

10.17.2017

gogreen  
10 years

Co-Presenting Sponsors

**PDC** | PORTLAND  
DEVELOPMENT  
COMMISSION  
[www.pdc.us](http://www.pdc.us)

  
Sustainability  
at Work

# SPONSORSHIP OVERVIEW

# OUR FOCUS

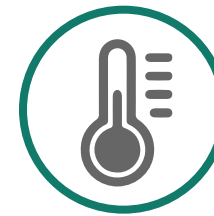
## WHAT IS THE GOGREEN CONFERENCE?

The GoGreen Conference is a sustainability learning experience for business and public sector decision-makers. Featuring regionally targeted content and recognized leaders from the community, GoGreen works across industry silos to foster peer-to-peer learning and collaborative solutions. We believe sustainability in the business setting is a powerful and indispensable tool for navigating the tumultuous waters of today's global economy and solving our climate woes. Our mission is to empower attendees with the strategies, tools and connections to green their organizations with profitability in mind. View the 2017 Conference Program and featured Case Studies/Speakers who will join us to deliver an action packed day of driving social and sustainable change in your organizations.

## WHY SPONSOR THE GOGREEN CONFERENCE?

Your support of the GoGreen Conference ensures reach a highly targeted audience of thought leaders and decision makers from the Private and Public Sectors in the Pacific Northwest.

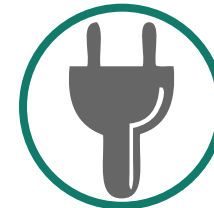
## THEMES



**Climate**



**Equity and  
Diversity**



**Energy**



**Employee  
Engagement**

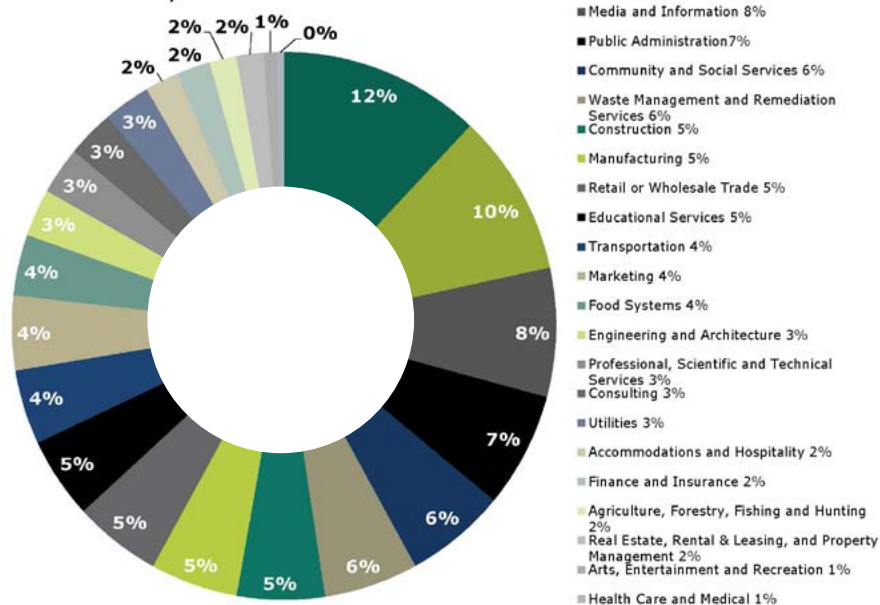


**Clean Tech**

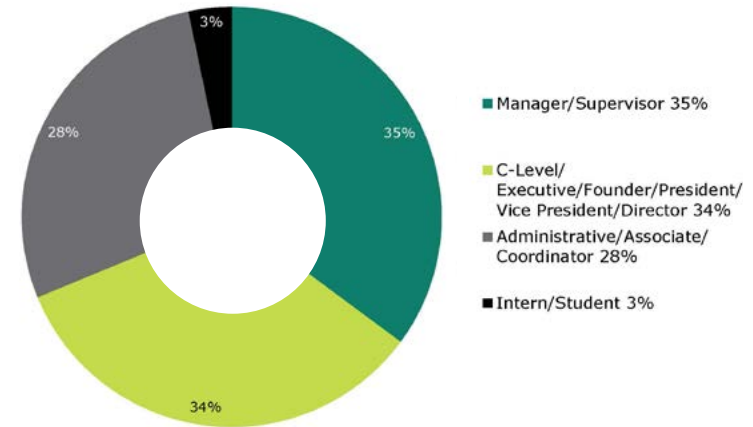
# WHO ATTENDS?

The GoGreen conference attracts 500+ attendees, 50+ speakers, and 30+ sponsors. Attendees range from Fortune 500 companies to small businesses, in a broad spectrum of key industries.

## 2016 Attendee Industry Breakdown



## 2016 Attendee Organizational Role



Our attendees learn, share ideas and forge valuable partnerships while networking at the GoGreen Conference. Below is a sample of the firms and organizations who have attended our events.

adidas  
Bentley  
Bonneville Power Administration  
Cambia Health Solutions  
Capital Pacific Bank  
CH2M Hill  
City of Portland  
Clark County Environmental Services  
Clean Energy Works  
Coalition of Communities of Color  
Ecotrust  
Ecova  
Energy Trust of Oregon

EPA  
Green Building Services  
Green Mountain Energy  
Howard S. Wright  
Intel Corporation  
Marylhurst University  
Metro  
Multnomah County  
Neil Kelly  
New Seasons  
Nike, Inc.  
Ninkasi Brewing  
Office of Governor John Kitzhaber

Oregon Environmental Council  
Oregon State University  
PECI  
Port of Portland  
Portland Business Journal  
Portland Development Commission  
Portland General Electric  
Portland State University  
Portland Trail Blazers  
Providence Health & Services  
Republic Services  
Skanska USA  
University Of Oregon



# ADVISORY BOARD



**Megan Shuler**  
Program Manager, Sustainability  
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Bureau of Planning and  
Sustainability



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Office of Sustainability



**Pam Neal**  
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Kennedy-Hill**  
Vice President of Diversity and  
Community Relations, Travel  
Portland



**Mark Brady**  
Clean Tech Industry  
Strategist, Business Oregon

# WHY PARTNER?

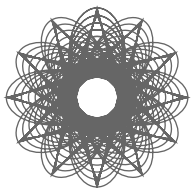
## VALUE WE OFFER

We find most of our partners' sponsorship objectives fall into the following mission-driven categories, and have designed our sponsorship packages to maximize brand interaction and reflect these broad goals.



# SPONSORSHIP LEVELS

<b>Key Collaborator</b>	<ul style="list-style-type: none"> <li>- Title Sponsor</li> <li>- Presenting Sponsor</li> </ul>	<p>These are exclusive opportunities to demonstrate your commitment to advancing the green economy. As a primary contributor, your company makes the event possible for the community. At these high levels your company is co-branded on all event materials and becomes the event focal point.</p>
<b>Stage Time</b>	<ul style="list-style-type: none"> <li>- Keynote Sponsor</li> <li>- Panel Sponsor</li> </ul>	<p>Secure a speaking introduction for your company leader. Chose a relevant topic from our program that aligns with your company's sustainability efforts and share your success story.</p>
<b>On-Site Engagement</b>	<ul style="list-style-type: none"> <li>- Custom Sponsor</li> <li>- Registration Sponsor</li> <li>- Networking Sponsor</li> </ul>	<p>Select a prominent location on-site for your custom display. Spark excitement with conference attendees via interactive activities (lunch &amp; learn, photo booth, ask an expert lounge, video reel, etc.).</p>
<b>Community Engagement</b>	<ul style="list-style-type: none"> <li>- Custom Sponsor</li> </ul>	<p>Create educational resources that further the conversation about sustainability in your community. Bring people together with resource guides, sustainability tours, funding for student registration, etc.</p>
<b>Advanced Vehicle Ride &amp; Drive</b>	<ul style="list-style-type: none"> <li>- Customized Based on Level of Engagement &amp; Exposure</li> </ul>	<p>Create an event focal point by offering GoGreen attendees — a group of sustainably minded professionals notorious for their early-adopter status — the opportunity to test drive the latest AV technology on the market.</p>
<b>Awareness</b>	<ul style="list-style-type: none"> <li>- Event Sponsor</li> </ul>	<p>Gain brand awareness through GoGreen Conference marketing, plus exhibit on-site.</p>
<b>Display</b>	<ul style="list-style-type: none"> <li>- Exhibitor</li> </ul>	<p>Showcase your products and services with an exhibitor space on-site.</p>



## LET'S GET CREATIVE

Is there another way you'd like to partner with the GoGreen Conference? Let's work together to create a package that helps you to reach our audience.

# 10-YEAR ANNIVERSARY:

## Examples of Leadership and Innovative Partnerships to Advance Equity

In 2017 we will celebrate Portland's 10th year of GoGreen. In our first years, GoGreen kicked off with an opening plenary celebrating business leadership in sustainability. This session was a north star – showing attendees how the region's leaders were shaping a still emerging set of green business norms. Each year it set a new threshold for achievement. Today models of business leadership are needed in the field of equity. In 2017, we will recognize business leadership and innovative partnerships to advance equity.

We are seeking submissions of stories that exemplify leadership in the areas of recruitment and hiring, retention and workplace culture, leadership structure, contracting and procurement, community engagement, and B to B initiatives. Please use our [online submission form](#) to submit an example of leadership or innovative partnership to advance equity in Portland.

### **Support our 2017 Leadership Awards as Presenting Sponsor | \$5,000**

- Your organization is Presenting Sponsor of 2017 Leadership and Innovative Partnership to Advance Equity AWARDS
- Introduction of Awards by your organization leadership on Main Stage
- Your organization promotion handed out/on chairs during Awards session
- Your organization logo on Main Stage screen during Awards session
- Your organization logo feature next to Awards session in Conference Program
- Display space in Sponsor Foyer (includes optional 6-ft table and 2 chairs)
- Logo feature in GoGreen Conference Advertising, HTML Email Promotion, Printed Materials, Website, Signage, Sponsor Slideshow and Conference Program
- Social Media announcement and re-tweeting of your relevant sustainability-focused news
- Opt-In Attendee List (by request)
- 4 full-conference registration passes included

# SPONSORSHIP BENEFITS

	Title	Presenting	Stage	Custom Engagement	Networking Reception	VIP Speaker Reception	Lunch and Learn	Keynote Presenting
Cost	\$20,000	\$15,000	\$10,000	\$10,000-\$3,500 *AV Ride & Drive package details upon request	\$7,500	\$7,500	\$5,000	\$5,000
Available	Exclusive	3	Exclusive		2	Exclusive	2	2
Registration Passes	10	8	6	Varies	5	5	4	4
10x10 Exhibitor Space	✓	✓	✓		✓	✓	✓	✓
Custom Exhibitor Space				✓				
Logo on Program	TopTier	TopTier	TopTier	TopTier	TopTier	TopTier	Mid Tier	Mid Tier
Logo on Website	TopTier	TopTier	TopTier	TopTier	TopTier	TopTier	Mid Tier	Mid Tier
Logo in Marketing	TopTier	TopTier	TopTier	TopTier	TopTier	TopTier	Mid Tier	Mid Tier
HTML Email Promo	TopTier	TopTier	TopTier	TopTier	TopTier	TopTier	Mid Tier	Mid Tier
On-Site Signage	TopTier	TopTier	TopTier	TopTier	TopTier	TopTier	Mid Tier	Mid Tier
On-Site Powerpoint Slideshow	TopTier	TopTier	TopTier	TopTier	TopTier	TopTier	Mid Tier	Mid Tier
Opt-in Attendee Contact List	✓	✓	✓	✓	✓	✓	✓	✓
Social Media Announcement	✓	✓	✓	✓	✓	✓	✓	✓
Speaking Introduction	✓	✓			✓		✓	✓
Banner Placement	✓	✓	✓	✓	✓	✓	✓	
Special Offer in Thank-You Email	✓							✓
Co-Branded Event Logo Feature	✓	✓						



# SPONSORSHIP BENEFITS

	Registration	Mini Session	Lanyard Sponsor	Panel Session	Break Sponsor	Event	Event/no Table	Exhibitor
Cost	\$5,000	\$4,000	\$3,500	\$3,500	\$3,000	\$2,500	\$1,500	\$1,000
Available	Exclusive	-	1	8			-	
Registration Passes	4	3	3	3	2	2	2	1
6ft Table-Top Exhibit Space	✓	✓	✓	✓	✓	✓		✓
Logo on Program	Mid Tier	Base Tier	Base Tier	Base Tier	Base Tier	Base Tier	Base Tier	Text Listing
Logo on Website	Mid Tier	Base Tier	Base Tier	Base Tier	Base Tier	Base Tier	Base Tier	Base Tier
Logo in Marketing	Mid Tier	Base Tier	Base Tier	Base Tier	Base Tier	Base Tier	Base Tier	
HTML Email Promo	Mid Tier	Base Tier	Base Tier	Base Tier	Base Tier	Base Tier	Base Tier	
On-Site Signage	Mid Tier	Base Tier	Base Tier	Base Tier	Base Tier	Base Tier	Base Tier	
On-Site Powerpoint Slideshow	Mid Tier	Base Tier	Base Tier	Base Tier	Base Tier	Base Tier	Base Tier	
Opt-in Attendee Contact List	✓	✓	✓	✓	✓	✓	✓	
Social Media Announcement	✓	✓						
Speaking Introduction	Emcee recognition	✓		✓				
Banner Placement	✓	✓			✓			
Promotion Handed Out					✓			
Branded Registration Receipt	✓							

# MEDIA PARTNERS

We secure event advertising with media partners in all categories including: print, online media, television, radio, outdoor, and social media.

**Chinook Book**

OregonBusiness

PORTLAND  
**BUSINESS  
JOURNAL**

CONNECTING AMERICA'S LEADERS  
**GOVERNING**

sustainable  
business  
oregon 

ReDirect  Guide

**The Oregonian**

## THE FACTS

- \$15,000+ in advertising via major media partnerships
- 1,000 promotional postcards
- 10,000+ social media followers
- 400+ unique monthly blog visitors
- 2,500+ email distribution list
- 10-15 Community Partners who promote the event with their members

# GET IN TOUCH

## CONTACT

Savannah Mallo

Email [savannah@gogreenconference.net](mailto:savannah@gogreenconference.net)

Call 503.969.7852

Website [portland.gogreenconference.net](http://portland.gogreenconference.net)

## JOIN THE CONVERSATION



@GoGreenPDX #GoGreenPDX



Go Green Conference

## EVENT DETAILS

Date October 17, 2017

Place Gerding Theater at the Armory, Portland

