

Greening of the Campus IX:
Building Pedagogy

*Sponsorship
Information*

*March 18 – 21, 2012
Muncie, Indiana*

Conference Overview

Greening of the Campus IX: Building Pedagogy

Presented by: Ball State University

March 18-21, 2012
Ball State University
Muncie, Indiana

Greening of the Campus IX: Building Pedagogy is an interdisciplinary conference that allows people representing diverse areas in university communities to share information on environmental issues. For sponsors, the conference is an opportunity to interact with key customers and prospects in this important market place.

As a sponsor of Greening of the Campus IX, you will have the opportunity to leverage the legacy of this conference series which dates to 1996. You will have access to key decision makers. The conference gives you a unique opportunity to share your effective ideas with every sector of campus. Connect and spend time with:

- senior administrators
- facility officers at four-year and two-year institutions
- faculty and students
- staff
- NGO directors
- environmental and energy-related government agencies
- advocates and decision-makers
- other sustainability providers

"Greening" directly influences every aspect of human culture—economic, political, technical, philosophical and cognitive practices in a complex interweaving of ideas and actions. Management of environmental resources on college and university campuses can have long-term effects on the institutions themselves and provide a vital link bridging current community needs with future visions. These areas range from the practical day-to-day management of the physical plant to "green" curriculum development and "green" utilization of campus resources. Join us to position your company or organization as an advocate for sustainability in higher education (and beyond). Your sponsorship is tax-deductible.

Attendee Information

Greening of the Campus IX: Building Pedagogy

Presented by: Ball State University

March 18-21, 2012
Ball State University
Muncie, Indiana

Who will attend: Greening of the Campus is a place where both public and private sectors come together. More 350 attendees are expected during the two-and-one-half days of the Greening of the Campus IX event including:

- Deans and Department Chairpersons
- Senior Campus Administrators and Facility Officers
- Administrators of System Offices
- NGO Directors
- Environmental and Energy-related Government Agencies
- Institutional and Business Sustainability Officers and Managers
- Business Managers and Owners
- Builders and Contractors
- Construction Project Managers
- Architects and Designers
- Consultants
- Campus Faculty
- Students

On Monday and Tuesday evenings, talks will be open to the public providing opportunities to reach additional sustainability leaders and practitioners from the community.

Throughout the event, key campus sustainability factors from The Sustainability Tracking Assessment and Rating System (STARS) will be addressed. Ball State University participated in the development of this tool as a pilot study school and is now a charter member of the Consortium for North American Higher Education Collaboration, a national public reporting system.

- Buildings
- Dining services
- Energy
- Grounds
- Transportation
- Waste
- Water
- Public Engagement
- Curriculum
- Investment

Sponsor Benefits

Greening of the Campus IX: Building Pedagogy

Presented by: Ball State University

March 18-21, 2012
Ball State University
Muncie, Indiana

Platinum Sponsor **\$15,000 (1 available)**

- Company featured in all conference promotions
- Four (4) Complimentary registrations for conference
- Dedicated news release announcing sponsorship and inclusion in media activities
- Participate in Welcome and introduction of general session
- Verbal recognition during welcoming address and closing address
- Logo projection at high traffic locations
- Primary placement of logo on conference signage
- Logo on sponsor acknowledgement signage
- Tabletop signage at meals
- Full-page advertisement on inside front cover of Conference Program
- Special acknowledgement in Conference Program
- Logo on Greening of the Campus web site with link to your web site
- Acknowledgement in event bulletin e-mail blasts
- Post-event attendee registration e-mailing list
- 10' x 10' Exhibit space *

Gold Sponsor **\$7,500 (2 available)**

- Company featured in all conference promotions
- Three (3) Complimentary registrations for conference
- Inclusion in press releases and media activities
- Opportunity to introduce speaker
- Logo projection at high traffic locations
- Prominent placement of logo on conference signage
- Full-page advertisement in Conference Program
- Special acknowledgement in Conference Program
- Logo on Greening of the Campus web site with link to your web site
- Acknowledgement in event bulletin e-mail blasts
- Post-event attendee registration e-mailing list
- 10' x 10' Exhibit space *

Silver Sponsor **\$5,000 (3 available)**

- Company featured in all conference promotions
- Two (2) Complimentary registrations for conference
- Inclusion in press releases and media activities
- Opportunity to introduce speaker
- Logo on conference signage
- Half-page advertisement in Conference Program
- Special acknowledgement in Conference Program
- Logo on Greening of the Campus web site with link to your web site
- Acknowledgement in event bulletin e-mail blasts
- Post-event attendee registration e-mailing list
- 10' x 10' Exhibit space *

Bronze Sponsor **\$2,500 (4 available)**

- Company featured in all conference promotions
- One (1) Complimentary registration for conference
- Inclusion in press releases and media activities
- Logo on conference signage
- Quarter-page advertisement in Conference Program
- Special acknowledgement in Conference Program
- Logo on Greening of the Campus web site with link to your web site
- Acknowledgement in event bulletin e-mail blasts
- 10' x 10' Exhibit space *

* Limited number of exhibit spaces available.

Sponsor Benefits

Greening of the Campus IX: Building Pedagogy

Presented by: Ball State University

March 18-21, 2012
Ball State University
Muncie, Indiana

Underwriter of Keynote Speaker **\$5,000 (6 available)**

- Company featured in all conference promotions
- Two (2) Complimentary registrations for conference
- Inclusion in press releases and media activities
- Introduce the sponsored speaker
- Signage with logo or company name on podium
- Special acknowledgement in Conference Program
- Logo on Greening of the Campus web site with link to your web site
- Acknowledgement in event bulletin e-mail blasts
- Post-event attendee registration e-mailing list

Continental Breakfast **\$2,500 (3 available)**

- One (1) Complimentary registration for conference
- Inclusion in press releases and media activities
- Exclusive signage in room during breakfast
- Special acknowledgement in Conference Program
- Logo on Greening of the Campus web site with link to your web site
- Acknowledgement in event bulletin e-mail blasts

Networking Break in Exhibit Area **\$1,500 (5 available)**

- Inclusion in press releases and media activities
- Exclusive signage in room during break
- Special acknowledgement in Conference Program
- Logo on Greening of the Campus web site with link to your web site
- Acknowledgement in event bulletin e-mail blasts

Welcome Reception (not in conference building) **\$5,000 (1 available)**

- Company featured in all conference promotions
- Two (2) Complimentary registrations for conference
- Acknowledge underwriter in the welcome
- Inclusion in press releases and media activities
- Exclusive signage in room during Welcome Reception
- Special acknowledgement in Conference Program
- Logo on Greening of the Campus web site with link to your web site
- Acknowledgement in event bulletin e-mail blasts
- Post-event attendee registration e-mailing list

Sponsor Benefits

Greening of the Campus IX: Building Pedagogy

Presented by: Ball State University

March 18-21, 2012
Ball State University
Muncie, Indiana

Underwriter of Full Conference Student Scholarships

**\$600 for 4 students
(no limit)**

- Acknowledgement on student nametags
- Special acknowledgement in Conference Program
- Logo on Greening of the Campus web site with link to your web site
- Acknowledgement in event bulletin e-mail blasts

Underwriter of Name Badge Lanyards **\$2,000 (1 available)**

- Logo on name badge lanyards
- Special acknowledgement in Conference Program
- Logo on Greening of the Campus web site with link to your web site
- Acknowledgement in event bulletin e-mail blasts

Underwriter of Conference Proceedings Flash Drives **\$3,000 (1 available)**

- Company logo on flash drives
- One (1) flash drive provided to each attendee
- Company featured in all conference promotions
- One (1) Complimentary registration for conference
- Inclusion in press releases and media activities
- Special acknowledgement in Conference Program
- Logo on Greening of the Campus web site with link to your web site
- Acknowledgement in event bulletin e-mail blasts

Underwriter of Climate Offsets **\$7,500 (1 available)**

- Company featured in all conference promotions
- Two (2) Complimentary registrations for conference
- Inclusion in press releases and media activities
- Logo projection at high traffic locations
- Exclusive signage for climate offset sponsorship
- Full-page advertisement in Conference Program
- Special acknowledgement in Conference Program
- Logo on Greening of the Campus web site with link to your web site
- Acknowledgement in event bulletin e-mail blasts
- Post-event attendee registration e-mailing list
- 10' x 10' Exhibit space *

Conference Overview

Greening of the Campus IX: Building Pedagogy

Presented by: Ball State University

March 18-21, 2012

Ball State University

Muncie, Indiana

Yes, I'm interested.

Please contact me concerning the following sponsorship opportunity:

Name

Title

Organization

Address

City State Zip

Phone

Email

Fill out this form and:

- Scan and email to Charles Colley at ccolley@a5inc.com

- Or, mail to:

Peggy Weis

Ball State University / GOC IX

Center for Energy Research / Education / Service

2000 University Avenue

AB-018

Muncie IN 47306-0170

Sponsor Fees

Platinum Sponsor	\$15,000
Gold Sponsor	\$7,500
Silver Sponsor	\$5,000
Bronze Sponsor	\$2,500
Underwriter of Keynote Speaker	\$5,000
Continental Breakfast	\$2,500
Networking Break	\$1,500
Welcome Reception	\$5,000
Underwriter of Student Scholarships	\$600 for four students
Underwriter of Name Badge Lanyards	\$2,000
Underwriter of Conference Proceedings Flash Drives	\$3,000
Underwriter of Climate Offsets	\$7,500