



## **2013 CONFERENCE SPONSORSHIP**

### **BUFFALO, NY | JUNE 11-14, 2013**

**BALLE Conference sponsors have the opportunity to engage with thousands of thought leaders and trailblazers while aligning your brand with the pioneers of the new economy.** The Annual BALLE Conference is the seminal yearly event where innovators from North America and beyond come together to explore emerging innovations and business solutions for building healthy, sustainable, and competitive local economies.

“BALLE represents the leading edge of sustainable business in the North America. Being a lead sponsor of the BALLE conference put us front and center with thousands of entrepreneurs that share our values.”

—**DON SHAFFER**, President and CEO, RSF Social Finance

“The BALLE conferences allow us to showcase our business model in a really comprehensive manner. We recommend the BALLE Conference as an important venue to network with influential business leaders from across North America.”

—**ERIC NEWMAN**, Vice President of Sales, Organic Valley

“The visionary entrepreneurs who attend the BALLE conference are our core readership, the customers we rely on, who care about sustainable business, resilient food systems, renewable energy, and environmental politics. We learn a lot about our mission by connecting with this community.”

—**MARGO BALDWIN**, Publisher, Chelsea Green Publishing

#### **FOR MORE INFORMATION, CONTACT:**

**ALISSA BARRON-MENZA**, Managing Director: 360.746.0840 x109, [alissa@bealocalist.org](mailto:alissa@bealocalist.org)

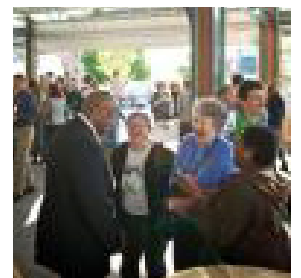
# SPONSORSHIP OPPORTUNITY AND IMPACT

Whether you have a new program or product for green builders, local manufacturers, or family farms, a product or service for independent businesses, or you want to tap into the changing market toward local and sustainable enterprise, the BALLE community represents a targeted opportunity to connect with tens of thousands of others who are interested in what you have to offer.

Conference attendees include hundreds of local leaders, entrepreneurs, business owners, economic and community development professionals, investors, funders and philanthropists, pioneering policymakers, media representatives, and many others.

## BALLE CONFERENCE SPONSORS:

- **Reach tens of thousands of potential new customers and clients** through our pre- and post-conference marketing via print, email, web, and social media.
- **Experience significant visibility and deep onsite interactions with 600+ conference participants over 4 days.** Attendees come from almost all U.S. states and Canadian provinces, and a handful of additional countries.
- **Get an insider's view of what it's like to live in a thriving local economy.** Each year we host interactive sessions, tours of local thriving communities, and collaborate with peers and national leaders to elevate emerging innovations, share strategies for local investing, and learn proven, practical tools to be more successful.
- **Become a potent agent for transformation in the new economy** as you develop relationships with our constituents and onsite participants.



# 2013 SPONSORSHIP OPTIONS

## SPONSOR PACKAGES

These packages provide excellent value and ROI if you're looking for a combination of broad exposure throughout the year plus the opportunity to reach potential constituents and clients more deeply at our conference onsite.

### All sponsor packages come with these standard benefits:

- Logo placements on all conference marketing materials
- Social media recognition of your partnership with us
- Option to include promotional materials on sponsor table at conference registration
- One complimentary exhibit space
- Sponsor recognition on your name badge at the conference

### **BUFFALO LOCALIST** \$1500:

(for Buffalo, NY-based organizations only)

- Standard benefits outlined above

### **ADVOCATE** \$2500: Standard sponsor recognition plus:

- 50% off one main conference registration
- A quarter-page ad in conference program

### **SUSTAINER** \$5000: Standard sponsor recognition plus:

- ONE complimentary conference registration and TWO complimentary Living Economy tour registrations
- A half-page ad in conference program
- Prominent logo placement on site
- An invitation to a private reception with other lead supporters

### **ACCELERATOR** \$7500: Standard sponsor recognition plus:

- TWO complimentary conference registrations and TWO complimentary Living Economy tour registrations
- A full-page ad in conference program
- Prominent logo placement on site
- An invitation to a private reception with other lead supporters
- Logo featured in rotating banner on BALLE website
- Listing as a sponsor in print ads (ads have appeared in YES!, Inc., Sustainable Industries, GreenBiz.com, and others)

### **PARTNER** \$10,000: Standard sponsor recognition plus:

- THREE complimentary conference registrations and THREE complimentary Living Economy tour registrations
- A full-page ad in conference program
- Prominent logo placement on site
- An invitation to a private reception with other lead supporters
- Logo featured in rotating banner on BALLE website
- Listing as a sponsor in print ads (ads have appeared in YES!, Inc., Sustainable Industries, GreenBiz.com, and others)
- Premier exhibit location
- Sponsor acknowledgement from BALLE on the main stage
- A BALLE homepage "Success Story" feature about your business or organization

**LEADER (includes Webinar Series Sponsorship):**

\$15,000: Standard sponsor recognition plus:

- THREE complimentary conference registrations and THREE complimentary Living Economy tour registrations
- A full-page ad in conference program
- Prominent logo placement on site
- An invitation to a private reception with other lead supporters
- Logo featured in rotating banner on BALLE website
- Listing as a sponsor in print ads (ads have appeared in YES!, Inc., Sustainable Industries, GreenBiz.com, and others)
- Premier exhibit location
- Sponsor acknowledgement from BALLE on the main stage
- A BALLE homepage "Success Story" feature about your business or organization
- An opportunity for a 5-minute address on the conference main stage
- In addition to conference sponsor recognition, you will be recognized as a sponsor for one year of the BALLE Live! Webinar series of your choice. (\$5000 value)

**GROUNDBREAKER (includes Webinar Series Sponsorship):**

\$25,000: Standard sponsor recognition plus:

- FIVE complimentary conference registrations and THREE complimentary Living Economy tour registrations.
- A full-page ad in conference program
- Prominent logo placement on site
- An invitation to a private reception with other lead supporters
- Logo featured in rotating banner on BALLE website
- Listing as a sponsor in print ads (ads have appeared in YES!, Inc., Sustainable Industries, GreenBiz.com, and others)
- Premier exhibit location
- Sponsor acknowledgement from BALLE on the main stage
- A BALLE homepage "Success Story" feature about your business or organization
- An opportunity for a 5-minute address on the conference main stage
- An opportunity for 2-minute presentation at our invitation only reception
- An opportunity to reallocate unused registrations into a scholarship fund
- An opportunity for a targeted/facilitated communication with participants in advance of the conference
- In addition to conference sponsor recognition, you will be recognized as a sponsor for one year of the BALLE Live! Webinar series of your choice. (\$5000 value)

## SHOWCASING INNOVATION SPONSORSHIP OPPORTUNITIES

These sponsorships provide high-visibility promotion for your organization, as only a select few sponsors are accepted in each category. If you've got an idea for a custom innovator showcase sponsorship designed to highlight a new product or organizational accomplishment, let us know – we like to get creative!

### All Showcasing Innovation sponsorships come with:

- One complimentary main conference registration\*
- Logo placements on all conference marketing materials
- Social media recognition of your partnership with us
- Sponsor recognition on your name badge at the conference

*\*Except Attendee Gift Bag sponsor.*

### BUSINESS PLAN COMPETITION SPONSOR (one available): \$7500

*An excellent and creative way to showcase your organization as an entrepreneurial innovator with time on the main stage otherwise allotted to \$15,000 sponsors and above.*

Underwriter of the popular "Back of the Napkin" Business Plan competition. Premier plenary stage exposure, and the ability to serve as a competition judge. Three winners will receive free registration to next year's conference in your organization's name. Standard Showcasing Innovation benefits included.

### ECONOMIC JUSTICE SPONSOR: \$5000 (\*and up)

*An important way to celebrate and build on your commitment to economic justice by supporting diverse, inclusive, and representative leadership of the Localist movement in your place and beyond.*

Provides scholarships for 8 (\*or more) entrepreneurs from underrepresented communities to attend the conference (higher-level sponsors fund more scholarship awards) We market the opportunity and manage the process, and you get the scholarship fund named in your honor, a sponsor feature in our application and on our conference website, special recognition in our printed conference program, input in the selection committee, and an opportunity to be introduced to award recipients in advance of the conference. Standard Showcasing Innovation benefits included.

### CARBON OFFSETS SPONSOR (one available): \$5000

*A great way to gain broad ongoing and onsite exposure for your organization while demonstrating your commitment to environmental responsibility.*

Offsets the carbon footprint associated with participants' travel to and from our conference. Special recognition in our online registration site, and a special feature on our 'greening our conference' webpage. Special recognition onsite through a quarter-page ad in our printed program, an attendee gift bag insertion (or equivalent), an exhibit booth, and dedicated registration-area signage. Standard Showcasing Innovation benefits included.

## **PARTY SPONSOR: \$4000**

*If you've got a smaller budget but your aim is maximum onsite face-time, this is the sponsorship opportunity for you.*

Enjoy a place to shine as a prominent exhibitor and underwriter when you serve as sponsor for one of our fabulous evening dinner celebrations attended by all conference participants. To herald your presence and drive traffic to your exhibit, you'll be recognized in our printed program with a quarter-page ad in the conference program. You'll also be recognized at the party for underwriting people's participation and celebration. Standard Showcasing Innovation benefits included.

## **ATTENDEE GIFT BAG SPONSOR (one available): \$3500**

*If brand exposure is your aim, this opportunity is our most targeted and high-impact for building brand recognition.*

Our conference gift bags are reusable tote bags that will be carried by 600+ attendees throughout the conference, and then carried home and reused for additional exposure in dozens of communities. The bags can be branded with your organization's logo (can be a bag created and provided by your organization.) Standard Showcasing Innovation benefits included, as well as an attendee gift bag insert of your choice (of course!).

## **A SAMPLE LIST OF PAST SPONSORS:**

RSF Social Finance | Organic Valley | Etsy | Zingerman's | Kellogg Foundation | Seventh Generation | Nature's Path | 1% for the Planet | Indigenous | Social(K) | New Leaf Paper | 1% for the Planet | Comet Skateboards | One PacificCoast Bank | YES! Magazine | Portfolio 21 Investments | B Lab | Constant Contact | Chelsea Green Publishing | Inc. | Investor's Circle | Renewal2 | Native Energy | Solidago Foundation | ShadeFund | Utne | Sustainable Industries | Shareable | University of Colorado | Western Washington University | Bainbridge Graduate Institute

...and many others, with our deep gratitude!

