



Support Sustainable Jersey's Mission!

Sustainable Jersey is a 501(c)3 NJ Nonprofit Organization whose mission to "Make A Better Tomorrow, One Community At A Time" is funded in part by corporate sponsors, large and small.

Our corporate sponsorship program offers companies high-impact recognition and brand exposure throughout the year while supporting our mission and programs. We offer an Annual Sponsorship, for either our Municipal or Schools Program, that provides year-round brand visibility as a Sustainable Jersey funder, as well as a Summit Sponsorship that includes booth space, and benefits related to our annual Sustainability Summit, normally held at Bell Works in Holmdel, NJ.

In addition, we have recently launched the Sustainable Jersey Digital Schools Program to strengthen support for schools, educators, and students in meeting the challenges of digital learning and help bring about a sustainable future for us all. As with our Municipal and Schools program, we are offering corporate sponsorships specifically for this critical initiative.

Whether you choose to sponsor our Municipal, Schools, or Digital Schools program, **your company will gain high-impact visibility with our followers and supporters in over 457 municipalities and 969 schools statewide.** This includes business administrators, elected officials, superintendents, and green thought leaders in each participating community.

Here is some information, in terms of our reach, by the numbers:

- 10,000+ weekly SJ Email-blast recipients
- Facebook Engagement rate: 475,955/year (40k/month)
- 3,261 Twitter SJ followers; Impressions: 412,800/year
- 1,256 SJ for Schools Twitter followers; Impressions: 135,122/year
- Website Traffic - 628,654 annual page views, 260,508 annual site visits

Your sponsorship dollars will be put to work enhancing our best practice resources, supporting communities, providing trainings and workshops, and advancing the overall sustainability progress of the State. For more information on becoming a corporate sponsor, please email info@sustainablejersey.com.

Thank you for your consideration in supporting Sustainable Jersey!

Best,

Joe Grillo
Development Director

SUSTAINABLE JERSEY ~ COLLECTIVE IMPACT

89%

OF NJ POPULATION
LIVES IN A
**REGISTERED
OR CERTIFIED
COMMUNITY**



81%

OF MUNICIPALITIES
PARTICIPATING

60%

of NJ public school districts
registered with Sustainable
Jersey for Schools



204

**MUNICIPALITIES
CERTIFIED**

53

SILVER
CERTIFIED

151

BRONZE
CERTIFIED



321

**SCHOOLS
CERTIFIED**

23

SILVER
CERTIFIED

298

BRONZE
CERTIFIED

18,500



SUSTAINABILITY ACTIONS

COMPLETED by both municipalities and schools

**\$5.9
MILLION**



IN GRANTS FOR
MUNICIPALITIES, SCHOOLS
& SCHOOL DISTRICTS



A Better Tomorrow, One Community at a Time



Through a \$20,000 grant from Sustainable Jersey and the PSEG Foundation, the borough of Mount Arlington was able to repurpose and revitalize a tract of borough property to create its first Community Garden. Above, local officials, Sustainable Jersey staff, and local Scouts cut the ribbon at the borough's first Community Garden.

DID YOU KNOW?

80%

of NJ Municipalities
are registered with
Sustainable Jersey

89%

of NJ's population
lives in a Sustainable
Jersey community

Over

16,500

Actions completed
throughout
New Jersey

SPONSORSHIP

Sustainable Jersey's corporate sponsorship program offers companies recognition and exposure throughout the year while they support our mission and programs. We offer an **Annual Sponsorship**, which provides you with year-round brand visibility as a Sustainable Jersey funder, and a **Summit Sponsorship** that includes benefits and exposure at our annual Sustainability Summit at Bell Works in Holmdel, NJ

Municipal Program Annual Sponsorship

As a Sustainable Jersey sponsor, you will be supporting our Municipal Certification Program and the 450+ participating communities across the State. You will receive a variety of sponsorship benefits, including:

- **Brand Visibility at Events:** Sustainable Jersey holds 100 annual training and outreach events; audience includes municipal and community leaders, and green team members.
- **Complimentary Tickets, Reserved Seating, and Program Book Ad** at Sustainable Jersey's Awards Luncheon at the NJ League of Municipalities Conference; over 350 local sustainability leaders attend.
- **Prominent Year-Round Logo Placement (Online and Print Media)**

Schools Program Annual Sponsorship

As a Sustainable Jersey for Schools sponsor, you will be supporting our Schools Certification Program and helping the 900 participating schools and 345 participating districts across the State. You will receive a variety of mission-driven benefits, including:

- **Brand Visibility at Schools Program Events:** Audience includes: teachers, principals, business administrators, and superintendents from 350+ school districts.
- **Complimentary Tickets and Program Book Ad** at Sustainable Jersey for Schools' Awards Ceremony held at the New Jersey School Boards Association Annual Workshop.
- **Prominent Year-Round Logo Placement (Online and Print Media)**

Summit Sponsorship

Support the 2021 New Jersey Sustainability Summit on June 11, 2021 and receive special Summit-related benefits, including:

- **Exhibitor Space in Premier Location and Tickets to the Summit:** Record-breaking attendance guarantees 650+ sustainability-minded attendees visiting your table.
- **Prominent Logo Placement and Company Acknowledgement throughout the Summit:** Your Company's logo will appear on all signage and at all 12 Summit sessions.
- **Networking and Business Development Opportunities**



MUNICIPAL ANNUAL SPONSORSHIP BENEFITS

Please consider participating in the Sustainable Jersey program as an annual sponsor. Your sponsorship dollars will be put to work enhancing our best practice resources, supporting communities, providing trainings and workshops, and advancing the overall sustainability progress of the State.

	Platinum	Gold	Silver	Bronze
	\$50,000+	\$25,000	\$10,000	\$5,000
All Summit Sponsor benefits (see pg 4) including Premium tabling location, 8 complimentary tickets to the Summit, and first choice opportunity to exclusively sponsor a key Summit program element: 1) Networking breakfast, 2) Coffee Breaks, 3) Plenary session, 4) Lunch, or 5) WiFi	✓			
Sustainable Jersey sponsor logo for your collateral	✓	✓	✓	✓
Your company logo on bimonthly e-blasts	✓	✓	✓	✓
Your logo on all printed program materials	✓	✓	✓	✓
Your logo on separate "Sponsors" end slide within all Sustainable Jersey presentations	✓	✓	✓	✓
Verbal & printed sponsor recognition	✓			
Your logo on website "Fundors" page	✓	✓	✓	✓
Your logo on home page scrolling carousel	✓	✓	✓	
Your logo on our quarterly newsletter	✓	✓		
Social media "Thank you" with link to your website	✓	✓		
Lunch & Learn Event: in-office info session with your employees	✓			
Tickets to Sustainable Jersey's Awards Luncheon event at the NJ League of Municipalities Conference in Atlantic City	8	4	2	1
Ad in Awards Luncheon program book	Full Page	Full Page	1/2 Page	1/4 Page
Your logo on Awards Luncheon sponsor board	✓	✓	✓	✓
Recognition at our NJLM Conference booths and sessions	✓	✓	✓	✓
Crossover recognition in some Sustainable Jersey for Schools programming	✓	✓	✓	✓



SCHOOLS ANNUAL SPONSORSHIP BENEFITS

Please consider participating in the Sustainable Jersey for Schools program as an annual sponsor. Your sponsorship dollars will be put to work enhancing our best practice resources, supporting schools green teams, providing trainings and workshops, and advancing the overall sustainability progress of our schools.

	Platinum	Gold	Silver	Bronze
	\$50,000+	\$25,000	\$10,000	\$5,000
Sponsor Logo: For your website and materials	✓	✓	✓	✓
Eblasts: Your logo on our weekly e-blasts*	✓	✓	✓	✓
Printed Media: Company logo on all printed program materials*	✓	✓	✓	✓
Website: Your logo on our "Fundors" page*	✓	✓	✓	✓
Website: Your logo on home page scrolling carousel	✓	✓	With others	
Newsletter: Your logo and sponsorship level listed on our quarterly newsletter	✓	✓	✓	
Lunch and Learn Event: We'll explain the program to your employees and highlight all the ways that they can get involved at your offices	✓	✓		
Logo on our sponsor slide during special events, workshops, and webinars*	✓	✓		
Verbal and printed sponsor recognition*	✓			
Social Media: Level sponsor "Thank You" (may include logo) with link to "Fundors" page	✓			
Recognition at our booth and in sessions at New Jersey School Boards Association Workshop*	✓	✓	✓	✓
Ad in NJSBA Workshop Awards Ceremony Program Book	Full Page	Full Page	1/2 Page	1/4 Page
NJSBA Workshop Awards Ceremony: Tickets to Event	8	4	2	1
Crossover Recognition in some Municipal Programming	✓	✓	✓	✓

*Logo size and position commensurate with sponsorship level

2020 NEW JERSEY

SUSTAINABILITY SUMMIT



DID YOU KNOW?

600+

Green team members, elected officials & green thought leaders attend the annual Sustainability Summit

60+

Vendors participate in our Summit exhibitor area connecting with potential clients and contacts

200+

Municipalities and school districts are represented by Summit attendees

SPONSORSHIP

Be more than an attendee: be seen and known

New Jersey Sustainability Summit sponsorship supports Sustainable Jersey's premier all-day event. Be a part of premium networking opportunities and programs that set the course for New Jersey's future.

As a Sustainable Jersey Annual Sponsor you have the unique opportunity to expand your reach by becoming one of the select group of Summit Sponsors and receive a host of benefits including:

- Free tickets and exhibition space for your company at the 2020 New Jersey Sustainability Summit
- Premier location for your table on the exhibition floor
- Meet and network with 600+ attendees including mayors, business administrators, green team members and sustainability thought leaders from all over the state
- Premium brand visibility and recognition as a Sustainability Summit Sponsor at the event

See next page for a full list of exclusive Sustainability Summit Sponsorship benefits!

WHAT EXHIBITORS HAVE TO SAY

"The 2019 Sustainability Summit was exceptional and I am so pleased Ørsted was a part of it!"

"Enjoyed the speakers and panels. Also, love the passion that you folks have!"

"We were able to speak confidently to attendees about their current rating and what they are doing to get to a higher level because of the information we received from the Sustainable Jersey team."

"How friendly all the attendees and other vendors were. We enjoyed talking with everyone who stopped by our table."

"A great, well-coordinated event, we are looking forward to participating in next year's Sustainability Summit!"



SUMMIT SPONSOR BENEFITS

2020 Sustainability Summit

Summit Sponsors will receive:

	Gold	Silver
	\$5,000	\$5,000
Complimentary tickets to the Summit (\$100 value ea.)	4	2
Complimentary 6' wide tabling area at the Summit (\$1,000 value)	✓	✓
Preferred tabling area location at the Summit	✓	Reserved Table (Std)
Complimentary ad in Summit Program Book	Full Page (8.5 x 11)	1/2 Page (4.25 x 11)
Sponsor ribbons for company attendees	✓	✓
Sponsor recognition in program book	Company Logo w/URL	Company Logo
Sponsor recognition on signage	Larger Company Logo	Company Logo (Standard Size)
Recognition on all Summit session slideshows and digital screens	Larger Company Logo	Company Logo
Prominent logo placement in Summit e-blasts	Company Logo w/URL	Company Logo
Recognition on post-event emails to attendees	Company Logo	
First choice Opportunity to exclusively sponsor a key program element: 1) Networking breakfast, 2) Coffee Breaks, 3) Plenary session, 4) Lunch, and 5) Wifi	✓	
Recognition in 1 Summit social media post (FB, Twitter, Instagram, and LinkedIn)	✓	

Exclusive Sustainable Jersey **2020 Summit Sponsor Logo** for your printed and digital collateral as a special thank you for supporting us in 2020!

YES! Count on me for annual sponsorship

- ☐ Municipal ☐ School
☐ Platinum Level - \$50,000 (All Summit Sponsorship benefits included)
☐ Gold Level - \$25,000 ☐ + Summit Sponsor \$5,000
☐ Silver Level - \$10,000 ☐ + Summit Sponsor \$5,000
☐ Bronze Level - \$5,000

I am unable to participate at the levels listed above, but enclosed is a \$_____ donation to Sustainable Jersey

Please return this form with your annual payment to:

Sustainable Jersey • PO Box 6855

Lawrenceville, NJ 08648

Checks can be made payable to Sustainable Jersey.

Name

Title

Organization

Email Address

Phone Number



A Brighter Future

One School at a Time

BRAND VISIBILITY AT DIGITAL
SCHOOLS PROGRAM EVENTS

PROMINENT YEAR-ROUND LOGO
PLACEMENT (ONLINE & PRINT MEDIA)

NETWORKING AND BUSINESS
DEVELOPMENT OPPORTUNITIES

Become a Sustainable Jersey Digital Schools Sponsor

Sustainable Jersey Digital Schools is part of our broader program that provides schools (at no cost) technical assistance, tools, training, and grants to support local efforts to achieve a sustainable future. New Jersey schools collectively complete an average of 3,000 sustainability actions each year through their participation in our prestigious certification program.

One of today's greatest challenges is ensuring that students, teachers, and school districts master technology and prepare our children for a technology infused future.

Partner with Us: The private sector plays a critical role in helping schools. Sustainable Jersey Digital Schools Sponsorship enables your organization

to be a leading partner in implementing the programs that will build schools' capacity to use technology in their operations and teaching.

Your Sponsorship will enable us to continue working to build and launch Sustainable Jersey Digital Schools, while building new program capacity in anticipation of increased funding and attention to the K-12 remote learning area in the immediate and long term.

While supporting our mission, you have the opportunity to complement your business objectives of building critical partnerships and increasing exposure to thought leaders, superintendents, and administrators working in the Sustainable Jersey for Schools program.



Digital Schools Annual Sponsorship

PARTICIPATE IN THE SUSTAINABLE JERSEY DIGITAL SCHOOLS PROGRAM AS AN ANNUAL SPONSOR!

Sponsorship packages offer high-impact brand visibility and exposure to key audiences as we directly engage with over 350 school districts to help them implement new programs.

YOUR BENEFITS	PLATINUM \$50,000	GOLD \$25,000	SILVER \$10,000	BRONZE \$5,000
Logo displayed as a Platinum Sponsor at all SJDS virtual events and webinars in largest size	✓	—	—	—
Acknowledgement as a Platinum Founding Sponsor at all SJDS virtual events	✓	—	—	—
Exhibitor location, premium brand visibility, & acknowledgement at the NJ Sustainability Summit*	✓	—	—	—
Acknowledgement as an SJDS Founding Sponsor for as long as you retain your annual sponsorship	✓	✓	—	—
A 50% discount on one (1) Sustainable Jersey Municipal or Schools Program Annual Sponsorship	✓	✓	—	—
Lunch & Learn Sustainable Jersey training event for your company's staff	✓	✓	—	—
Your logo on the SJDS landing page on Sustainable Jersey for Schools Website	✓	✓	✓	NAME ONLY
At least 26 emails to Sustainable Jersey for Schools eblast list acknowledging your company as an SJDS Sponsor	✓	✓	✓	✓
Social Media: Facebook, Twitter, Instagram, and LinkedIn posts tagging, and acknowledging your company as an SJDS Founding Sponsor	2	1	—	—
A unique Sustainable Jersey for Schools Sponsor logo for use on your company's digital/printed materials	✓	✓	✓	✓
"Got Points?" Pennant for your company conference booth or table	✓	✓	✓	✓
Crossover Recognition in some Municipal and Schools Programming	✓	✓	—	—
Tickets to a future in-person SJDS event*	8**	4	2	1

* Pending COVID-19 Executive Order allowances for gathering

** Or full-table equivalent at awards events



BECOME A

Sustainable Jersey Annual Sponsor



DIGITAL SCHOOLS SPONSORS RECEIVE 50% OFF

The Digital Schools Program is part of the broader Sustainable Jersey movement. The Digital Schools Sponsorship provides visibility and access to a unique program that is focused on infusing technology in schools.

Platinum and Gold Sustainable Jersey Digital Schools sponsorship also provides discounted access to additional sponsorship opportunities in our broader municipal and school sustainability certification programs with further benefits and brand visibility to an expanded audience.

MUNICIPAL PROGRAM ANNUAL SPONSORSHIP

As a Sustainable Jersey sponsor, you will be supporting our Municipal Certification Program and the 450+ participating communities across the State. You will receive a variety of sponsorship benefits, including:

- **Brand Visibility at Events:**
Sustainable Jersey holds 100 annual training and outreach events; audience includes municipal and community leaders, and green team members.
- **Complimentary Tickets, Reserved Seating, and Program Book Ad** at Sustainable Jersey's Awards Luncheon at the NJ League of Municipalities Conference; over 350 local sustainability leaders attend.
- **Prominent Year-Round Logo Placement**
(Online and Print Media)

DID YOU KNOW?

80%

OF NJ MUNICIPALITIES
ARE REGISTERED WITH
SUSTAINABLE JERSEY

89%

OF NJ'S POPULATION
LIVES IN A SUSTAINABLE
JERSEY COMMUNITY

16.5K

ACTIONS COMPLETED
THROUGHOUT
NEW JERSEY

SCHOOLS PROGRAM ANNUAL SPONSORSHIP

As a Sustainable Jersey for Schools sponsor, you will be supporting our Schools Certification Program and the 969 participating schools and 352 participating districts across the State. You will receive a variety of mission-driven benefits, including:

- **Brand Visibility at Schools Program Events:**
Audience includes: teachers, principals, business administrators, and superintendents from over 350 school districts.
- **Complimentary Tickets and Program Book Ad** at Sustainable Jersey for Schools' Awards Ceremony held at the New Jersey School Boards Association Annual Workshop.
- **Prominent Year-Round Logo Placement**
(Online and Print Media)

GAIN HIGH-IMPACT
VISIBILITY WITH OUR
FOLLOWERS AND
SUPPORTERS STATEWIDE!

- 10,000+ weekly SJ Email-blast recipients
- Facebook: engagement rate 475,955/year (40k/month)
- 3,261 Twitter followers; Impressions: 412,800/year
- 1,256 SJ for Schools followers; Impressions: 135,122/year
- 1,566 Instagram followers; 422 LinkedIn followers
- Website Traffic - 628,654 annual page views, 260,508 annual site visits



Sponsorship Terms and Guidelines



Sustainable Jersey is a non-profit 501(c)3 organization that is funded, in part, through private contributions that are referred to as sponsorships. Sustainable Jersey publicly recognizes and discloses all sponsorship contributions.

The establishment of a sponsorship does not constitute an endorsement by Sustainable Jersey of the sponsor's organization, products, services, or the sponsor's public positions. While Sustainable Jersey does connect municipalities and schools with resources that further their sustainability goals, a Sponsorship does not imply special treatment or exclusive partnerships between a private entity and Sustainable Jersey.

Sustainable Jersey makes an exception and occasionally engages in collaborative programming with New Jersey public utilities in support of programs for energy efficiency, development of renewable energy, or water efficiency (among others) that are sanctioned by the New Jersey Board of Public Utilities (an official state agency) and are funded by ratepayers or taxpayers.

Sponsors are not provided confidential information regarding program participants, constituents, or email subscribers. Sponsors do not influence programmatic decisions.

Sponsors cannot use the logo or name in any correspondence, solicitation, or promotion without first receiving expressed written consent from Sustainable Jersey. Sustainable Jersey reserves the right to refuse or decline any offer of sponsorship at its absolute discretion, or to negotiate with the sponsor concerning any aspect of a proposed sponsorship.

☐ **My company agrees to the Sponsorship Terms and Guidelines**

YES! Count on me for Sustainable Jersey Digital Schools Sponsorship

- ☐ **Platinum Level** - \$50,000
- ☐ **Gold Level** - \$25,000
- ☐ **Silver Level** - \$10,000
- ☐ **Bronze Level** - \$5,000

Platinum & Gold Digital Schools Sponsors Receive **50% off** a Municipal or Schools Annual Sponsorship!

Municipal Schools

- | | | |
|--------------------------|--------------------------|---|
| <input type="checkbox"/> | <input type="checkbox"/> | Platinum Level - \$50,000 \$25,000 |
| <input type="checkbox"/> | <input type="checkbox"/> | Gold Level - \$25,000 \$12,500 |
| <input type="checkbox"/> | <input type="checkbox"/> | Silver Level - \$10,000 \$5,000 |
| <input type="checkbox"/> | <input type="checkbox"/> | Bronze Level - \$5,000 \$2,500 |

☐ I am unable to participate at the levels listed above, but enclosed is a \$_____ donation to Sustainable Jersey

Name

Title

Organization

Email address

Phone Number

Please return this form with your sponsor payment to:

**Sustainable Jersey, PO Box 6855
Lawrenceville, NJ 08648**

Checks can be made payable to Sustainable Jersey.

For more information contact:

Joe Grillo at grillog@tcnj.edu or (609) 771-2831

PROGRAM FUNDERS

THANK YOU TO ALL OF OUR
MUNICIPAL PROGRAM SUPPORTERS & SPONSORS

PROGRAM UNDERWRITERS



Robert Wood Johnson Foundation



GRANTS PROGRAM



CORPORATE SPONSORS

PLATINUM



GOLD



SILVER



BRONZE



PROGRAM FUNDERS

THANK YOU TO ALL OF OUR
SCHOOLS PROGRAM SUPPORTERS & SPONSORS

PROGRAM UNDERWRITERS



GRANT PROGRAM



CORPORATE SPONSORS

PLATINUM



GOLD



SILVER



BRONZE



* Founding Sponsors