



SPONSOR OPPORTUNITIES

Plan to Secure Phase I Funding to Build Organizational Capacity

Join Us – Become a Sponsor!

Join ICLEI – Local Governments for Sustainability (ICLEI), the U.S. Green Building Council (USGBC), the Center for American Progress (CAP), and local governments and stakeholder organizations in sponsoring the development of the STAR Community Index (STAR). STAR will meet an urgent need for a national, consensus-based framework for improving the livability and sustainability of U.S. communities. It will help local governments prioritize their commitments and maximize investments to more effectively advance strategic actions to improve performance.

Your sponsorship will allow STAR to be developed on an aggressive schedule and launched in January 2010. Your commitment will enable us to develop and deliver STAR Community Index as a program with the tools, resources, and educational workshops that are necessary to support successful adoption by local governments across the nation.

Our immediate goal is to raise \$500,000 in sponsorship commitments from local governments and key stakeholders by September 30, 2008.

Following this immediate funding push, we will focus on securing grants from foundations and organizations able to invest greater resources.

To Become a Sponsor Contact

Lynne Barker, STAR Program Director
 ICLEI – Local Governments for Sustainability
lynne.barker@iclei.org, (206) 684-0806

Sponsor Levels

	Platinum PARTNER	\$100,000
	Gold Sponsor	\$75,000
	Silver Sponsor	\$50,000
	Bronze Sponsor	\$25,000

Sponsor Benefits

- Enhances your visibility as a leader in an important movement to improve the livability and sustainability of U.S. communities.
- Allows you to affect change through a common agenda and broad-based consensus process.
- Leverages our combined resources to reduce your investment in program development and administration – and increase investments into strategic actions that lead to improved performance.
- Accelerates adoption of a nationally recognized framework and facilitates sharing of best practices.
- Positions local governments for becoming early adopters.
- Positions stakeholder organizations to introduce STAR to constituents.

See next page for sponsor prospectus



Sponsor Prospectus



PLATINUM PARTNER

\$100,000

Targeting National Associations and Federal Agencies

- Invitation to serve on the Steering Committee to participate in governing STAR development; and opportunity to serve on the Executive Committee to assist in strategic planning.
- Non-exclusive license to use STAR Intellectual Property on your promotional materials.
- Agreement that allows you to introduce STAR to your members or constituents and offer educational programs, tools and resources to support local government adoption.
- Complimentary STAR education and training offered to your staff to establish in-house expertise.
- Recognition on STAR marketing and communication materials as program "Partner".
- Recognition in ICLEI and other Partner newsletter articles that promote the STAR program.
- Recognition on STAR sponsor web page featuring your logo, description and hyperlink to website.
- 10 VIP invitations to formal launch event(s), welcoming remarks and speaking opportunity, complimentary exhibit space, and "Partner" recognition for your organization and staff.



Gold Sponsor

\$75,000

Targeting National Associations, Federal Agencies and Non-Profit Organizations

- Invitation to serve on the Steering Committee to participate in governing development.
- Non-exclusive license to use STAR Intellectual Property on your promotional materials.
- Complimentary STAR education and training offered to your staff to establish in-house expertise.
- Recognition on STAR marketing and communication materials as "Gold Sponsor", in ICLEI communications promoting STAR, and on STAR sponsor web page featuring your logo, description and website hyperlink.
- 8 VIP invitations to formal launch event(s), speaking opportunity, complimentary exhibit space, and "Sponsor" recognition for your organization and staff.



Silver Sponsor

\$50,000

Targeting Counties, Large Cities (>1,000,000) and Non-Profit Organizations

- Invitation to serve on the Steering Committee to participate in governing development.
- Complimentary STAR education and training offered to your staff to establish in-house expertise.
- Local governments will receive complimentary access to program reference guide, planning tools and technical resources; and, complimentary program registration fee for performance certification.
- Local governments will receive 32 hours of technical support to assist with STAR program implementation.
- Recognition on STAR marketing and communication materials as program "Sponsor".
- Recognition on STAR sponsor web page featuring your logo and hyperlink to website.
- 6 VIP invitations to formal launch event(s), speaking opportunity, and "Sponsor" recognition for your organization and staff.



Bronze Sponsor

\$25,000

Targeting Cities, Small Counties (<1,000,000) and Non-Profit Organizations

- Invitation to serve on the Steering Committee to participate in governing development.
- Complimentary STAR education and training offered to your staff to establish in-house expertise.
- Local governments will receive complimentary access to program reference guide, planning tools and technical resources; and, complimentary program registration fee for performance certification.
- Local governments will receive 24 hours of technical support to assist with STAR program implementation.
- Recognition on STAR marketing and communication materials as program "Sponsor".
- Recognition on STAR sponsor web page featuring your logo and hyperlink to website.
- 4 VIP invitations to formal launch event(s), speaking opportunity, and "Sponsor" recognition for your organization and staff.

FUNDERS

\$250,000 and greater

Targeting Foundations and Federal Agencies

- Foundations and Federal Agencies providing funding will be recognized as program "Funders". Benefits will align with deliverables as outlined in grant proposals and agreements.

Premier Corporate Sponsor

\$250,000

Targeting Corporations

- Recognition on STAR marketing and communication materials as "Corporate Sponsor".
- Recognition in ICLEI and other Partner newsletter articles that promote the STAR program.
- Recognition on STAR sponsor web page featuring your logo and hyperlink to website.
- Company description featured alongside your logo on website and selected promotional materials.
- Agreement to feature STAR logo during program launch year on company advertising materials.
- 10 complimentary STAR education and training registrations to your staff to establish in-house expertise.
- 10 VIP invitations to formal launch event(s) with "Premier Sponsor" ribbons for your staff.
- Recognition on event signage and promotional materials.
- Opportunity to provide welcoming remarks.
- Speaking and presentation opportunities.
- Complimentary 20' x 20' exhibit space with premier location.

Corporate Sponsor

\$100,000

Targeting Corporations

- Recognition on STAR marketing and communication materials as "Corporate Sponsor".
- Recognition in ICLEI and other Partner newsletter articles that promote the STAR program.
- Recognition on STAR sponsor web page featuring your logo and hyperlink to website.
- 6 complimentary STAR education and training registrations to your staff to establish in-house expertise.
- 6 VIP invitations to formal launch event(s) with "Corporate Sponsor" ribbons for your staff.
- Speaking and presentation opportunities.
- Complimentary 10' x 10' exhibit space with premier location.