

viridiant event sponsorships

Spring Events | April 19-21, 2018
www.viridiant.org/sponsor2018

SPONSOR OFFERINGS

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viridiant
together,
we can build
sustainability

In April, Viridiant will host a weekend-long celebration of building science and sustainability with numerous sponsorship and marketing opportunities for our friends and supporters.

Maximize your sponsorship, receive top benefits, and reach a variety of audiences by supporting all 3 events as a Sustainable Weekend Sponsor.

- SUSTAINABLE WEEKEND | \$17,500**
- Sponsor logo featured in event signage, event presentations, programs, registrations, etc
 - Recognition & speaking opportunity
 - Sponsor content featured in one email; sponsor logo & link to website included in all promotional emails
 - Co-branded radio advertisement
 - Co-branded banner advertisement
 - Spread in bus tour guidebook
 - Six social media event promotions including logo and/or link to sponsor website or profile
 - Table at SLA reception, one Bus Tour stop, 5K registration, and Richmond Earth Day Festival
 - 10 complimentary weekend passes

SUSTAINABLE LEADERSHIP AWARDS

On Thursday, April 19th, Viridiant will host its 9th annual Sustainable Leadership Awards ceremony and reception recognizing our region's premiere building professionals. The event is an opportunity to network, mark our industry's collective growth, and recognize the region's leaders in high performance housing including developers, builders, architects, government officials and other industry professionals.

VIRIDIANT.ORG/SPONSOR2018

Contact us to confirm your sponsorship or discuss offerings:

Stuart Nuckols
stuart.nuckols@viridiant.org
(804) 212-1943

RVA SUSTAINABLE HOMES BUS TOUR	BUS	LUNCH	HOME	PROMOTING
Cost	\$5,000	\$3,000	\$1,000	\$500
BENEFITS				
Bus tour passes	8	6	4	2
Logo on event registration	Yes	Yes	Yes	Yes
Additional logo placement	Bus Signage	Lunch Signage	Home Signage	No
Speaking opportunities	2	1	No	No
Social media feature	3	2	1	1
Bus tour guidebook*	Full Page	Half Page	Quarter Page	Logo Included

*Bus tour guidebook advertising space can also be purchased separately for \$250/quarter page

RICHMOND EARTH DAY 5K RACE WITHOUT A TRACE	PRESENTING*	PREMIUM	T-SHIRT	SHUTTLE OR BOOTH	WATER	PROMOTING	MILE MARKER
Cost	\$5,000	\$2,500	\$2,000	\$1,000	\$500	\$300	\$250
BENEFITS							
Race passes	6	5	4	3	2	1	1
Special recognition	Yes	Yes	Yes	Yes	Yes	Yes	Yes
Speaking opportunity	Yes	No	No	No	No	No	No
Booth	Yes	Yes	Yes	Yes	No	No	No
Social media feature	6	5	4	3	2	1	0
LOGO PLACEMENT							
Promotional signage	Yes	Yes	Yes	Yes	Yes	Yes	No
T-shirts	Yes	Yes	Yes	Yes	No	No	No
Press releases	Yes	Yes	Yes	No	No	No	No
Registration	Yes	Yes	No	No	No	No	No
Promotional emails	Yes	No	No	No	No	No	No
Mile marker	No	No	No	No	No	No	Yes

*Only one presenting sponsor available, will have exclusive name rights.

RVA SUSTAINABLE HOMES BUS TOUR

On Friday, April 20th, Viridiant will lead our inaugural RVA Sustainable Homes Bus Tour. Passengers will tour EarthCraft certified homes and developments in the Richmond area.

RICHMOND EARTH DAY 5K RACE WITHOUT A TRACE

On Saturday, April 21st, Viridiant will put on the 6th annual Earth Day 5K Race Without a Trace, hosted in conjunction with the Richmond Earth Day Festival. Race participants will walk, run, or stroll along the Virginia Capital Trail and see the beauty of the James River. The race name says it all – our goal is to combine one of the city's most environmentally friendly races with the most fun possible. Sponsorship provides the opportunity to promote your business not only to 100+ 5K runners and volunteers, but also to 6,000+ festival attendees. Race sponsors with a booth will have table space near the race check-in.

ADDITIONAL INFORMATION

- Supporting Sponsor:** Provide a donation of goods or services in exchange for varying levels of race passes, logo placement, special recognition, and social media features.
- Media Partner:** Promote the event through television, radio, online media outlet, or print. In exchange for promotion, the Media Partner would receive varying levels of race passes, logo placement, special recognition, and social media features, plus the opportunity to set up a meet and greet booth at the finish line.

SUSTAINABLE LEADERSHIP AWARDS	PLATINUM	PREMIUM	DRINKS	AWARDS	TABLE	PROMOTING
Cost	\$10,000	\$7,500	\$5,000	\$2,500	\$1,500	\$500
BENEFITS						
SLA complimentary passes	15	10	8	6	4	2
Sponsor name in event program	Yes	Yes	Yes	Yes	Yes	Yes
Email promotion	Yes	Yes	Yes	Yes	No	No
Newsletter content development	Yes	Yes	No	No	No	No
Special recognition during ceremony	Yes	No	No	No	No	No
Speaking opportunity during ceremony	Yes	No	No	No	No	No
Reserved table with sponsor signage	No	No	No	No	Yes	No
Social media feature	3	3	2	2	1	1
SPONSOR LOGO PLACEMENT						
Awards presentation	Yes	Yes	Yes	Yes	Yes	Yes
Program	Yes	Yes	Yes	Yes	Yes	Yes
Agenda (event signage)	Yes	Yes	Yes	Yes	Yes	No
Registration	Yes	Yes	Yes	Yes	No	No
Press releases	Yes	Yes	No	No	No	No
Online banner advertisement	Yes	No	No	No	No	No
Program	Yes	No	No	No	No	No
Bar signage	No	No	Yes	No	No	No
Koozies used by bar service	No	No	Yes	No	No	No

ADDITIONAL INFORMATION

Newsletter content: Platinum sponsors can contribute content to one newsletter email

Email promotion: Platinum, Premium, Drinks, & Awards sponsors' logo, name, and/or link to company website will be included in all event promotional emails

Social media feature: Event posts on Viridiant website, Facebook, Twitter, Instagram, & LinkedIn will include sponsor logo and/or link to sponsor website or social media profile