your company's pledge to the environmental, social, and economic benefits of a nature-based approach to stormwater management, while benefitting from a broad level of exposure to – and opportunities to connect with – a targeted industry audience. Sponsors of SBN's GSI Partners also benefit from access to GSI Partners' programs and events throughout the year, as well as opportunities to engage in our pro-GSI advocacy efforts.

<p><b>5+</b></p> <p>CORE GSI PARTNERS PROGRAMS AND EVENTS ANNUALLY</p>	<p><b>300</b></p> <p>LOCAL GSI INDUSTRY PROFESSIONALS AND ALLIES ATTEND ANNUALLY</p>	<p><b>1000</b></p> <p>MONTHLY VISITS TO WEBSITE</p>	<p><b>1000</b></p> <p>MAILING LIST SUBSCRIBERS</p>	<p><b>30%</b></p> <p>OWNED BY PEOPLE IDENTIFYING AS WOMEN, PEOPLE OF COLOR, AND/OR LGBTQ+</p>	<p>RELATIONSHIPS WITH LOCAL, STATE, AND FEDERAL ELECTED OFFICIALS AND OTHER DECISION-MAKERS</p>
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<ul style="list-style-type: none"> <li>• Opportunity to make remarks at SBN's Excellence in GSI Awards Ceremony</li> <li>• Verbal recognition at all GSI Partners programs and events</li> <li>• Large linked logo displayed on the footer of GSI Partners website</li> <li>• Full page ad space in Excellence in GSI Awards Ceremony program book</li> <li>• Large linked logo in the footer of all GSI Partners electronic communications</li> <li>• Business name listed in Excellence in GSI Awards Ceremony program book</li> <li>• Large logo on slideshow at all GSI Partners programs and events</li> <li>• Access to members-only GSI Partners programming</li> <li>• Member rates for all ticketed GSI Partners programs and events</li> <li>• Opportunity to participate in GSI Partners advocacy efforts</li> <li>• Priority consideration as speaker/panelist for relevant programs</li> </ul>	<ul style="list-style-type: none"> <li>• Verbal recognition at all GSI Partners programs and events</li> <li>• Small linked logo displayed on the footer of GSI Partners website</li> <li>• Half-page ad space in Excellence in GSI Awards Ceremony program book</li> <li>• Medium linked logo in the footer of all GSI Partners electronic communications</li> <li>• Business name listed in Excellence in GSI Awards Ceremony program book</li> <li>• Medium logo on slideshow at all GSI Partners programs and events</li> <li>• Access to members-only GSI Partners programming</li> <li>• Member rates for all ticketed GSI Partners programs and events</li> <li>• Opportunity to participate in GSI Partners advocacy efforts</li> <li>• Priority consideration as speaker/panelist for relevant programs</li> </ul>	<ul style="list-style-type: none"> <li>• Quarter-page ad space in Excellence in GSI Awards Ceremony program book</li> <li>• Small linked logo in the footer of all GSI Partners electronic communications</li> <li>• Business name listed in Excellence in GSI Awards Ceremony program book</li> <li>• Small logo on slideshow at all GSI Partners programs and events</li> <li>• Access to members-only GSI Partners programming</li> <li>• Member rates for all ticketed GSI Partners programs and events</li> <li>• Opportunity to participate in GSI Partners advocacy efforts</li> <li>• Priority consideration as speaker/panelist for relevant programs</li> </ul>
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**“THE GSI INDUSTRY IS BUILT ON COMMUNITY RELATIONSHIPS AND TRUST. OUR INVOLVEMENT WITH SBN’S GSI PARTNERS HAS UNIQUELY ENABLED US TO FOSTER AND GROW THESE RELATIONSHIPS WHILE ASSISTING THE CITY OF PHILADELPHIA IN ACHIEVING ITS WATER QUALITY GOALS.”**

- ANNUAL GSI PARTNERS SPONSOR





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