



USGBC Minnesota 2021 Annual Sponsorship



The Time for Action is Now!

Become an Annual Sponsor or Renew Today!

Dear Friends,

USGBC Minnesota inspires our local network of green builders to act. Together, we respond to the climate crisis by creating regenerative, high-performance buildings that are accessible to everyone in our community. These buildings and communities allow us to live more sustainably in ways we can tangibly experience—our health, the air we breathe, the water we drink. They offer a better quality of life for all, while also generating a lower global carbon footprint, reducing electricity and water bills, and creating new green jobs. Your sustaining partnership makes this and so much more possible.

As an annual sponsor of USGBC, you:

- Amplify the sustainability story of your organization and gain brand recognition
- Engage a diverse and powerful network of decision makers in connected industries
- Grow our regional green building economy
- Strengthen student mentorship opportunities
- Support advocacy initiatives that advance green building
- Cultivate vibrant, healthy, and sustainable communities in our state

Sustainability, encompassing both environmental and social factors has never been more important. Local community sponsors provide critical support to getting things done on the ground. In Minnesota this means hosting better events, propelling social equity engagement, deploying more products, growing our audience, and ultimately, transforming the market.

This is your call to action! [Become an Annual Sponsor or Renew today.](#)

Sincerely,



Sheri Brezinka
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Regional Director
USGBC West North Central



Steph Leonard
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Project Manager
USGBC Minnesota



Brent Suski
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USGBC Minnesota

USGBC Minnesota 2020 Year in Review



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**Community Projects
Pursuing LEED Through Arc**



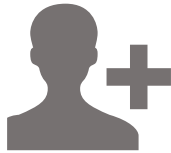
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**Schools – Green Students
Mentoring Program**



24

**Technical Education
Programs Offered**



210

Individual Members



825+

**LEED Projects in MN and
Counting**



1750+

**Annual Event Attendees
including IMPACT**

“USGBC Minnesota has built a strong community of organizations and individuals working together to meet goals around sustainable practices, and we’re proud to be part of the local team and continue our support.”



Jim Douglas
Vice President
Willdan

2020 Market Leadership Advisory Board (MLAB)

Executive Committee

Asa Posner, Chair

Sustainable Investment Group

David Kray, Vice Chair

Kraus Anderson

Kris Kohls, Secretary

Xcel Energy

Kevin Bright, Past Chair

Destination Medical Center EDA

Members

Katie Anthony

Schafer Richardson

Stephen Burk

HGA

Gerhard Guth

HGA

Monte Hilleman

Saint Paul Port Authority

Janet Olson

Wells Fargo

Annie Perkins

Sustainable Forestry Initiative Inc.

Patrick Smith

CSBR, University of Minnesota

Chris Stark

City of Saint Paul

Jesse Turck

BWBR

Nicolle VanWie

LHB

Bradley Vogel

Sustainable Investment Group

Sustaining Partner Levels & Benefits

Become an Annual Sponsor or Renew Today!

Annual Sponsorship	Diamond \$10,000	Platinum \$7,500	Gold \$5,000	Silver \$2,500	Bronze \$1,000
Event Tickets					
IMPACT Conference, Regional & Community Events	7	6	5	4	2
Individual Membership					
Complimentary Memberships	15	11	7	4	2
Marketing and Promotions					
Company Logo on Webpage	✓	✓	✓	✓	✓
Recognition at Local Events	✓	✓	✓	✓	✓
★ Recognition at Regional Events	✓	✓	✓		
Recognition in Newsletter	Logo	Logo	Logo	Text	
Sponsor Spotlight (Social Media and Newsletter)	✓	✓	✓		
★ Social Media Take Over	3 Days	2 Days	1 Day	½ Day	
★ Inclusion in Showcase	Unlimited	Unlimited	Brochure, Video, Links	Brochure, Video	Brochure
★ Product/Service Placement	✓	✓			
Sponsor Article on Website	✓				
Sponsorship					
IMPACT/Signature Events	30%	25%	20%	15%	10%
★ Local/Regional Education	Included	Included	Included		

★ New in 2021

As an Annual Sponsor You Will...



ENGAGE

A COMMUNITY OF
LOCAL DECISION
MAKERS AND
PRACTITIONERS



GROW

YOUR BRAND AMONG
A TARGETED
AUDIENCE



BUILD

THE LOCAL MARKET
FOR GREEN BUILDING
PRODUCTS AND
SERVICES

Leadership in Action, Your Benefits at Work!



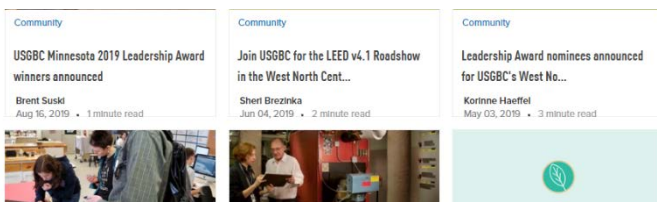
Event Tickets

Our Sponsors are recognized before hundreds of event attendees each year both locally and regionally. Invite your team members to these events or share them with clients and colleagues. Connect them with the most innovative thought leaders in the green building industry in our state and region.



Individual Membership

Individual Members make USGBC Minnesota strong and vibrant. Membership will empower your team to connect with the world's premier green building network and become an active supporter in making our buildings and communities more sustainable, healthy places to Live, Work, Learn and Play.



Marketing and Promotions

Each email we send, event we host, and article we post, is an opportunity for us to celebrate our sponsors and provide awareness of your brand. We also help you tell your sustainability story through articles, social highlights, and our new Showcase. Put your sustainability mission into action!



Sponsorship Discounts & More

Extend your reach by supporting specific USGBC events throughout the year. Your annual sponsorship affords your company discounts on additional opportunities. Some levels also include sponsorship of regional and local events.

Additional Opportunities

Major Events

If you are interested in adding major event sponsorship to your annual support, please contact Brent Suski to learn more: bsuski@usgbc.org or 763.464.8615



IMPACT Conference 2021

Date: May 10-14th

Location: Virtual Event

Attendees: 400+

Website: www.impact.usgbc.org

Sponsorship Range: \$1,250 – \$7,500+

It's time for bold action, so we're inviting our region's bright and visionary thought leaders to share how we can achieve ambitious sustainability goals and work toward a regenerative future. Join our hundreds of industry experts and professionals dedicated to sustainable and healthy buildings. The Conference will be held virtually over a week's timeframe with short events happening each day. There is more opportunity for branding and sponsor interaction than ever!



Women in Green International Women's Day

Date: March 8, 2021

Attendees: 75

Sponsorship: \$500

Be part of an inspiring morning that celebrates regional women leading in the sustainability industry. We will explore women's leadership at this critical time for environmentalism and feminism.



Town Hall + LEED Professional Development

Dates: September

Attendees per event: 30-120

Sponsorship starts at: \$500

Support the growth of LEED in our state by sponsoring our Executive Town Hall featuring USGBC President & CEO, Mahesh Ramanujam. Also included, Professional Development workshops.

Additional Opportunities

Education and Networking

If you are interested in adding Education and Networking sponsorship to your annual support, please contact Brent Suski to learn more: bsuski@usgbc.org or 763.464.8615



Dates: Monthly, 12 events
Attendees per event: 75
Series Sponsorship: \$2,000
Regional Event Sponsorship: \$250

Regional forum exploring USGBC's four pillars: sustainability, resiliency, health, and equity in relationship to current events and our ability to change future outcomes with proper foresight, adaptability, and innovation.



Monthly Technical Education Series

Dates: Monthly, Second Tuesday, 12 events
Attendees per event: 40
Series Sponsorship: \$2,000
Regional Event Sponsorship: \$250

Our Monthly Technical Education series is USGBC's opportunity to take a deeper dive into a specific topic in sustainability, health and green building.



Annual Meeting and Celebration

Date: Nov 2021
Attendees per event: 200
Sponsorship Range: \$750 - \$5,000

Our Annual Meeting is USGBC Minnesota's largest networking and fundraising event of the year. We'll bring together 200 of the most informed and influential green building leaders in our community!
















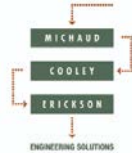










Quarterly Member Meetings

Dates: Quarterly, 3 events
Attendees per event: 75
Series Sponsorship: \$750
Event Sponsorship: \$500

Local thought leaders present at our quarterly meetings. Align your brand with these discussions about the future of green building by sponsoring the series.

Thanks 2020 Annual Sponsors

Diamond			Platinum			Gold									
<div><div>PERFORMANCE DRIVEN DESIGN. LHBcorp.com</div></div>			<div><div>KRAUS-ANDERSON®</div></div>			<div><div>DUNHAM mechanical + electrical consulting engineering</div></div>									
Silver															
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Bronze															
AECOM		BWBR		Center for Energy and Environment		Dem-Con		Ever-Green Energy		Gausman & Moore Associates, Inc		Industrial Louvers, Inc			
MEP Associates		Perkins and Will		RJM Construction		MEP Associates		Sustainable Forestry Initiative		Sustainable Investment Group		Sunbelt Rentals		Watson-Forsberg	

Custom Packages

Additional Sponsorship Opportunities

Want to combine your Annual Sponsorship with an additional sponsorship opportunity? Is your company regional or national in scope and you're interested in supporting multiple USGBC communities or regions? If so, let us know, and we can pull a quote together for your specific level and scope of support. Remember, with every level of annual support you get discounts on additional sponsorship! Please contact Brent Suski to learn more: bsuski@usgbc.org or 763.464.8615

**Thanks for acting.
We look forward to supporting your
sustainability mission in 2021!**



Sponsorship Contact:

Brent Suski

Project Manager - Minnesota

763.464.8615

bsuski@usgbc.org

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