



A Second Nature Initiative

# ADVANCING GREEN BUILDING IN HIGHER EDUCATION PROGRAM



## Program Sponsorship Opportunities

The **Advancing Green Building in Higher Education Initiative** at Second Nature is building the capacity of under-resourced higher education institutions to build green on their campuses. The many benefits of campus green building include: combating climate change, increasing opportunities for sustainability-related education, and reducing operational costs.

Second Nature is seeking sponsorships from businesses that share the goal of sustainability and wish to promote green building practice among colleges and universities. Sponsorships support the Advancing Green Building Program and are valid for one year.

### The Advancing Green Building in Higher Education Program

With funding provided by **The Kresge Foundation** and corporate sponsors, Second Nature's Advancing Green Building Program:

- Assists under-resourced institutions, including many minority-serving institutions, community and technical colleges, small inner city or rural institutions, and public universities across the United States in pursuing climate neutrality via significant reduction of their institutional greenhouse gas emissions.
- Aims to make green building at colleges and universities “business as usual,” while trying to level the playing field for all institutions of higher education to access funding and technical resources for green building.

**Second Nature, Inc.** ([www.secondnature.org](http://www.secondnature.org)) is a Boston-based nonprofit organization that works to accelerate movement towards a sustainable future by helping senior college and university leaders in making sustainability the foundation of all learning and practice in higher education.

Contact: Ilana Schoenfeld | [ischoenfeld@secondnature.org](mailto:ischoenfeld@secondnature.org) | 617-722-0036

Advancing Green Building in Higher Education | A Second Nature Initiative | 18 Tremont Street, Suite 308 | Boston, MA 02108 | [www.secondnature.org](http://www.secondnature.org)

# Sponsorship Opportunities

## PLATINUM

**\$25,000 Per Year**

- Opportunity to advertise to institutions interested in green building services or products (e.g. discounts, free assessments, etc.) through a **prominent advertisement on a first-tier link** (e.g. Expertise page, Resources page) from the Campus Green Builder web portal, with a reciprocal link to your website – one placement for one year
- Listing on the Campus Green Builder web portal **For Sponsors page**, with a reciprocal link to your website
- Use of the Advancing Green Building logo online and in company literature, in accordance with Second Nature's logo use guidelines
- Option to offer up to **one online webinar per year** to our audiences on a topic in which you have expertise and that is relevant to under-resourced schools building green\*
- Invitation (free registration) for **one representative** to participate in the 2010 AASHE Conference (October 10- 12, 2010 in Denver, CO)
- Invitation (free registration) for **one representative** to participate in the annual American College & University Presidents' Climate Commitment Climate Leadership Summit (October 12-13, 2010 in Denver, CO)
- Option to allocate your sponsorship dollars to any of the specific program initiative(s) you'd like to support (see "Program Initiatives" below for **customized sponsorship options**)
- **Company name, logo and description** (up to 40 words) in promotional materials, both print and online where applicable, for the specific program initiative(s) (fellowships, etc.) that you support
- Invitation for a company representative to meet in-person with the Kresge Fellows at a green building conference that they are attending as part of their fellowship – a valuable **photo and networking opportunity** (sponsor is responsible for their own travel expenses)

## GOLD

**\$15,000 Per Year**

- Opportunity to advertise to institutions interested in green building services or products (e.g. discounts, free assessments, etc.) through a **prominent advertisement on a first-tier link** (e.g. Expertise page, Resources page) from the Campus Green Builder web portal, with a reciprocal link to your website – one placement for one year
- Listing on the Campus Green Builder web portal **For Sponsors page**, with a reciprocal link to your website
- Use of the Advancing Green Building logo online and in company literature, in accordance with Second Nature's logo use guidelines
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## SILVER

**\$7,500 Per Year**

- Opportunity to advertise to institutions interested in green building services or products (e.g. discounts, free assessments, etc.) through a **prominent advertisement on a first-tier link** (e.g. Expertise page, Resources page) from the Campus Green Builder web portal, with a reciprocal link to your website – one placement for one year
- Listing on the Campus Green Builder web portal **For Sponsors page**, with a reciprocal link to your website
- Use of the Advancing Green Building logo online and in company literature, in accordance with Second Nature's logo use guidelines

## Sponsorship Opportunities (cont.)

### SILVER (cont.)

- Option to allocate your sponsorship dollars to any of the specific program initiative(s) you'd like to support (see "Program Initiatives" below for **customized sponsorship options**)
- **Company name, logo and description** (up to 40 words) in promotional materials, both print and online where applicable, for the specific program initiative(s) (fellowships, etc.) that you support

### CERTIFIED

**\$2,500 Per Year**

- Listing on the Campus Green Builder web portal **For Sponsors page**, with a reciprocal link to your website
- Use of the Advancing Green Building logo online and in company literature, in accordance with Second Nature's logo use guidelines
- Option to allocate your sponsorship dollars to any of the specific program initiative(s) you'd like to support (see "Program Initiatives" below for **customized sponsorship options**)
- **Company name, logo and description** (up to 40 words) in promotional materials, both print and online where applicable, for the specific program initiative(s) (fellowships, etc.) that you support

## Program Initiatives

### Kresge Fellowships

The Kresge fellowships assist college and university senior managers in acquiring the skills and technical information they need to be effective champions for green building at their institutions. College and university campus planners, facilities directors, and vice presidents of finance or business are eligible candidates for the fellowships. As Fellows, they participate in learning and networking opportunities with their peers and industry experts. Funding is provided to Fellows for attendance to a national green building related conference.

- Sponsor fellowships @ **\$2500** per institution
- Sponsor networking reception or dinner for Fellows @ **\$1250** per event

### Technical Assistance Grants for Schools and their Building Professionals

We are providing educational and awareness-building activities for building contractors who work closely with the under-resourced higher education institutions. Technical assistance grants are awarded to schools that designate one building professional to receive green building training.

- Sponsor technical assistance grants @ **\$2500** per institution

### Campus Green Builder Web Portal

The Campus Green Builder ([www.campusgreenbuilder.org](http://www.campusgreenbuilder.org)) on-line portal provides a one-stop resource on campus green building that is free and accessible to all higher education institutions. The Campus Green Builder features case studies of green building at under-resourced schools; the most current news and events relating to campus green building; hundreds of links to financial, technical, and educational resources; and access to on-line campus green building communities.

- Sponsor new comprehensive case studies @ **\$2500** per case study
- Sponsor regular maintenance, moderation, and updates to site for one year @ **\$7500**

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# Sponsorship Opportunities: At a Glance

Benefits	Platinum	Gold	Silver	Certified
Free registration for one to 2010 AASHE Conference (October 10-12, 2010 in Denver, CO)	▲			
In-person Meeting with Kresge Fellows from under-resourced schools at green building conference	▲			
Free registration for one to ACUPCC Climate Leadership Summit (October 12-13, 2010 in Denver, CO)	▲	▲		
Offer online webinar* on expert topic relevant to under-resourced schools building green (1 per year)	▲	▲		
Advertise an offer on Campus Green Builder web portal, with reciprocal link to your website (1 per year)	▲	▲	▲	
Listing on Campus Green Builder web portal "For Sponsors" page with reciprocal link to your website	▲	▲	▲	▲
Use of Advancing Green Building logo (in accordance with logo use guidelines)	▲	▲	▲	▲
Option to customize your sponsorship to support specific program initiatives	▲	▲	▲	▲
Inclusion of company description in promotional materials for program activity that you support	▲	▲	▲	▲

\*The webinars will be screened in advance by Second Nature staff to ensure that they are educational in nature rather than self-promotional, and will then be promoted by Second Nature to higher education institutions.

## Contact Us

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