

JOIN US!



## ANNUAL

## SPONSORSHIP OPPORTUNITIES

Join us in building a just, green, and thriving  
economy in the Greater Philadelphia region.



The Sustainable Business Network of Greater Philadelphia (SBN) supports local businesses throughout the region through educational programming, community-building opportunities, advocacy, and financing to help values-driven businesses grow and thrive. Since our founding in 2001, SBN remains the region's only membership and advocacy organization serving Greater Philadelphia's independent values-driven business community.

**Becoming an SBN sponsor will make your business visible to thousands within our region's business community. We're eager to help you grow your impact.**

Since 2001, we've positioned thousands of businesses throughout the Greater Philadelphia region for success. Our members represent a wide variety of sectors, service areas, and scales:



# 62%

OF OUR BUSINESSES ARE OWNED BY PEOPLE IDENTIFYING AS WOMEN, PEOPLE OF COLOR, AND/OR LGBTQ+, AMONG OTHER IDENTITIES.



# 73%

OF OUR MEMBER BUSINESSES HAVE BETWEEN 2 AND 100 EMPLOYEES, AND **82%** ARE BUSINESS OWNERS.



THE TOP SIX INDUSTRIES REPRESENTED AMONG OUR MEMBERSHIP ARE: FOOD, GREEN STORMWATER INFRASTRUCTURE, BUSINESS SERVICES, NONPROFIT ENTITIES, RETAIL, AND TEXTILE INDUSTRIES.



WE SERVE MEMBER BUSINESSES THROUGHOUT THE GREATER PHILADELPHIA REGION, WITH **70%** CURRENTLY LOCATED IN PHILADELPHIA COUNTY.

SBN and its partners deliver meaningful programming and community to Greater Philadelphia's independent business community. In 2022, our work generated:

# 20+

PROGRAMS AND EVENTS WITH OVER **500 ATTENDEES** THROUGHOUT THE YEAR.

# 10K+

MONTHLY PAGE VIEWS, TOP PAGES INCLUDE SBN'S JOB BOARD, STORIES VIA OUR BLOG PAGE, AND OUR EVENTS CALENDAR.

# 6K

SUBSCRIBERS IN OUR MAILING LIST.

# 12K+

SOCIAL MEDIA FOLLOWERS ON OUR COMBINED PLATFORMS (FACEBOOK, TWITTER, INSTAGRAM, AND LINKEDIN)

Through our work in four key areas – education and training, community building, advocacy, and financing – SBN empowers the local business community to be change agents in the movement towards equity and climate resilience.

# ANNUAL SPONSORSHIP OPPORTUNITIES AND BENEFITS

Our sponsors are our partners in supporting diverse, independent businesses that are empowered to do well by doing good.

By aligning with SBN, sponsors amplify their dedication to sustainability efforts and corporate citizenship to thousands within our local impact community while gaining a broad level of exposure to—and opportunities to connect with—our vast network.

Through our Sponsorship Opportunities, your organization will gain direct access to potential clients, customers, and collaborators, and the resources and tools needed to further broadcast your message to a highly engaged audience. SBN offers annual sponsorships with tailored benefits, as well as our GSI Partners Sponsorship for entities committed to the growth of the region's green stormwater infrastructure industry and innovation. Event-Based sponsorships are also available with additional promotional benefits that can be secured as a stand-alone or add-on to any sponsorship package.

In 2022, SBN launched its Local Food Systems Initiative, which supports local farms, restaurants, and businesses that reduce waste and strengthen the region's composting sector.

## BENEFITS

SBN provides premier opportunities for sponsors to meet, engage, and promote their businesses, services, and products to our membership and beyond throughout the year. Please see below the following opportunities:

CHAMPION (\$15,000)	ADVOCATE (\$10,000)	PARTNER (\$5,000)	FRIEND (\$2,500)
<ul style="list-style-type: none"> <li>• Opportunity to host an informational webinar or workshop about your products and/or services for SBN's members and our broader business network</li> <li>• Opportunity to make up to 10 minutes of remarks at SBN's Annual Meeting or Holiday Party (date dependent)</li> <li>• Opportunity to develop an Educational Training, Panel Discussion, or Workshop in partnership with SBN, featuring your organization and its employees</li> <li>• Opportunity to sponsor SBN program series sponsorship of Policy Roundtables, Member Open Houses, or Sustainable Walking Tours</li> <li>• Linked large logo recognition on SBN's website</li> <li>• Dedicated sponsored content on SBN's website and in at least four SBN newsletters</li> <li>• Verbal recognition at all programs and events</li> <li>• All base sponsor benefits</li> </ul>	<ul style="list-style-type: none"> <li>• Opportunity to develop an Educational Training, Panel Discussion, or Workshop in partnership with SBN, featuring your organization and its employees</li> <li>• Lead sponsorship of a specific Policy Roundtable, Member Open House, or Sustainable Walking Tour</li> <li>• Linked medium logo recognition on SBN's website</li> <li>• Dedicated sponsored content on SBN's website and in at least two SBN newsletters</li> <li>• Verbal recognition at all programs and events</li> <li>• All base sponsor benefits</li> </ul>	<ul style="list-style-type: none"> <li>• Recognition as a sponsor of a specific Policy Roundtable, Member Open House, or Sustainable Walking Tour</li> <li>• Linked logo recognition on SBN's website</li> <li>• Opportunity to place targeted sponsor content in SBN newsletters as well as event-specific announcement email connected to sponsorship</li> <li>• Verbal recognition at all programs and events</li> <li>• All base sponsor benefits</li> </ul>	<ul style="list-style-type: none"> <li>• Opportunity to place targeted sponsor content in an SBN newsletter</li> <li>• Verbal recognition at all programs and events</li> <li>• All base sponsorship benefits</li> </ul>

*All sponsorships are tax deductible.*







**"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**



# SBN'S GSI PARTNERSHIP ANNUAL SPONSORSHIP OPPORTUNITIES AND BENEFITS

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 benefiting from a broad level of exposure to—and opportunities to connect with—a targeted industry audience.

SBN's GSI Partnership Sponsors benefit from access to GSI Partners' programs and events throughout the year, as well as opportunities to engage in our pro-GSI advocacy efforts. This sponsorship can be a standalone or add-on to SBN's annual sponsorships.

In 2022, SBN hosted 5 GSI Partner Programs and Events with 250+ GSI Industry leaders in attendance.



**GSI PARTNERS™**  
REIMAGINING STORMWATER

<b>5+</b> CORE GSI PARTNERS PROGRAMS AND EVENTS ANNUALLY	<b>250+</b> LOCAL GSI INDUSTRY LEADERS ATTENDED IN 2021	<b>3300</b> ANNUAL WEBSITE VIEWS	<b>1000+</b> MAILING LIST SUBSCRIBERS	<b>44%</b> OWNED BY PEOPLE IDENTIFYING AS WOMEN, PEOPLE OF COLOR, AND/OR LGBTQ+	RELATIONSHIPS WITH LOCAL, STATE, AND FEDERAL ELECTED OFFICIALS AND OTHER GOVERNMENT DECISION-MAKERS
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ADVOCATE (\$5,000)	PARTNER (\$3,500)	FRIEND (\$2,000)
<ul style="list-style-type: none"> <li>• Opportunity to host informational webinar about products and/or services</li> <li>• Verbal recognition at all GSI Partners programs and events</li> <li>• Linked logo displayed on the footer of GSI Partners website</li> <li>• Large linked logo in the footer of all GSI Partners electronic communications</li> <li>• Full-page ad space in Excellence in GSI Awards Ceremony program book</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>• Opportunity to participate in SBN's multiple-employer impact 401k plan</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> <li>• Access to SBN's message board to connect with other businesses in SBN's network</li> </ul>	<ul style="list-style-type: none"> <li>• Linked logo displayed on the footer of GSI Partners website</li> <li>• Medium linked logo in the footer of all GSI Partners electronic communications</li> <li>• Half-page ad space in Excellence in GSI Awards Ceremony program book</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>• Opportunity to participate in SBN's multiple-employer impact 401k plan</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> <li>• Access to SBN's message board to connect with other businesses in SBN's network</li> </ul>	<ul style="list-style-type: none"> <li>• Small linked logo in the footer of all GSI Partners electronic communications</li> <li>• Quarter-page ad space in Excellence in GSI Awards Ceremony program book</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>• Opportunity to participate in SBN's multiple-employer impact 401k plan</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> <li>• Access to SBN's message board to connect with other businesses in SBN's network</li> </ul>

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# EVENT AND PROGRAMS PORTFOLIO

Annual Sponsors have access to our full calendar of programs and events throughout the year, and higher sponsorship levels include specific promotional benefits and opportunities to showcase your organization and its employees.

- **Educational Trainings, Panel Discussions, and Workshops:** SBN's many educational offerings help close the knowledge gap in how to start, sustain, and grow values-based businesses.
- **Policy Roundtables:** SBN convenes with elected officials and policymakers to elevate the voices of local business owners while working to advance policy initiatives.
- **Member Open Houses:** SBN partners with one of its members to showcase their commitment to sustainable practices that they incorporate, while offering a meet and greet for members and non-members alike.
- **Sustainable & Local Neighborhood Tours:** Launched in 2022, these walking tours highlight and promote local, sustainable, values-driven businesses in highly trafficked corridors throughout the region.
- **Member Orientations:** Quarterly orientations for new and existing members that includes a meet-and-greet with exclusive service providers to the SBN network, such as our 401k plan management company.
- **Annual Meeting (February):** Brings together SBN's highly engaged and committed members to celebrate SBN's accomplishments over the past year and to share plans for the year ahead.
- **SBN Holiday Party (December):** Holiday soiree for members and those of our local impact community to gather at the end of the year. This event attracts 150+ attendees per year.

Event-Based Sponsorships provide the widest reach to SBN's vast network of local businesses, entrepreneurs, and members of Greater Philadelphia's local impact economy. Our events attract over 500+ attendees throughout the year, allowing you the opportunity to directly engage with hundreds of new potential clients, collaborators, and audiences that are aligned with your interests. Please see below the following opportunities:

PLATINUM (\$2,500)	BRONZE (\$1,500)	GOLD (\$1,000)	SILVER (\$500)	GREEN (\$250)
<ul style="list-style-type: none"> <li>• At least two verbal acknowledgments as a "platinum level sponsor" throughout the event</li> <li>• Exclusive SBN Gift Package that includes exclusive offers and services from businesses within SBN's membership</li> <li>• Up to five-minute speaking opportunity at the event</li> <li>• Opportunity to participate as an Annual SBN Friend Sponsor</li> <li>• Dedicated sponsored email to all SBN members with direct ad placement of your services in email</li> <li>• Logo featured on SBN event page and in promotional emails</li> <li>• Recognition via all SBN social media channels</li> <li>• Opportunity to submit a raffle item or exclusive lottery item to be given out at the close of the event</li> <li>• Five complimentary tickets to the event (plus opportunity to attend VIP or exclusive cocktail hour before the event starts)</li> </ul>	<ul style="list-style-type: none"> <li>• Acknowledgement as an official bar or food sponsor; includes additional logo signage at the event (exclusive)</li> <li>• 2-to-3-minute speaking opportunity at the event</li> <li>• Logo featured on SBN event page and in promotional emails</li> <li>• Recognition via all SBN social media channels</li> <li>• Opportunity to submit a raffle item or exclusive lottery item to be given out at the close of the event</li> <li>• Four complimentary tickets to the event (plus opportunity to attend VIP or exclusive cocktail hour before the event starts)</li> </ul>	<ul style="list-style-type: none"> <li>• At least two verbal acknowledgments as a sponsor throughout the event</li> <li>• Logo featured on SBN event page and in promotional emails</li> <li>• Recognition via all SBN social media channels</li> <li>• Opportunity to submit a raffle item or exclusive lottery item to be given out at the close of the event</li> <li>• Three complimentary tickets to the event (plus opportunity to attend VIP or exclusive cocktail hour before the event starts)</li> </ul>	<ul style="list-style-type: none"> <li>• One verbal acknowledgment as a sponsor throughout the event</li> <li>• Logo featured on SBN event page and in promotional emails</li> <li>• Recognition via all SBN social media channels</li> <li>• Two complimentary tickets to the event (plus opportunity to attend VIP or exclusive cocktail hour before the event starts)</li> </ul>	<ul style="list-style-type: none"> <li>• Logo featured on SBN event page and promotional emails</li> <li>• Recognition via all Social Media channels</li> <li>• One complimentary ticket to the event (plus opportunity to attend VIP or exclusive cocktail hour before the event starts)</li> </ul>

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## GSI-SPECIFIC PROGRAMMING AND EVENTS

- **Partners Quarterly Meeting:** Where GSI industry professionals come together for peer learning on best management practices and other relevant industry topics, to discuss important industry news and advocacy updates, and to explore business opportunities.
- **Annual Excellence in GSI Awards Ceremony:** The Excellence in GSI Awards Ceremony is the region's only award that celebrates and elevates green stormwater infrastructure projects and innovations, the triple bottom line (TBL) benefits of a nature-based approach to stormwater management, and the partners who bring these projects to life in the Greater Philadelphia Area. Winning applications highlight environmental, social, and economic benefits of a green infrastructure approach to stormwater management.
- **Operations and Maintenance Course:** Annual multi-day course that increases the knowledge of landscape contractors and landcare managers as it relates to public and private GSI operations and maintenance.
- **Ongoing Programming and Networking Opportunities:** SBN offers various programs and networking opportunities for GSI partners throughout the year, often in collaboration with our sponsors – let us know what you have in mind!

## IN-KIND SPONSORSHIPS

Partners can work with us to provide materials needed to make our events successful! We happily accept the following: décor, compostable materials/ utensils used for food and beverage, photography, food, beverage. In exchange for these in-kind sponsorships, partners will have the opportunity to participate in cocktail receptions before the event, and other exclusive opportunities.

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## ALL SPONSORS RECEIVE

- Scaled logo recognition in all program/event communication materials
- Opportunity to participate in SBN's multiple-employer impact 401k plan
- Access to Members-only programming
- Member rates for all ticketed programs and events
- Access to SBN's message board to connect with SBN's network
- Mentions on Social Media posts

**For more information or interest to sponsor this initiative directly, please email SBN's Executive Director, Devi Ramkissoon, at [devi@sbnphiladelphia.org](mailto:devi@sbnphiladelphia.org).**







915 SPRING GARDEN STREET  
SUITE 502  
PHILADELPHIA, PA 19123  
215-922-7400

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INFO@SBNPHILADELPHIA.ORG  
**SBNPHILADELPHIA.ORG**