

# 2025

## SPONSORSHIP & SUPPORT OPPORTUNITIES



Green  
Building  
Alliance

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By supporting Green Building Alliance, you are investing in a future where every building and every community is sustainable so that every person can thrive. Thank you for taking the time to explore the many opportunities we have for you to support this work.

# HOW CAN I SUPPORT GREEN BUILDING ALLIANCE'S MISSION & VISION?

Green Building Alliance positively transforms the world through the built environment to create a sustainable, healthy, and just future for everyone.

Our vision is that every building and community is sustainable, energy efficient, and healthy, so that every person can thrive.

By supporting our work, sponsors demonstrate their own commitment to sustainability and corporate responsibility while connecting with other champions and leaders across multiple industries to advance our collective work.

We hope to count on your sponsorship in the coming year! In this packet, you will find details about sponsorship opportunities, benefits, and next steps.

**Visit us online at**  
**[gba.org/get-involved/sponsor](https://gba.org/get-involved/sponsor)**  
**for more information.**



# ABOUT OUR 2025 SPONSORSHIPS

GBA has simplified our sponsorship levels to prioritize both organization-wide sponsorships and support of our annual Emerald Evening fundraising gala, while increasing benefits and exposure for our sponsors. Here is what that means for new and returning sponsors:

- We have condensed all event- and program-related benefits into organization-level sponsorships to increase the value of each level.
- All organization-wide sponsorship levels now include tickets to all GBA events (excluding Emerald Evening or other special events unless otherwise noted).
- Higher sponsorship levels also include Emerald Evening tickets and benefits to increase the value of sponsorship. Read all levels carefully.
- All organization-wide sponsorships provide 12 months of benefits on a rolling basis and include membership.
- If you would like to sponsor Emerald Evening only, there are plenty of opportunities to do that, with levels that will be familiar to you if you have supported our gala in the past.

GBA's new sponsor levels provide opportunities to support programs and interface with GBA staff, our members, and our diverse audiences throughout the entire year, all while including the benefits you value.

# GBA PROGRAMS

Your sponsorship supports our critical work in the following program areas.

## 2030 DISTRICTS

The 2030 Districts in Pittsburgh, Erie, and New Kensington support building owners and operators in reducing their buildings' energy use, water use, and carbon emissions. GBA's 2030 District team provides technical guidance and education on energy and water-saving projects for buildings, as well as data-driven insights to improve building performance.

**95.4  
MILLION+**

square ft of property  
committed to the  
2030 District



## RESILIENT & SUSTAINABLE COMMUNITIES

GBA's Sustainable Communities program, with locations in Meadville and Reading, recognizes the need to approach the built environment at scale to have a positive impact on the highest number of individuals. GBA works directly with community businesses and organizations to compound positive impact through education, training, facilitation, and technical assistance.

## EDUCATION & TRAINING

GBA provides introductory to professional-level green building education in a variety of formats (presentations, lectures, workshops, trainings, tours, demonstrations, etc.) at various levels of skill and interest. With sustainability at the forefront of all planning, GBA creates programming and experiences that educate, equip, inspire, and celebrate the region's progress.



# 1,300

registrations for GBA  
events in 2024

## WORKFORCE DEVELOPMENT

Green Building Alliance has been situated at the nexus of supply and demand for healthy and high-performing buildings for three decades. With deep insight into the green building industry and its growing needs – and the many ways in which people are central to the built environment – GBA is uniquely positioned to support both employers and workers throughout industries that intersect with our work. We achieve this through an intentional approach to life-long learning and exposure to meaningful career pathways for all ages.

## GREEN & HEALTHY SCHOOLS

School buildings – where children spend up to 1,000 hours per year – are often old and in need of repair. By reaching school stakeholders through education, awareness, training, and technical assistance (including facility managers, teachers, administrators, and students), GBA empowers them to prioritize health and sustainability in their school buildings.

# 1,855

hours of technical  
assistance provided  
by GBA staff in 2024



## PROJECT TECHNICAL ASSISTANCE

GBA's Technical Assistance program aims to support decision-makers at pivotal stages of project development. Services range from providing energy assessments to advising on the integration of sustainability into capital planning, minor and major renovations, new construction, neighborhood development, and community planning. Collaborations with industry professionals foster market demand for green building projects, services, and materials, and a workforce skilled in sustainable construction and operations.



# GBA'S AUDIENCES

Organization-wide sponsors gain exposure to GBA's base audience throughout the entire year, which include (but are not limited to):



Building owners and developers



PreK – 12 school representatives



Architects



University researchers and academics



Contractors



Service providers



Engineers



Government officials



Sustainability consultants



Community leaders

## OUR REACH

**16,000+**

social media followers

**3,000+**

newsletter subscribers

**1,000+**

GBA members





# SPONSORSHIP OPTIONS



## SPONSORSHIP OPTION

# ORGANIZATION-WIDE SPONSORSHIPS

Are you interested in the mission of GBA's 2030 District program and connecting with its audience? Do you love supporting Women+ in Green? Want to make sure you never miss an Inspire Speakers Series?

**Our organization-wide sponsorships ensure our supporters have access to all GBA's programs and events throughout the year, without having to choose just one program to support.**

If you have sponsored one of our programs in the past, this is a great time for you to engage in an organization-wide sponsorship to start interfacing with new programs and audiences, while continuing to support the ones that are most important to you.



## Direct Audience Promotion

Logo Recognition on Event Materials

Logo Recognition on Website/Newsletter

Opportunity to Present to GBA Audience or Give Project Tour

# of Sponsor Features in Newsletter

# of Opportunities to Write GBA Blog or Newsletter Piece

## Events

# of General GBA Event Access Tickets Per Year

# of Special GBA Event Access Tickets Per Year

Sponsor signage at all GBA events

Title Sponsorship to All Special Events

## Emerald Evening

# of Emerald Evening tickets

Emerald Evening Program Advertisement Size

Recognition on Emerald Evening Event Materials

Recognition on Emerald Evening Event Invitations

Recognition on Emerald Evening Bar

Recognition as an EE Dinner Station Sponsor

Recognition as an EE Presenting Sponsor

## Training/Access to GBA Staff

# of hours technical assistance from GBA

Opportunity for 50% off Staff GPRO Training

Lunch/Happy Hour with CEO Jenna Cramer + Staff

## Membership

# of Individual GBA Memberships

**Tax Deductible Amount**

# O r g a n i z a t i o n a l   M e m b e r s

See pg. 14 for EMERALD EVENING Sponsorships



	Diamond \$40,000	Platinum \$20,000	Gold \$10,000	Silver \$5,000	Bronze \$3,500
	Largest	Large	Medium	Small	Name Only
	Largest	Large	Medium	Small	Name Only
	✓	✓	✓	✓	
	8	5	2	0	0
	2	1	0	0	0
	80	50	30	20	10
	30	20	12	8	4
	✓	✓			
	✓				
	25	16	8	0	0
	Full Page	Full Page	Half Page	None	None
	Largest	Large	Medium	None	None
	✓	✓	✓		
	✓	✓			
	✓	✓			
	✓				
	40	20	10	5	2
	✓	✓			
	✓				
	20	20	8	8	4
	\$24,625	\$10,700	\$5,080	\$2,530	\$2,340

## SPONSORSHIP OPTION

# EMERALD EVENING SPONSORSHIPS

GBA's annual fundraising gala also serves as Western Pennsylvania's premier sustainability networking event, with a reputation as one of the most unique and unforgettable events of the year. At Emerald Evening, we gather the most celebrated and influential green building champions from across the region while celebrating our collective progress.

This year's Emerald Evening is hosted on the expansive rooftop of the David L. Lawrence Convention Center on Thursday, May 8 and will feature our awards ceremony as well as a brief presentation of the Pittsburgh 2030 District Progress Report. The evening will include:

- Unmatched networking with leaders in the green building industry
- Delicious and substantial food and drink offerings
- A celebration of people and projects that transform our region.

**Your Emerald Evening sponsorship ensures exposure at the event, including program ads and logo placement, as well as event tickets. Learn more about Emerald Evening at [gba.org/events](https://gba.org/events).**



# EMERALD EVENING SPONSORSHIP

## BENEFITS

### EMERALD

\$10,000

- 16 complimentary Emerald Evening tickets
- Full page ad in Emerald Evening program
- Largest logo recognition on Emerald Evening event materials
- Logo recognition on Emerald Evening invitations, bar, dinner station, and as presenting sponsor

TAX DEDUCTIBLE AMOUNT: \$8,000

### JADE

\$7,500

- 10 complimentary Emerald Evening tickets
- Full page ad in Emerald Evening program
- Large logo recognition on Emerald Evening event materials
- Logo recognition on Emerald Evening invitations and bar

TAX DEDUCTIBLE AMOUNT: \$6,250

### SAGE

\$5,000

- 8 complimentary Emerald Evening tickets
- Half page ad in Emerald Evening program
- Medium logo recognition on Emerald Evening event materials

TAX DEDUCTIBLE AMOUNT: \$4,000

### OLIVE

\$3,000

- 4 complimentary Emerald Evening tickets
- Quarter page ad in Emerald Evening program
- Small logo recognition on Emerald Evening event materials

TAX DEDUCTIBLE AMOUNT: \$2,500



## **Interested in both organization-wide sponsorship and Emerald Evening?**

**Our organization-wide sponsorships starting at the Gold level include Emerald Evening benefits.**

These levels are the best choices for stretching benefits and exposure across the year and programs, while also including discrete benefits for Emerald Evening! Review the chart on pages 10 and 11 for more information.

## **SPONSORSHIP AND MEMBERSHIP**

All organization-wide sponsorship levels come with a complimentary GBA Organizational membership, so your company receives the additional benefits afforded to our network of dedicated professional members.

Learn more about GBA membership at <https://gba.org/get-involved/join/>.

# SUPPORT GBA WITH A SPONSORSHIP

To learn more or discuss a sponsorship option for your organization with our staff, please reach out to [lesliem@gba.org](mailto:lesliem@gba.org).

If you already know what sponsorship level you are interested in, please complete the pledge form on the following page and submit it to [lesliem@gba.org](mailto:lesliem@gba.org).



*2030 District & Resilient Communities Program Team*

# 2025 Sponsorship Pledge Form

We truly appreciate your willingness to support GBA's mission! Please use this form to indicate the program and level you wish to sponsor.

**Return this pledge form to Leslie Montgomery at [lesliem@gba.org](mailto:lesliem@gba.org).**



**Green Building  
Alliance**

Company Name:	Contact Name:
Company Address:	
Email Address:	Phone Number:

## Organization-Wide Sponsorships

Organization-wide sponsorships support all of GBA's programs. At the Gold level and higher, these sponsorships also include Emerald Evening support and benefits.

*I would like to pledge an organization-wide sponsorship for the following level:*

- ☐ **Diamond (\$40,000)**
- ☐ **Platinum (\$20,000)**
- ☐ **Gold (\$10,000)**
- ☐ **Silver (\$5,000)**
- ☐ **Bronze (\$3,500)**

*I would like my sponsorship to support the following programs:*

- ☐ 2030 Districts / Resilient Communities
- ☐ Education & Training
- ☐ Workforce Development
- ☐ Green & Healthy Schools
- ☐ Split Among All GBA Programs

## Emerald Evening Sponsorships

These a-la-carte Emerald Evening sponsorships demonstrate specific support for our annual fundraiser, the biggest green building networking event of the year. Note that this year's Emerald Evening is hosted on May 8, 2025.

*I would like to pledge an Emerald Evening sponsorship for the following level:*

- ☐ **Emerald (\$10,000)**
- ☐ **Jade (\$7,500)**
- ☐ **Sage (\$5,000)**
- ☐ **Olive (\$3,500)**





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For sponsorship inquiries, contact:  
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To check your membership status, contact:  
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