

Photo courtesy of RoyOMartin



## SPONSORSHIP OPPORTUNITIES

DESIGN & BUILD with FSC  
GREENBUILD 2014  
Oct 20-22, New Orleans, LA

This October, the U.S. Green Building Council's Greenbuild International Conference & Expo convenes the largest gathering of green building movement leaders to define what the future will look like in cities and towns around the world. For the Forest Stewardship Council there is no more important event than Greenbuild because the certified wood credit in LEED has been among the most transformative drivers in the history of forest conservation.

With Greenbuild being held in New Orleans on October 22-24 this year, the event will offer an excellent opportunity to engage leaders in a region home to the greatest expanse of working US forests, the American Southeast.

Greenbuild is the finest sponsorship opportunity with FSC in the U.S. FSC's prominent presence on the Expo Floor, which was attended by over 25,000 attendees and 2,000 exhibitors in 2013, our high-profile annual *10<sup>th</sup> Annual Design & Build with FSC Awards Ceremony* which will be co-hosted this year with the Green Sports Alliance, the New Orleans Saints and Pelicans, and the sponsorship benefits –outlined on the following pages – make this a remarkable opportunity.

For our *10<sup>th</sup> Annual Design and Build Awards*, we will host the ceremony at the magnificent Benson Tower, the first LEED-certified, high-rise office tower in New Orleans and the home of the New Orleans Saints and Pelicans. The building is located directly across the street from the Mercedes-Benz Superdome, where the Saints play. The building is a key fixture in the efforts to revitalize downtown New Orleans post-Katrina.

If you are interested in becoming a sponsor, would like to discuss how sponsorship can best serve your organization, or if you have questions please do not hesitate to contact: Amelia Harris, Project Manager, at [a.harris@us.fsc.org](mailto:a.harris@us.fsc.org), 1-612-353-4511.



*The view from Benson Tower in New Orleans: Headquarters of the New Orleans Pelicans and New Orleans Saints, and the first LEED-certified, high-rise commercial office tower in New Orleans.*

**We would love to work with you. Thank you.**

Photo courtesy of Roy O Martin



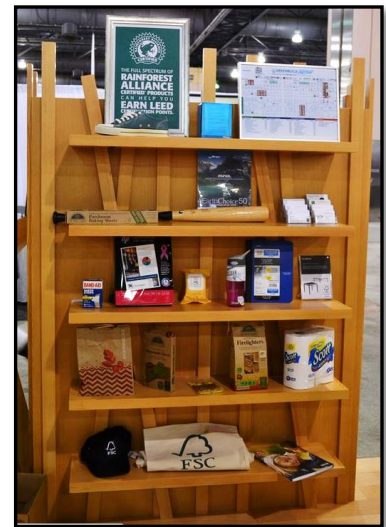
## DESIGN & BUILD with FSC GREENBUILD 2014 FSC ACTIVITIES

Because the green building community is one of the FSC's strongest growth markets, and because the American Southeast is an area of such great potential, we are investing significant resources into our presence at Greenbuild 2014 in New Orleans, all toward the intent of creating new business connections for our sponsors and broader community.

### DESIGN & BUILD WITH FSC MARQUEE

Centrally located in the Wood Pavilion of the Greenbuild Expo, the 400 square foot *Design & Build with FSC* Marquee will be a gathering place for the FSC community at a crossroads on the Expo floor, framing one end of the Wood Pavilion. The following programming will help elevate the presence of the FSC Marquee at the Expo:

- DIRECT ACCESS to key business, social and environmental leaders will provide ongoing opportunities for attendees to engage our partners.
- SPONSORS can staff the Marquee to engage potential customers.
- RAFFLE DRAWINGS at both the Awards Ceremony and after the Expo will encourage attendees to scan their badges, providing sponsors with full contact information.
- PRODUCT GIVEAWAYS will raise the profile of the FSC Marquee.



### DESIGN & BUILD WITH FSC AWARDS CEREMONY

FSC has one major awards ceremony each year, the *Design & Build with FSC* Awards held during Greenbuild. Attended by hundreds of event participants, the awards ceremony is a great opportunity to network with leaders in the green building community in an informal setting.

Past recipients include the Phipps Conservatory's Center for Sustainable Landscapes in Pittsburgh, which utilized 100% FSC-certified new wood in the LEED certified building and Desert Rain House in Oregon, which recently became Living Building Certified.

In 2013, more than 200 people attended the awards reception, which one past award recipient called the "Oscars of Sustainability." For Greenbuild 2014, FSC is building an exciting array of partnerships and promotions to make sure we play a prominent role throughout the event. Whether you're interested in closing deals or enhancing your brand, we have a range of opportunities to meet your needs. We hope you will join us for this landmark event.



## DESIGN & BUILD with FSC GREENBUILD 2014 SPONSORSHIP BENEFITS

### PLATINUM - \$35,000 (1 available)

#### **Greenbuild International Expo**

- Exclusive logo recognition on the banner hanging above the *Design & Build with FSC Marquee* on the Greenbuild Expo floor.
- Opportunity to staff the *Design & Build with FSC Marquee* during the 2014 Greenbuild Expo, including product demonstrations and giveaways.
- Top logo recognition on FSC Greenbuild materials, including posters, postcards, and handouts.
- Top logo recognition in the *Design & Build with FSC Marquee* during the 2014 Greenbuild International Expo.
- 15 exhibit hall passes
- A spreadsheet of all leads from scanned badges.

#### **Awards Ceremony**

- Opportunity to welcome guests from the podium at the *Design & Build with FSC Awards Ceremony*.
- Top logo recognition on stage at the *Awards Ceremony*.
- Logo recognition on signage and materials for the *Awards Ceremony*.

#### **Media Outreach**

- Quote from company executive in the Greenbuild press release issued by FSC in PR Newswire.
- Top logo recognition in the FSC-US e-newsletter sent in August, September, and October 2014, which is distributed to 18,000 people.
- Opportunity to develop a co-signed column with Corey Brinkema from FSC-US on a mutually agreed upon topic, for submission to an online CSR publication (e.g. *Environmental Leader*).
- Sponsor profile in one month's edition of the FSC e-newsletter.
- Top logo recognition on [www.fsc.org](http://www.fsc.org) homepage through December 2014.
- Sponsor name mention in all FSC media outreach related to Greenbuild 2014.

#### **Business Development**

- Facilitation of at least two high-level business, association or NGO partnerships over the course of the coming year.
- Customized staff training on optimizing FSC B2B and/or B2C marketing.

## DESIGN & BUILD with FSC GREENBUILD 2014 SPONSORSHIP BENEFITS, Continued

### Gold Sponsors – Three total / \$15,000 each

#### **Greenbuild International Expo**

- Logo recognition in the *Design & Build with FSC Marquee* during the 2014 Greenbuild International Expo
- Opportunity to staff the *Design & Build with FSC Marquee* during the 2014 Greenbuild Expo with one person, including product demonstrations and/or giveaways
- Logo recognition on FSC Greenbuild materials, including posters, postcards, and handouts
- 8 exhibit hall passes
- A spreadsheet of all leads from scanned badges

#### ***Design & Build with FSC Awards Ceremony***

- Logo recognition on stage at the *Design & Build with FSC Awards Ceremony*
- Logo recognition on signage and materials for the *Design & Build with FSC Awards Ceremony*.
- Thank you by FSC leadership during the awards presentation

#### **Media Outreach**

- Logo recognition in the FSC-US e-newsletter sent in August, September, and October 2014, which are distributed to 18,000+ people
- Sponsor profile in one month's edition of the FSC-US e-newsletter
- Logo recognition on [www.fsc.org](http://www.fsc.org) homepage through November 2014
- Sponsor name included in all FSC media outreach related to Greenbuild 2014, including in the Greenbuild press release issued by FSC in PR Newswire.

#### **Business Development**

- Facilitation of at least two high-level business, association or NGO partnerships over the course of the coming year.
- Customized staff training on optimizing FSC B2B and/or B2C marketing.

### Silver Sponsors – Eight total / \$5,000 each

#### **Greenbuild International Expo**

- Logo recognition in the *Design & Build with FSC Marquee* during the 2014 Greenbuild International Expo
- Opportunity to have 1 staff at the *Design & Build with FSC Marquee* during the 2014 Greenbuild Expo
- Name recognition on FSC Greenbuild materials, including posters, postcards, and handouts
- 4 exhibit hall passes
- A spreadsheet of all leads from scanned badges

#### ***Design & Build with FSC Awards Ceremony***

- Logo recognition on stage at the *Design & Build with FSC Awards Ceremony*
- Name recognition on signage and materials for the *Design & Build with FSC Awards Ceremony*.

#### **Media Outreach**

- Name recognition in FSC-US e-newsletters sent in August, September, and October 2014, which is distributed to 18,000+ people
- Logo recognition on [www.fsc.org](http://www.fsc.org) homepage through November 2014

#### **Business Development**

- Customized staff training on optimizing FSC B2B and/or B2C marketing

## DESIGN & BUILD with FSC GREENBUILD 2014 SPONSORSHIP BENEFITS, Continued

### **\*NEW\* Booth Design Sponsorship- \$5,000 value (can be done in kind; 1 available)**

#### **Greenbuild International Expo**

- **Your design implemented in on the expo floor in our *Design & Build with FSC Marquee***
- Logo recognition in the *Design & Build with FSC Marquee* during the 2014 Greenbuild International Expo
- Opportunity to staff the *Design & Build with FSC Marquee* during the 2014 Greenbuild Expo with one person
- Name recognition on FSC Greenbuild materials, including posters, postcards, and handouts
- 4 exhibit hall passes
- A spreadsheet of all leads from scanned badges

#### ***Design & Build with FSC Awards Ceremony***

- Logo recognition on stage at the *Design & Build with FSC Awards Ceremony*
- Name recognition on signage and materials for the *Design & Build with FSC Awards Ceremony*.

#### **Media Outreach**

- Name recognition in FSC-US e-newsletters sent in August, September, and October 2014, which is distributed to 18,000+ people
- Logo recognition on [www.fsc.org](http://www.fsc.org) homepage through November 2014

### **\*NEW\* Materials Sponsorship- \$5,000 value (can be done in kind; 1 available)**

#### **Greenbuild International Expo**

- **Your FSC-certified products used as materials for the *Design & Build with FSC Marquee* construction.**
- Logo recognition in the *Design & Build with FSC Marquee* during the 2014 Greenbuild International Expo
- Opportunity to staff the *Design & Build with FSC Marquee* during the 2014 Greenbuild Expo with one person
- Name recognition on FSC Greenbuild materials, including posters, postcards, and handouts
- 4 exhibit hall passes
- A spreadsheet of all leads from scanned badges

#### ***Design & Build with FSC Awards Ceremony***

- Logo recognition on stage at the *Design & Build with FSC Awards Ceremony*
- Name recognition on signage and materials for the *Design & Build with FSC Awards Ceremony*.

#### **Media Outreach**

- Name recognition in FSC-US e-newsletters sent in August, September, and October 2014, which is distributed to 18,000+ people
- Logo recognition on [www.fsc.org](http://www.fsc.org) homepage through November 2014



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## **DESIGN & BUILD with FSC**

### **GREENBUILD 2014**

October 22-24, 2014 – New Orleans

The U.S. Green Building Council's Greenbuild International Conference & Expo convenes the industry's largest gathering of representatives from all sectors of the green building movement. Three days of extensive educational programming, workshops, a vast exhibition floor and ample networking events provide unrivaled opportunities to learn about the latest technological innovations, explore new products, and exchange ideas with other professionals.

Greenbuild includes over 100 educational sessions featuring world-renowned speakers, LEED workshops, off-site educational sessions, and tours of local green building sites. Past speakers have included Former Secretary of State Hillary Clinton, Archbishop Desmond Tutu, General Colin Powell, Paul Hawken, and Twitter Co-Founder Biz Stone.

The 2014 show will be held New Orleans 22-24 at the Ernest N. Morial Convention Center, on the riverfront in downtown New Orleans.

At Greenbuild, leaders define what the future will look like in cities and towns around the world. Greenbuild attracts professionals and thought leaders from all aspects of the building industry: Architects, building owners, code officials, contractors, developers, educators, engineers, facility managers, financial service providers, government agencies, green power providers, home builders, interior designers, landscape architects, nonprofit organizations, product manufacturers, schools, universities, students, and urban planners.

With the world's largest expo hall devoted to green building, Greenbuild 2014 is the place to go to learn how to grow your business. This year's expo hall will showcase the latest in innovative products and services.

In 2013, Greenbuild attracted more than 25,000 attendees and nearly 2,000 exhibitors from 128 countries.