

Green Economy London

# SPONSORSHIP OPPORTUNITIES

2019-2020



## **e-Newsletters**

250+ Business Contacts  
1,000+ Green Londoners

**2,400+ Social Media Followers**



**30 LEN Events**  
in 2018

**5,000+ Event Attendees**  
for LEN in 2018



# Green Economy London (program of LEN)

## Sponsorship Benefits & Options

Green Economy London is a target-based sustainability program for businesses and organizations in London. We provide resources, expertise, coaching and networking so that businesses can succeed in setting and meeting their sustainability targets. Green Economy London offers an annual event season full of opportunities to share your brand. Event Season Sponsors gain recognition in the promotions of the following events and publications. Sponsors can also choose to sponsor Green Economy London as an organization and achieve even greater recognition.

### Top 3 reasons to sponsor Green Economy London:

1. Opportunity to showcase your organization as a community leader in sustainability.
2. Gain profile and recognition of your organization by local leaders in business, government, academia and non-profit sectors.
3. Achieve real change in London. Join us as we shift expectations and lead the way to a more sustainable economy.

Founding Partner (over 2 years)	<b>\$10,000</b>  Benefits: <ul style="list-style-type: none"> <li>• Entire Event Season - 2 years (Green Economy and LEN)</li> <li>• Online Promotional Materials</li> <li>• Speaking Opportunities and Media Mentions</li> </ul>
Event Season Sponsorship	<b>\$1,000 - \$ 5,000</b>  Benefits: <ul style="list-style-type: none"> <li>• Business Forums (1-2 per year, 75 attendees per session)</li> <li>• Technical Workshops (2-4 per year, 20 attendees per session)</li> <li>• Evening of Recognition ( 1 per year, 150 attendees)</li> </ul>
Evening of Recognition Sponsorship	<b>\$500</b>  Benefits: <ul style="list-style-type: none"> <li>• Logo at Event</li> <li>• Logo on Invitations</li> <li>• Brand Exposure to over 150 Attendees</li> </ul>

### Examples of Recognition



### LIST OF SPONSORS & ORGANIZERS



# Founding Partner

## Exclusive Opportunity

\$10,000

Founding Partners support both Green Economy London and the London Environmental Network (which is the host organization of Green Economy London). Full partners are recognized at all events and on all publications. Founding Partners receive benefits over the first 2 years of the Green Economy London program. The sponsorship amount can be divided over two years.

Green Economy London Events	<ul style="list-style-type: none"><li>• (1-2) Business Forums</li><li>• Evening of Recognition</li><li>• (2-4) Technical Workshops</li><li>• Socials</li></ul>	Green Economy London Publications	<ul style="list-style-type: none"><li>• Annual Report &amp; Website</li><li>• Promotional Flyer</li><li>• Posters for Events (2-4)</li></ul>	LEN Events	<ul style="list-style-type: none"><li>• (6) Member Workshops</li><li>• (6) Green Drinks Networking Events</li><li>• Annual Conference</li><li>• Annual General Membership Meeting</li><li>• (6+) Outreach Booths</li></ul>	LEN Publications	<ul style="list-style-type: none"><li>• Annual Report &amp; Website</li><li>• Promotional Flyer</li><li>• Posters for Events (2-4)</li></ul>
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This is a typical crowd (60-80) at one of the Green Drinks events that the London Environmental Network runs 6 times a year.

Founding Partner would have the opportunity to get in front of hundreds of Londoners who care about the environment from all different sectors.

Your logo and presence would be at every event the London Environmental Network organizes - engaging environmentalists from the business, non-profit, government and grassroots levels. The London Environmental Network has a strong reach across London and your alignment with our brand showcases your environmental commitments to our community.

The Founding Partner level is **only available for the first 2 years** from the launch of the Hub. Limited spots available.

On average your Founding Partner level sponsorship will connect with the following:

- 5,000+ event attendees a year
- Over 2,500 individuals via newsletters and social media for the event a year

FOUNDING PARTNER	
<b>Logo Presentation</b>	✓
<ul style="list-style-type: none"> <li>• Event advertisement</li> <li>• Event signage</li> <li>• Invitations</li> <li>• Online ticket sales</li> </ul>	<ul style="list-style-type: none"> <li>• Event posters</li> <li>• Programs</li> <li>• Outreach booth signage</li> <li>• Website</li> </ul>
<b>Social Media Mentions (over the 2 years)</b>	✓
<ul style="list-style-type: none"> <li>• 2 Facebook Posts</li> <li>• 5 Tweets</li> </ul>	<ul style="list-style-type: none"> <li>• 2 Instagram Posts</li> <li>• 3 Instagram Stories</li> </ul>
<b>Podium Mentions</b>	✓
<ul style="list-style-type: none"> <li>• Evening of Recognition</li> <li>• Annual General Meeting</li> <li>• Annual Conference</li> </ul>	
<b>Speaking Opportunity (once per year)</b>	✓
<b>Event Passes (per year)</b>	5

# Green Economy London

\$1,000-\$5,000

## Entire Event Season Sponsorship Options

Green Economy London hosts a variety of events throughout the year. We will host between 1-2 Business Forums, 2-4 Technical Workshops and one Evening of Recognition. If you choose to sponsor the entire season of events, you will be reaching the following groups:

- Business leaders interested in sustainability
- Consumers interested in eco-friendly organizations
- All levels of government from both elected officials and bureaucrats
- Local media
- General London public engaged in the environment

On average your sponsorship will connect with the following:

- Over 450 event attendees
- Over 1,500 individuals via newsletters and social media

	BRONZE	SILVER	GOLD	PLATINUM
<b>Evening of Recognition (150 attendees)</b>	Small logo on promo materials and slideshow	Small logo on promo materials, slideshow and invitation	Large logo on promo materials, slideshow, invitation and event materials	Largest logo on promo materials, slideshow, invitation and event materials
<b>Verbal Recognition at Events</b>	Evening of Recognition	All Events	All Events	All Events
<b>Newsletter</b>		Mention in a newsletter	Mention in a newsletter	Feature story in newsletter
<b>Website</b>	Text	Small logo	Large Logo	Prominent Logo
<b>Year End Report</b>	Small logo	Small logo	Large Logo	Prominent logo as Platinum Sponsor
<b>Twitter</b>	1 tweet	2 tweet	3 tweet	5 tweet
<b>Event Passes</b>	2	4	6	8
<b>Max. Sponsors</b>	10	7	5	3
<b>Total Contribution</b>	<b>\$1,000</b>	<b>\$2,000</b>	<b>\$3,000</b>	<b>\$5,000</b>



# Green Economy London

## Evening of Recognition Sponsorship

\$500

Interested individuals or businesses can select to sponsor the Evening of Recognition at a Supporting Level.

Green Economy London hosts one large event per year (next is spring 2020). The Evening of Recognition is hosted annually each spring and attracts an average of 150 attendees.

If you choose to sponsor the entire season of events, you will be reaching the following groups:

- Business leaders interested in sustainability
- Consumers interested in eco-friendly organizations
- All levels of government from both elected officials and bureaucrats
- Local media
- General London public engaged in the environment

On average your sponsorship of the Evening of Recognition will connect with the following:

- 150 event attendees
- Over 500 individuals via newsletters and social media for the event

SUPPORTER	
Event Visuals	Small logo on promo materials and slideshow
Website Event Page	Text
Twitter	1 tweet
Event Passes	1
Max Sponsors at this Level	10
Total Contribution	\$500

Interested in any of the above-outlined sponsorship opportunities?  
Connect with our Hub Manager, Marianne Griffith, at  
[greenecommy@londonenvironment.net](mailto:greenecommy@londonenvironment.net) or 226-977-1139

We would love to have you **become part of the movement.**