Better Buildings, Better Lives

Big South

December 8-10, 2020

Virtual

2020 Sponsorship Opportunities
# Sponsorship Options

<table>
<thead>
<tr>
<th>SPONSOR BENEFITS</th>
<th>PLATINUM (1) $7500</th>
<th>GOLD (2) $5000</th>
<th>SILVER (5) $2500</th>
<th>GREEN $1000</th>
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</table>
| **Speaking Opportunity** | - Up to 3  
- 7-10 mins  
- Priority selection | - Up to 2  
- 3-5 mins  
- Secondary selection | - Video of up to 1 min  
- Gold sponsor logo placement on event slides  
- Advertisement slide  
- Verbal recognition | - Green sponsor logo placement on event slides  
- Verbal recognition |
| **Brand Visibility (Live Event)** | - Video of 1-3 min(s)  
- Singular sponsor logo placement on event slides  
- Advertisement slide  
- Verbal recognition | - Gold sponsor logo placement on event slides  
- Advertisement slide  
- Verbal recognition | - Silver sponsor logo placement on event slides  
- Advertisement slide  
- Verbal recognition | - Green sponsor logo placement & link |
| **Brand Visibility (Event Webpage)** | - Platinum sponsor logo placement & link  
- Advertisement box | - Gold sponsor logo placement & link  
- Advertisement box | - Silver sponsor logo placement & link  
- Advertisement box | - Green sponsor logo placement & link |
| **Brand Visibility (Email Marketing & Social Media)** | - Platinum sponsor company name & link recognition in email marketing  
- Dedicated sponsor post with logo on Twitter, Facebook & LinkedIn within the South regions | - Gold sponsor company name & link recognition in email marketing  
- Sponsor recognition in articles promoted on Twitter, Facebook & LinkedIn within the South regions | - Silver sponsor company name & link recognition in email marketing  
- Sponsor recognition in articles promoted on Twitter, Facebook & LinkedIn within the South regions | - Green sponsor company name & link recognition in email marketing  
- Sponsor recognition in articles promoted on Twitter, Facebook & LinkedIn within the South regions |

| **Tickets to Event** | 10 | 7 | 5 | 2 |
| **Individual membership to local community** | 10 | 7 | 5 | 2 |
| **Scholarships Supported** | 10 | 7 | 5 | 2 |
At a Glance

**Where:** Virtual

**When:** December 8-10, 2020

**What:** Leadership panels, substantive education, salons, LEED project showcases, and virtual networking!

**Who:** Green building and sustainability professionals, building developers, owners, and operators, representatives from the private and public sector, students and more!

**How many:** 200+ attendees and speakers are anticipated

**Schedule at a Glance:**

**DAY 1: Tuesday, December 8: Sustainability Leadership in the Private Sector**
- 9:00 - 10:45 AM: Private Sector Leadership Panel
- 10:45 - 11:15 AM: Break and Virtual Salons
- 11:15 AM - 12:30 PM: LEED Project Showcase

**DAY 2: Wednesday, December 9: Response & Resilience in the Public Sector**
- 9:00 - 10:45 AM: Public Sector Panel: Response & Resilience
- 10:45 - 11:15 AM: Break and Virtual Salons
- 11:15 AM - 12:30 PM: LEED Project Showcase

**DAY 3: Thursday, December 10: Health & Wellness Through LEED**
- 9:00 - 10:45 AM: LEED Practitioners Panel: Health & Wellness
- 10:45 - 11:15 AM: Break and Virtual Salons
- 11:15 AM - 12:30 PM: Behind the Curtain: An honest look at green building lessons learned
- 4:00 PM - 6:00 PM: TBA Special Year End U.S. Market Event
Individuals around the world are working hard in their local communities to raise the quality of life for human beings every day. Better Buildings Better Lives amplifies these stories of leadership from business, public sector, and building industry professionals who are making a measurable impact every day from the South Central & South Atlantic regions.

Designed for green building professionals, the virtual conference will focus on addressing key topics and issues facing local and regional communities and how green building can create more sustainable buildings, cities and communities that positive impact human health and raise the standard of living for everyone.

Taking place across 3-days virtually, Better Buildings Better Lives features people and projects that are leading the Big South region to a more sustainable, healthy and resilient future.

As a Sponsor, this is your opportunity to make a strategic investment in USGBC’s Big South region and connect with sustainability leaders, grow your brand among an engaged audience and build the market for green building products and services.
USGBC BIG SOUTH

Our Impact in 2019 At a Glance

People & Engagement

26,200 People engaged at events & presentations
1,394 Individual members
2,408 Organizational members
41,450 Credential holders
3,418 Volunteers
50,090 Newsletter subscribers
26,372 Social media subscribers
65% of Greenbuild scholarship recipients were from the Southern regions

LEED

821 Registered LEED projects
739 Certified LEED projects
133,190,311 Certified square feet