

November 11, 2009
Raleigh, NC

Inspiring Innovation

The **Sustainable North Carolina Awards**, now in its eighth year, is one of the most widely recognized programs honoring those who are integrating social responsibility and environmental stewardship with solid financial performance. The SNC Business Council is proud to showcase the accomplishments of our state's visionary organizations and people.

Awards will be made in five categories: *Triple Bottom Line*, *Entrepreneurship*, *Innovation*, *Catalyst*, and *Champion*. Finalists and winners will be recognized at a gala reception and ceremony on November 11, 2009. There will be ample time for the audience of business, NGO, academic and government leaders to network and hear from our honorees prior to the festivities.

Our keynote speaker is Chuck Swoboda, President & CEO of Cree, a leader in innovative, energy-efficient LED lighting solutions.



In keeping with the 2009 theme of *Inspiring Innovation*, this year's program is designed to be more inclusive, interactive, and transparent, and to generate more publicity for nominees.

- A simplified online nomination process makes it faster and easier to apply. Nominee profiles appear on an interactive website where the public can comment.
- Finalists will be invited to present at breakout sessions on the day of the awards ceremony. The audience will have the opportunity to hear first hand from the nominees and talk with them.
- Event attendees will be able to cast a vote on-site for the most inspirational finalist after hearing presentations. The winner of the brand new SparK award will be announced along with the winners selected by the independent panel of judges.
- The reception prior to the awards ceremony will feature food and wine grown in North Carolina and prepared by some of our area's most creative chefs.

SPONSORSHIP BENEFITS

The Sustainable North Carolina Awards is one of the oldest and best known programs recognizing inspiring sustainability efforts the across the state.

Each of past seven years, the event has attracted between 200 and 300 attendees and has been covered by the News & Observer, the Triangle, Triad & Charlotte Business Journals, Charlotte Observer, Chronicle of Higher Education, Herald Sun, Business North Carolina and other media outlets.

As a sponsor, your organization will:

- ✓ *Reinforce your reputation as a leader in sustainability*
- ✓ *Introduce your mission, products, and services to event attendees*
- ✓ *Meet and collaborate with other sustainability leaders*
- ✓ *Learn about the latest innovations and sustainability efforts in the state*

You're in great company! Some of North Carolina's premier organizations are past sponsors, including Burt's Bees, Progress Energy, Cherokee Investment Partners, Cisco, Kilpatrick Stockton, Entrix, Duke Energy, Lenovo, PBS&J, Southern Energy Management, The Redwoods Group, Biltmore, Bank of America, Dell, Corning, Shaw Contract Group, Weaver Cooke Construction, Novozymes, Interface, NC GreenPower, NC Electric Membership Corporation, NC Commerce and NC State Energy Office.

Recognizing that all organizations must be conservative with resources at this time, we are streamlining the event to generate more value with a smaller investment. By leveraging online social media and our extensive network of members and partners, we will actually increase exposure for nominees and sponsors in 2009 while keeping costs low.

The SNCBC board of directors, staff and members are committed to continuing the great tradition of the Sustainable North Carolina Awards...and equally excited about its continuing evolution in these times of great change.

To reserve your sponsorship today, contact Katy Ansardi at 919.839.2111 x9304 or kansardi@sustainnc.org.

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Sponsorship Rights & Benefits

<i>(number available)</i>	Gold (1)	Silver (2)	Bronze (4)	Recep. (1)	Small Biz (8)
INVESTMENT	\$5000	\$2500	\$900	\$1500	\$500
PROMOTIONAL MARKETING					
Named as Gold Sponsor in all PR activities	✓				
Named as sponsor in selected PR activities		✓	✓	✓	
Featured on event website for 6+ months	Top Logo	2 nd Logo	Logo	Logo	Listing
Logo featured on SNCBC website home page for 6+ months	✓	✓			
Featured in newsletter to 1500+ subscribers	Top Logo	2 nd Logo	Logo	Logo	Listing
Ad on nominee website	Banner	Box	Listing		
SNCBC Network Level membership or discounted Leadership Level membership	✓	✓	✓	✓	
ON-SITE PROMOTION					
Logo projection in rotation at awards ceremony	✓	✓	✓		✓
Sponsorship acknowledgement on main stage screen during awards ceremony	✓	✓			
Corporate banner at stage	✓				
Logo projection in rotation at breakout sessions	✓	✓	✓		✓
Sponsor acknowledgement signage	Top Logo	2 nd Logo	Logo		Listing
Table with signage at reception/ceremony	✓	✓		✓	
Literature placement on central table	✓	✓	✓	✓	✓
Small table tents throughout reception area				✓	
RECOGNITION AT EVENT					
Introduce keynote speaker	✓				
Introduce finalists' presentations	✓	✓	✓		
Opportunity to co-present awards	✓				
EVENT ACCESS					
All Access Tickets (panels, reception, ceremony)	4	2	2	2	2