



corporate sponsorship & marketing opportunities

Viridiant works to protect our living environments, inside and out. As a non-profit, Viridiant relies on support from partners, donors, and sponsors to advance sustainable, affordable, and energy efficient construction. From high utility bills, moisture and indoor air quality concerns, to new technologies, the Viridiant team serves as a trusted expert, working to educate and guide homeowners, building professionals, regional programs, and utilities.

Viridiant offers a variety of sponsorship opportunities to gain company exposure, secure market feedback, network, and share in educational offerings. Viridiant's sponsor benefits provide the flexibility for you to craft an investment that maximizes your return. Sponsorships enable Viridiant to continue to be a resource and leader in affordable, green building. Your support will help us build a more sustainable future for all.

VIRIDIANT SPONSORSHIPS	GRAND	PRINCIPAL	ASSOCIATE	BUILDER*
Cost	\$10,000	\$5,000	\$2,000	\$750
SPONSOR BENEFITS				
Recognition on sign in Viridiant's office	Standalone	Group	Group	Group
Awards event presentation acknowledgement	Yes	Yes	Yes	Yes
Name in annual report	Yes	Yes	Yes	Yes
Logo on website	Yes	Yes	Yes	Yes
Logo in monthly newsletter to 4,000+ contacts	Yes	Yes	Yes	No
Name & link in monthly Technical Advisor email	Yes	Yes	No	No
Sponsor materials displayed in Viridiant office	Yes	Yes	No	No
Branded sponsor page on website	Yes	No	No	No
Presentation at annual Technical Advisor meeting	Yes	No	No	No
Approved content for Viridiant channels	4	3	2	1
Content in monthly Technical Advisor email	2	1	No	No
Training lunch webinar presentation**	2	1	No	No
Green Consulting Meeting	90 min	60 min	45 min	30 min
Home Energy Audit registration giveaways***	4	3	2	1
* Only active EarthCraft Builder Members can participate in Builder Sponsorship. Includes Builder Membership dues ** Sponsor shares responsibility for securing attendees and develop content for a 30 minute training *** Restrictions apply				

THE IMPACT OF 30,000

For over a decade, Viridiant has worked with builders, developers, and homeowners to certify over 30,000 homes. These homes use fewer resources, conserve energy, and help protect our environment for future generations. This also means 30,000 families who now enjoy healthy, comfortable, sustainable homes with low utility bills.

“The construction principles that Viridiant embraces, upholds, and enforces are important not only to me, but critical to future generations of homeowners, commercial building owners, and dwellers of all kinds. The ultimate positive impact that Viridiant-compliant construction can have on Mother Earth and her inhabitants - profound.”

JOE SARVER, Viridiant Board Member, 2010-2017

additional opportunities

Once you have selected a base Viridiant sponsorship (Grand, Principal, Associate, Builder), you will have access to the following add-on packages, allowing you maximum flexibility to customize your sponsorship benefits.

ADD-ON PACKAGES
EarthCraft Program Sponsor \$3,000 <ul style="list-style-type: none"> Inclusion in sponsor signage at Viridiant office Content development for one newsletter Acknowledged at Building Sustainability Conference Technical consultation from sponsor available upon request from EarthCraft client Sponsor promotional materials at trainings (sponsor must provide materials) Present to training attendees for 30 minutes during one training lunch break Product photos & logo used in training PowerPoint Additional indication of EarthCraft program sponsorship with logo on website
Building Science Lecture Series \$2,000 Work with us to develop content for one lecture and post-lecture bulletin. Sponsor shares responsibility for securing attendees.
Training Lunch \$1,000 Present to attendees for 30 minutes during lunch. Display marketing materials.
ADD-ON PACKAGES (COST VARIES)
Customized Sponsorship Project Tailor a sponsor benefit to fit your needs.
Market Survey Customized survey to Viridiant staff, Technical Advisors, and/or industry stakeholders for market research and feedback.
Half-Day Research & Development Session Customized meeting with Viridiant staff, Technical Advisors, and/or industry stakeholders.
Online Banner Advertisement Campaign Co-branded banner advertisement on news outlet
Social Media Advertisement Campaign Co-branded social media advertisement available via Facebook, LinkedIn, Instagram
Radio Advertisement Campaign Co-branded radio advertisement (ex: NPR, WRIR)
Direct Mail Campaign Mailing lists include builders, developers, architects, engineers, lenders, etc.

additional opportunities



Each year Viridiant aims to recognize sustainability in our communities and leaders in high-performance construction delivery through our Building Sustainability Conference & Awards and other events and trainings throughout the year. More information regarding 2022 events will be made available in the coming months.

If a corporate or event sponsorship is not the right fit, Viridiant encourages any amount donation and welcomes the opportunity for a corporate sponsor match.

Corporate Sponsor Match

Throughout the year, organizations have the opportunity to sponsor donation matching periods. This type of donor campaign will give you brand awareness with the additional benefit of stretching your dollar further. For each dollar raised during the donor campaign, your organization will match those funds up to your pre-determined limit.

CONTACT

Stacy Mitchell
 Director of Communications & Outreach
 stacy.mitchell@viridiant.org
 (804) 212-1943