

WESTERN NEW YORK
SUSTAINABLE BUSINESS ROUNDTABLE



2021 Summit Sponsorship Opportunities





Intro to SBR

WNY Sustainable Business

Roundtable (SBR) was officially created in 2014 to help companies **INVEST** in their economic and environmental future. We **CONNECT** organizations to resources, educating businesses and communities so we can together **LEARN** best practices for sustainability. We **RECOGNIZE** member achievements, with the goal of creating an economically and environmentally resilient Western New York.

As of March 2021, SBR is a dynamic group of almost 70 local businesses and organizations invested in sustainability whose actions create competitive advantages and promote regional prosperity. It is our mission to provide exceptional quality education, connections and experiences to all stakeholders. The Sustainable Business Summit is SBR's annual marquee event. Don't miss out on this opportunity to:

- Connect your company to our member businesses,
- Underscore your company's commitment to sustainable businesses in WNY, and
- Enhance your local presence with WNY businesses and customers who value sustainability.

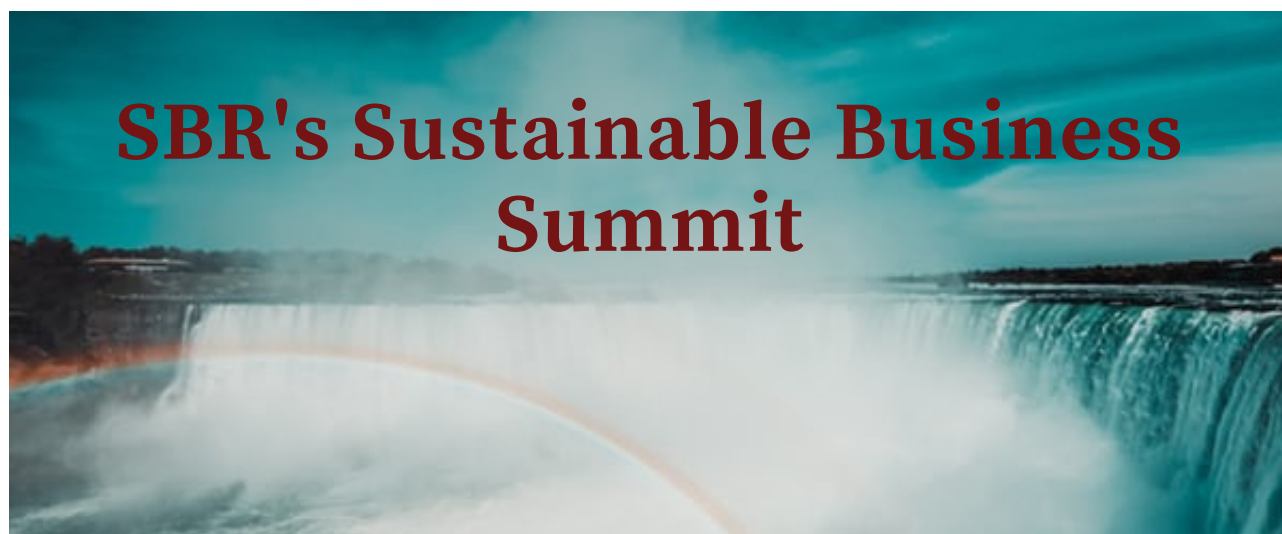
We offer three summit sponsorship levels as well as two exclusive sponsorship opportunities. Pick your favorite and let's move forward together!

Contact us to discuss:

Asa Guilamo, Executive Director, SBR

Email: asa@wnysustainablebusiness.org. Cell

Phone: 561-412-8635.



Each year, SBR's members, partners, allies, and friends get together for our annual marquee event, The Sustainable Business Summit.

What's in it for you? The Sustainable Business Summit gives sponsors a chance to showcase products and/or services and increase brand awareness.

What's our reach? Our summit attendees 2018 - 2020 represented a cross section of businesses from across the region who are investing in sustainable products and practices. In 2019, SBR attracted 200+ for our in person summit. In 2020, we had over 160 registered participants for our "Summit Reimagined" and with our virtual format were able to greatly reduce our environmental footprint. We're once again enabling attendees to join us from their home offices or living rooms; across the nation and perhaps around the world.

What's your ROI? We will ensure that your company's logo gets high visibility before, during and after the two summit days, and we will mimic real world conference interactions in Remo.

The 2021 Virtual Summit will happen online on May 5th - 6th from 2-5 PM. The overall theme is "**Make it Your Business - Harness the Power of the SDG's**". The 2021 Summit will host two afternoons of live keynote panels featuring national & local business leaders, intertwined with longer networking sessions, vendor showcases, Roundtable discussions and more. SBR's Summit is a great opportunity to meet up with peers, engage with national sustainability leaders, to be inspired and get recognized! The keynote panels, summit program overview and confirmed speakers are available on the summit page: <https://www.wnysustainablebusiness.org/2021-summit>.



How will it work? This isn't just another Zoom call. Remo, the 2021 Summit's digital conference platform, is designed to encourage interaction and exploration of new business connections! If you choose to participate as a summit vendor, you will have a table dedicated to your company and with your company name listed in the Resource Guide/ Vendor list. All attendees are encouraged to set up virtual business cards, so you'll easily get their contact information for follow-ups. SBR will set up prep sessions in the Remo platform about a week before the event (date to be announced) to go over the different functionalities with interested sponsors. Link to Remo conference product demo: <https://www.youtube.com/watch?v=7MULDTn909k>.

The 200+ Summit attendees will have an opportunity to interact with vendors several times during the two summit days. The program's keynote plenary panels are mixed with four opportunities to intermingle, including two dedicated time slots (30 min each) for vendor showcase and networking.





Visionary Leader (3 available) \$ 2,500

The 2021 Summit will feature three keynote panels. Keynote panel I on May 5th is titled "Why You Should Care: the SDG's Are Driving Businesses' Future Growth". The two keynote panels on May 6th will be: "Acquiring & Retaining Talent by Driving Empowerment, Equity and Human Capital through the SDG's" and "Innovation, growth and furthering economic success through the Global Goals".

The Visionary Leader Sponsorship includes:

- Live Sponsor Introduction (up to 2 min) of one keynote panel
- Company logo on summit slide deck*
- Sponsor recognition by SBR representative during summit opening (both days)
- Vendor table in Remo
- Company logo and hyperlink recognition on SBR Summit webpage
- Sponsor's logo on summit sponsor logo board banner shared in SBR's weekly newsletters** & on SBR's social media accounts: LinkedIn, Twitter & Facebook***
- Company logo on the conference platform, Remo's, attendee interface
- 3 summit registrations

** Seen by approximately 200 attendees, based on attendance during SBR's Summits 2018-2020.*

*** A current total of 1,234 followers across the social media platforms.*

**** To a current total of 1,146 newsletter subscribers.*



Change Agent \$2,000

The Change Agent Sponsorship includes:

- Company logo on summit slide deck*
- Sponsor recognition by SBR representative during summit opening
- Vendor table in Remo
- Company logo and hyperlink recognition on SBR Summit webpage
- Sponsor's logo on summit sponsor logo board banner shared in SBR's weekly newsletters** & on SBR's social media accounts: LinkedIn, Twitter & Facebook***.
- Company logo on the conference platform, Remo's, attendee interface
- 2 summit registrations

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SUMMIT SPONSORSHIP LEVELS



Sustainable Steward

\$1,500

The Sustainable Steward Sponsorship includes:

- Company logo on summit slide deck*
- Sponsor recognition by SBR representative during summit opening
- Vendor table in Remo
- Company logo and hyperlink recognition on SBR Summit webpage
- Sponsor's logo on summit sponsor logo board banner shared in SBR's weekly newsletters** & on SBR's social media accounts: LinkedIn, Twitter & Facebook***.
- 1 summit registration

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Exclusive Sponsorships



DRINK SPONSOR: \$4,000

(1 AVAILABLE)

Sponsor the Summit Happy Hour “Meet the winners” by choosing your favorite place for advance pick up of beer/ wine / green juices, for a joint toast with the summit attendees! This is an excellent way to support e.g. a local brewery, while enjoying name recognition during a cheerful hour. You will get an opportunity to introduce the Happy Hour live (3 min). The drink sponsor will also get:

- Company logo on summit slide deck
- Sponsor recognition by SBR representative during summit opening (both days)
- Vendor table in Remo
- Company logo and hyperlink recognition on SBR Summit webpage
- Sponsor's logo on summit sponsor logo board banner shared in SBR's weekly newsletters & on SBR's social media accounts: LinkedIn, Twitter & Facebook
- Company logo on the conference platform, Remo's, attendee interface
- 3 summit registrations

SCHOLARSHIP SPONSORS: \$2,000 - \$5,000

(MULTIPLE OPTIONS AVAILABLE)

Empower the next generation of change agents! This is your opportunity to provide 20-30 scholarships for students, non-profits & entrepreneurs to attend the Summit. The sponsor enjoys all benefits described in the seven bullets above.

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