



BECOME A

Sustainable Jersey Sponsor

Partner with Us: Sustainable Jersey's corporate sponsorship program offers companies recognition and exposure all year long while they support our mission to build a better tomorrow one community at a time. The private sector plays a vital role in strengthening and empowering New Jersey's municipalities and schools as they address local consequences and solutions to climate change, social inequity, and public health-related challenges in our communities. Sustainable Jersey Sponsorship enables your organization to be a leading partner in enabling communities to be greener, healthier, and more sustainable for future generations to come.

Your Sponsorship will support increased participation in our Municipal and Schools Certification programs and help Sustainable Jersey expand its direct technical assistance initiatives to the communities that need it most.

MUNICIPAL PROGRAM ANNUAL SPONSORSHIP

As a Sustainable Jersey sponsor, you will be supporting our Municipal Certification Program and the 460+ participating cities and towns across the State. You will receive a variety of sponsorship benefits including:

- **Boost Visibility at Events**
Sustainable Jersey holds 100+ annual training and outreach events; our audience includes municipal and community leaders, green team members, and other professionals working in the ever-expanding green economy.
- **Complimentary Access, Brand Exposure, and Program Book Ad** at the NJ Sustainability Summit and Sustainable Jersey's Award Luncheon at the NJ League of Municipalities Conference, collectively drawing nearly 1,000 local sustainability leaders.
- **Prominent Year-Round Logo Placement** (Online and Print Media)

DID YOU KNOW?

81%

OF NJ MUNICIPALITIES ARE REGISTERED WITH SUSTAINABLE JERSEY

91%

OF NJ'S POPULATION LIVES IN A SUSTAINABLE JERSEY COMMUNITY

18.6K+

ACTIONS COMPLETED THROUGHOUT NEW JERSEY

While supporting our mission, you have the opportunity to build critical partnerships with high-impact brand exposure to municipal and school district elected officials, staff, and committed volunteers.

SCHOOLS PROGRAM ANNUAL SPONSORSHIP

As a Sustainable Jersey for Schools sponsor you will be supporting our Schools Certification Program and helping to 1,000+ participating schools and 350+ school districts across the State. You will receive a variety of mission-driven benefits including:

- **Boost Visibility at Schools Program Events**
Audience includes teachers, principals, business administrators, and superintendents from 350+ school districts in New Jersey.
- **Complimentary Access, Brand Exposure, and Program Book Ad** at the NJ Sustainability Summit and the Sustainable Jersey for Schools Award Ceremony held at the New Jersey School Boards Association Annual Workshop.
- **Prominent Year-Round Logo Placement** (Online and Print Media)

Municipal Annual Sponsorship Benefits



Please consider participating in the Sustainable Jersey program as an annual sponsor. Your sponsorship dollars will be put to work enhancing our best practice resources; supporting communities through hands-on technical assistance, trainings and workshops; and advancing the overall sustainability progress of the state.

	PLATINUM \$50,000+	GOLD \$25,000 - \$49,999	SILVER \$10,000 - \$24,999	BRONZE \$5,000 - \$9,999
Lunch and Learn Event: Office or virtual session with your staff to learn more about Sustainable Jersey and how to help clients earn points (if applicable to your business)	✓			
Premium brand visibility & verbal acknowledgment at all major events	Top placement	✓		
Your logo on our quarterly newsletter	✓	✓		
Recognition as “Summit Sponsor” of the annual NJ Sustainability Summit	✓	✓	At \$15,000+ level	
Complimentary table at the NJ Sustainability Summit’s Sustainability Exhibit	✓	✓	At \$15,000+ level	
Your logo on homepage scrolling carousel	✓	✓	✓	
Your logo on our website “Funders” page	In largest size	In larger size	✓	✓
Crossover recognition in some Sustainable Jersey for Schools programming	✓	✓	✓	✓
Sustainable Jersey “Sponsor” logo for use on your company’s digital/printed materials	✓	✓	✓	✓
At least 25 emails to Sustainable Jersey e-blast list acknowledging your company as a Sustainable Jersey Sponsor	✓	✓	✓	✓
Your logo on all printed & digital major event program materials	In largest size	In larger size	✓	✓
Your logo included in our Annual Report	In largest size	In larger size	✓	✓
Your logo on separate “Sponsors” slide within all Sustainable Jersey presentations	In largest size	In larger size	✓	✓
Ad in all major SJ event program books	Full Page	Full Page	1/2 Page	1/4 Page
Your logo on all major SJ event sponsor boards	In largest size	In larger size	✓	✓
Tickets to the NJ Sustainability Summit and Sustainable Jersey’s Awards Luncheon event at the NJ League of Municipalities Conference	8	4	2	1
Recognition at our NJLM Conference booths and sessions	✓	✓	✓	✓

GAIN HIGH-IMPACT VISIBILITY WITH OUR FOLLOWERS AND SUPPORTERS STATEWIDE!

- 8,000+ weekly Sustainable Jersey email recipients
- 8,048 Facebook followers; Impressions: 222,695/year (19k/month)
- 5,644 Twitter followers; Impressions: 489,183/year
- 2,395 Instagram followers; 1,154 LinkedIn followers
- Website Traffic - 628,654 annual page views; 139,159 sessions

Schools Annual Sponsorship Benefits



Please consider participating in the Sustainable Jersey for Schools program as an annual sponsor. Your sponsorship dollars will be put to work enhancing our best practice resources, supporting schools green teams, providing trainings and workshops, and advancing the overall sustainability progress of our schools.

	PLATINUM \$50,000+	GOLD \$25,000 - \$49,999	SILVER \$10,000 - \$24,999	BRONZE \$5,000 - \$9,999
Premium brand visibility & verbal acknowledgment at all major events	Top placement	✓		
Lunch and Learn Event: Office or virtual session with your staff to learn more about Sustainable Jersey and how to help clients earn points (if applicable to your business)	✓	✓		
Recognition as “Summit Sponsor” of the annual NJ Sustainability Summit	✓	✓	At \$15,000+ level	
Complimentary table at the NJ Sustainability Summit’s Sustainability Exhibit	✓	✓	At \$15,000+ level	
Your logo and sponsorship level listed on our quarterly newsletter	✓	✓	✓	
Your logo on home page scrolling carousel	✓	✓	✓	
Your logo on our website “Funders” page	In largest size	In larger size	✓	✓
Crossover Recognition in some Municipal Programming	✓	✓	✓	✓
Sustainable Jersey’s “Sponsor” logo for use on your company’s digital/printed materials	✓	✓	✓	✓
At least 25 emails to Sustainable Jersey e-blast list acknowledging your company as a Sustainable Jersey for Schools Sponsor	✓	✓	✓	✓
Your logo on all printed & digital major event program materials	In largest size	In larger size	✓	✓
Your logo included in our Annual Report	In largest size	In larger size	✓	✓
Your logo on separate “Sponsors” slide within all Sustainable Jersey presentations	In largest size	In larger size	✓	✓
Ad in all major SJ Schools event program books	Full page	Full page	1/2 page	1/4 Page
Your logo on all major SJ Schools event sponsor boards	In largest size	In larger size	✓	✓
Tickets to the NJ Sustainability Summit and the School Awards Ceremony at NJSBA Workshop	8	4	2	1
Recognition at our booth and in sessions at New Jersey School Boards Association Workshop	✓	✓	✓	✓



Sponsorship Terms and Guidelines

Sustainable Jersey is a non-profit 501(c)3 organization that is funded, in part, through private contributions that are referred to as sponsorships. Sustainable Jersey publicly recognizes and discloses all sponsorship contributions.

The establishment of a sponsorship does not constitute an endorsement by Sustainable Jersey of the sponsor's organization, products, services, or the sponsor's public positions. While Sustainable Jersey does connect municipalities and schools with resources that further their sustainability goals, a Sponsorship does not imply special treatment or exclusive partnerships between a private entity and Sustainable Jersey.

Sustainable Jersey makes an exception and occasionally engages in collaborative programming with New Jersey public utilities in support of programs for energy efficiency, development of renewable energy, or water efficiency (among others) that are sanctioned by the New Jersey Board of Public Utilities (an official state agency) and are funded by ratepayers or taxpayers.

Sponsors are not provided confidential information regarding program participants, constituents, or email subscribers. Sponsors do not influence programmatic decisions.

Sponsors cannot use the logo or name in any correspondence, solicitation, or promotion without first receiving expressed written consent from Sustainable Jersey. Sustainable Jersey reserves the right to refuse or decline any offer of sponsorship at its absolute discretion, or to negotiate with the sponsor concerning any aspect of a proposed sponsorship.

My company agrees to the Sponsorship Terms and Guidelines

YES! Count on me for a Sustainable Jersey Sponsorship

Municipal	Schools	
<input type="checkbox"/>	<input type="checkbox"/>	Platinum Level - \$50,000 and up
<input type="checkbox"/>	<input type="checkbox"/>	Gold Level - \$25,000 - \$49,999
<input type="checkbox"/>	<input type="checkbox"/>	Silver Level - \$10,000 - \$24,999
<input type="checkbox"/>	<input type="checkbox"/>	Bronze Level - \$5,000 - \$9,999

I am unable to participate at the levels listed above, but enclosed is a \$_____ donation to Sustainable Jersey

Two ways to pay:

1) Email your completed form to camph@tcnj.edu and pay online at bit.ly/sponsorshippayment

2) Return this form with your sponsor payment to:
Sustainable Jersey, PO Box 6855, Lawrenceville, NJ 08648

Checks can be made payable to Sustainable Jersey.

Name

Title

Organization

Email address

Phone Number

For more information contact:
Heather Camp at camph@tcnj.edu or (609) 771-2831