

GOOD JOBS GREEN JOBS

regional conferences **2012**



SPONSORSHIP OPPORTUNITIES

www.greenjobsconference.org





Rhone Resch (left), President and Chief Executive Officer, Solar Energy Industries Association (SEIA); a 1930s UPS electric delivery truck (center); and Denise Bode (right), CEO, American Wind Energy Association.

In 2012, the BlueGreen Alliance Foundation will present a series of four *Good Jobs, Green Jobs Regional Conferences* across the country that will highlight the extraordinary work being done in communities, cities and regions around the United States to build a green economy that creates good jobs and protects the environment. These Conferences will reflect the character, challenges and opportunities unique to these regions and continue the conversation about how to realize the job-creating potential of the green economy.

The Conferences will be held in the following locations on the following dates:

Good Jobs, Green Jobs Southern Conference
Atlanta, Georgia
February 23-24, 2012

Good Jobs, Green Jobs West Coast Conference
Los Angeles, California
March 15-16, 2012

Good Jobs, Green Jobs East Coast Conference
Philadelphia, Pennsylvania
April 3-4, 2012

Good Jobs, Green Jobs Midwest Conference
Detroit, Michigan
May 10-11, 2012

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Front cover, inset photos, left to right: Lisa P. Jackson, Administrator, U.S. Environmental Protection Agency; Lou Schorsch, President and Chief Executive Officer, Flat Carbon Americas, ArcelorMittal; Dr. Steven Chu, Secretary, U.S. Department of Energy; and Ruth Otte, Executive Vice President, Marketing and Communications, Veolia Transportation.

The **Good Jobs, Green Jobs Regional Conferences** provide an exceptional opportunity for sponsors seeking to demonstrate their leadership in the clean energy economy – an economy that creates good jobs, mitigates the worst effects of climate change and preserves America's economic and environmental security.

Convened by a diverse coalition, including Fortune 500 companies, emerging small businesses, green industry trade associations, labor unions, environmental organizations, educational institutions and many others, the **2012 Good Jobs, Green Jobs Regional Conferences** feature a series of workshop sessions and keynote speakers focused on growing the clean energy economy.

2011 GOOD JOBS, GREEN JOBS NATIONAL CONFERENCE

At the **2011 Good Jobs, Green Jobs National Conference**, held February 8-10, 2011, in Washington, D.C., 2,500 business, government, environmental, labor and community leaders came together to share ideas and strategies to forge a green economy that creates good jobs while preserving our environmental and economic security.

The Conference featured over 100 workshops on a wide variety of topics including a showcase on energy-intensive companies' efforts to reduce costs through cutting edge energy-efficiency initiatives, as well as a discussion on how investments in transportation infrastructure will create jobs and improve America's global competitiveness. The BlueGreen Alliance was also honored to personally present the Green Jobs Champion Award to **Energy Secretary Dr. Steven Chu** at its Premier Sponsor Reception for his extraordinary leadership in advancing the clean energy economy.

Presenters at the 2011 Conference included **Lisa P. Jackson**, Administrator of the U.S. Environmental Protection Agency; **Gene Sperling**, Director of the National Economic Council; **Nancy Sutley**, Chair of the White House Council on Environmental Quality; **William J. O'Rourke**, Vice President of Sustainability and Environment, Health and Safety for Alcoa; **David Kiser**, Vice President of Environment, Health, Safety, and Sustainability for International Paper; **Lawrence Fabina**, Manager of Continuous Improvement and U.S. Energy Team Coordinator for ArcelorMittal; and **Bruce Schlein**, Vice President of Corporate Sustainability for Citibank.

Sponsorship Opportunities

As a sponsor of the **2012 Good Jobs, Green Jobs Regional Conferences**, you will:

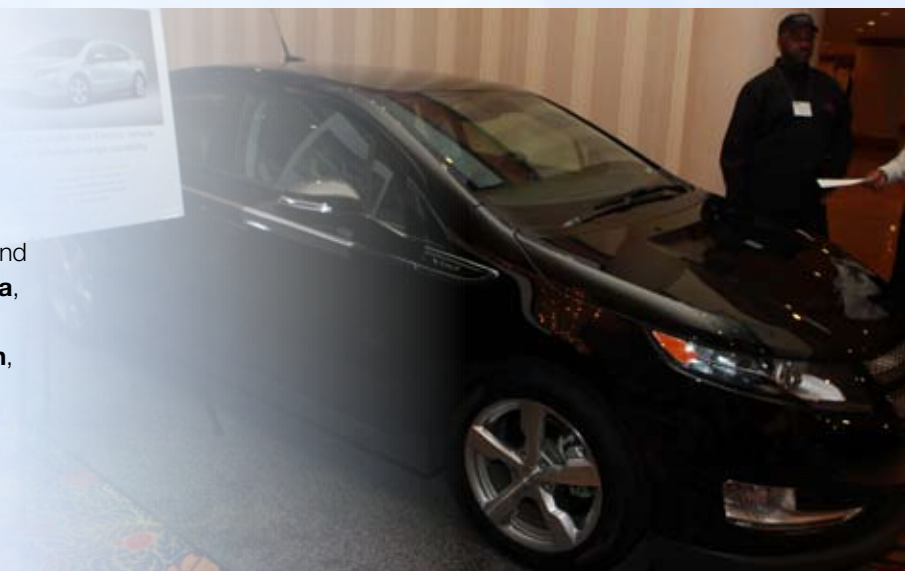
- be seen as a leader in the transition to a green economy;
- network with innovative business, government, labor and environmental leaders;
- highlight your role in creating economic opportunity and jobs from green economic investment; and
- reach an audience of key decision makers who are shaping the future of the clean energy economy.

Both national and regional sponsorship opportunities are available. National sponsors receive benefits at all four regional Conferences, while regional sponsors receive benefits for a single regional Conference.

NATIONAL SPONSOR

The **2012 Good Jobs, Green Jobs Regional Conferences** offer an exceptional opportunity for sponsors to position themselves as leaders in the transition to a green economy and showcase their most promising technologies, programs and initiatives. National sponsors will have a unique opportunity to reach key policymakers, business leaders, media, labor and environmental leaders as they gather to identify and cultivate leading edge companies in the clean energy economy.

In 2011, the Conference featured a 2011 Chevy Volt, presented by Conference sponsor General Motors.



As a National Sponsor of the **2012 Good Jobs, Green Jobs Regional Conferences**, you will receive **national recognition** as a leading sponsor and **benefits at all four regional events**.

National Presenting Sponsor – \$100,000

- 50 total admissions to the regional Conferences
- Opportunities for company or product showcases from the plenary stage at each regional Conference
- Company profile featured on the Conference website designed to highlight your company's leadership in the clean energy economy
- Premier full-page advertisement placed prominently in each regional Conference program
- Exhibit opportunities in premier locations at each regional Conference
- Listing as National Presenting Sponsor in all four regional Conference programs
- Company logo on plenary stage screens at each regional Conference
- Access to exclusive Sponsor Lounge at each regional Conference
- Prominent placement of company logo throughout the Conference website with a direct link to your company's website
- Company logo on attendee materials at each regional conference
- Opportunities for take-away items to be included in attendee packets
- One piece of company literature placed on all seats at a plenary panel at each regional Conference

National Platinum Sponsor – \$50,000

- 40 total admissions to the regional Conferences
- Opportunities for company or product showcases from the plenary stage at each regional Conference
- Company profile featured on the Conference website designed to highlight your company's leadership in the clean energy economy
- Full-page advertisement placed prominently in each regional Conference program



- Exhibit opportunities in superior locations at each regional Conference
- Listing as National Platinum Sponsor in all four regional Conference programs
- Company logo on plenary stage screens at each regional Conference
- Access to exclusive Sponsor Lounge at each regional Conference
- Company logo on the Conference website with a direct link to your company's website

National Gold Sponsor – \$25,000

- 30 total admissions to the regional Conferences
- Company profile featured on the Conference website designed to highlight your company's leadership in the clean energy economy
- Half-page advertisement placed prominently in each regional Conference program
- Exhibit opportunities in prominent locations at each regional Conference
- Listing as National Gold Sponsor in all four regional Conference programs
- Company logo on plenary stage screens at each regional Conference
- Access to exclusive Sponsor Lounge at each regional Conference
- Company logo on the Conference website with a direct link to your company's website

National Silver Sponsor – \$15,000

- 20 total admissions to the regional Conferences
- Quarter-page advertisement in each regional Conference program
- Exhibit opportunities at each regional Conference
- Listing as National Silver Sponsor in all four regional Conference programs
- Company logo on plenary stage screens at each regional Conference
- Access to exclusive Sponsor Lounge at each regional Conference
- Company logo on the Conference website with a direct link to your company's website

National Bronze Sponsor – \$5,000

- 10 total admissions to the regional Conferences
- Eighth-page advertisement in each regional Conference program
- Opportunity to place company materials in the literature area at each regional Conference
- Listing as National Bronze Sponsor in all four regional Conference programs
- Company logo on plenary stage screens at each regional Conference
- Access to exclusive Sponsor Lounge at each regional Conference
- Company logo on the Conference website with a direct link to your company's website

National Supporting Sponsor – \$2,500

- Five total admissions to the regional Conferences
- Opportunity to place company materials in the literature area at each regional Conference
- Listing as National Supporting Sponsor in all four regional Conference programs
- Company logo on plenary stage screens at each regional Conference
- Access to exclusive Sponsor Lounge at each regional Conference
- Company logo on the Conference website with a direct link to your company's website

REGIONAL SPONSOR

If your company is interested in having a significant presence at a single regional Conference, you can take advantage of the following regional sponsorship opportunities. Your company will be able to highlight its products, people and initiatives in a focused and targeted way to government, corporate, labor, environmental and policy leaders in your region.

Regional Presenting Sponsor – \$25,000

- 30 admissions to be used for the sponsored regional Conference
- Opportunities for company or product showcase from the plenary stage at the sponsored regional Conference
- Company profile featured on the Conference website designed to highlight your company's leadership in the clean energy economy
- Full-page advertisement placed prominently in the sponsored regional Conference program
- Exhibit opportunity in a premier location at the sponsored regional Conference
- Listing as Regional Presenting Sponsor in the sponsored regional Conference program
- Company logo on stage screens at the sponsored regional Conference
- Access to exclusive Sponsor Lounge at the sponsored regional Conference
- Company logo on the Conference website with direct link to your company's website
- Opportunities for take-away items to be included in attendee packets
- One piece of company literature placed on all seats at a plenary panel at the sponsored regional Conference



Regional Gold Sponsor – \$15,000

- 20 admissions to be used for the sponsored regional Conference
- Half-page advertisement placed prominently in the sponsored regional Conference program
- Exhibit opportunity in a superior location at the sponsored regional Conference
- Listing as Regional Gold Sponsor in the sponsored regional Conference program
- Company logo on stage screens at the sponsored regional Conference
- Access to exclusive Sponsor Lounge at the sponsored regional Conference
- Company logo on the Conference website with a direct link to your company's website

Regional Silver Sponsor – \$5,000

- 10 admissions to be used for the sponsored regional Conference
- Quarter-page advertisement in the sponsored regional Conference program
- Exhibit opportunity at the sponsored regional Conference
- Listing as Regional Silver Sponsor in the sponsored regional Conference program
- Company logo on stage screens at the sponsored regional Conference

- Access to exclusive Sponsor Lounge at the sponsored regional Conference
- Company logo on the Conference website with a direct link to your company's website

Regional Bronze Sponsor – \$2,500

- Four admissions to be used for the sponsored regional Conference
- Opportunity to place company materials in the literature area at the sponsored regional Conference
- Listing as Regional Bronze Sponsor in the sponsored regional Conference program
- Company logo on stage screens at the sponsored regional Conference
- Company logo on the Conference website with a direct link to your company's website

Regional Friend Sponsor – \$1,000

- Two admissions to the sponsored regional Conference
- Opportunity to place company materials in the literature area at the sponsored regional Conference
- Listing as Regional Friend Sponsor in the sponsored regional Conference program
- Company logo on the Conference website with a direct link to your company's website

Regional Listing Sponsor – \$500

- Listing as Regional Listing Sponsor in the sponsored regional Conference program

PAST SPONSORS INCLUDE



To inquire about sponsorship, please contact Andy Fuller, Deputy Director of Development, BlueGreen Alliance at andyf@bluegreenalliance.org or 612-466-4490.