



2026  
**SPONSORSHIP  
& SUPPORT  
OPPORTUNITIES**



**Green  
Building  
Alliance**

## ELEVATE YOUR BRAND AND EXPAND YOUR NETWORK WHILE SUPPORTING GREEN BUILDING ALLIANCE'S MISSION & VISION

At Green Building Alliance, we work toward a future in which every building and community is sustainable, energy efficient, economically vibrant, and healthy, so that every person can thrive. By supporting our work, sponsors demonstrate their own commitment to sustainability and corporate responsibility while gaining exposure to and connecting with other champions and leaders across multiple industries.



## ABOUT GREEN BUILDING ALLIANCE

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

### 2030 Districts

The 2030 Districts program supports building owners and operators in reducing energy use, carbon emissions, and water use and improving indoor air quality. Our team provides technical guidance and education on energy and water-saving projects for buildings, as well as data-driven insights that assess building performance.

Tracked  
**\$542.6M**  
in Utility Cost  
Savings Across  
1,300+ Buildings

### Resilient & Sustainable Communities

In order to positively impact the highest number of individuals, we need to approach the built environment at scale. GBA works directly with community organizations, business owners, schools, and nonprofit institutions, providing education, training, facilitation, and technical assistance to improve building performance and support revitalization that is energy efficient, resilient and forward-thinking.



## Education & Training

GBA provides introductory to professional-level green building programming and experiences that educate, equip, and inspire. Formats include presentations, lectures, workshops, credentialing trainings, building tours, demonstrations, and more.

## Workforce Development

With deep insight into the high-performance building sector and the growing need for a skilled workforce, GBA is uniquely positioned to support both employers and workers. We achieve this through an intentional approach to life-long learning and exposure to meaningful and future-read career pathways.

## Green & Healthy Schools

From navigating tight budgets, outdated buildings, and rapidly rising energy costs to addressing the effects of poor indoor air quality (IAQ) on health, school attendance, and learning outcomes, schools face unique challenges. GBA provides training and guidance to school administrators and facilities teams to improve their buildings, and curriculum for teachers and students.

Partnered with  
**100+**  
schools and school districts, providing training and tools.

## Project Technical Assistance

GBA supports 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 PROGRAMS AND AUDIENCES

Sponsors gain exposure to GBA's diverse audience of stakeholders, including:

 <b>Building Owners and Operators</b>	 <b>Architects and Designers</b>
 <b>Construction and Trades Professionals</b>	 <b>Engineers</b>
 <b>Sustainability Consultants</b>	 <b>K-12 School Leaders</b>
 <b>University Researchers and Academics</b>	 <b>Service Providers</b>
 <b>Government and Municipal Leaders</b>	 <b>Community Leaders</b>
 <b>National and International Sustainability Partners</b>	 <b>Developers and Planners</b>

## ORGANIZATION-WIDE SPONSORSHIPS

All Organization Sponsors receive:

- Visibility on GBA digital and print platforms, including logo placement, sponsor spotlight webpage, featured content on newsletter and social media, and guest blog spots on the GBA website and social channels.
- Sponsor Spotlight article on GBA website
- Engagement opportunities, such as complementary GBA event tickets and opportunity to make remarks.
- Access to GBA staff and resources, including complementary technical assistance hours, request for industry target lists, media relations support, and more.
- Complementary GBA Organizational Membership, giving your company or organization the additional benefits afforded to our network of dedicated professional members.
- Broad exposure at Emerald Evening, GBA's annual fundraising gala and Western Pennsylvania's premier sustainability networking event.
  - At Emerald Evening, we gather leading and influential green building champions while celebrating the region's collective progress in milestones such as energy use, emissions, building projects, community impact, and industry innovations.
- Sponsors receive visibility through Emerald Evening program ads, signage, and logo placement, advance promotion on GBA social channels and weekly newsletter, as well as event tickets.

### OUR REACH

Social media followers:  
**16,000+**  
across all platforms

Newsletter subscribers:  
**4,000+**

Membership network:  
**1,000+**

GBA Organization-Wide Sponsorship Benefits	Emerald	Diamond	Platinum	Gold	Silver	Bronze	Supporter
Amount	\$20,000	\$15,000	\$10,000	\$7,500	\$5,000	\$3,500	\$2,000

### Audience Visibility

Logo placement on GBA platforms	Largest	Large	Medium	Medium	Small	Name only	Name on Supporters webpage
# of features in GBA newsletter and social media	Custom	Custom	4 on each platform	2 on each platform	1 on each platform		
# of blog posts on GBA website and in newsletter	Custom	Custom	1				

### Emerald Evening

# of Emerald Evening tickets	20 VIP	12 VIP	8 VIP	6 VIP	4 VIP	2 VIP	Ticket discount available
Program ad size	Full-page	Full-page	Half-page	Quarter-page	Quarter-page	Eighth-page	
Emerald Evening logo placement on invitations, program, and event signage	"Presented by" + largest logo placement	Large	Medium	Medium	Small	Name-only	

### Engagement & Events

# of event tickets per year	Custom	Custom	80	60	40	20	10
# of remarks at GBA events	Custom	Custom	2				
Co-branded GBA webinar	1						

### GBA Access

# of GBA memberships	Custom	Custom	8	8	4	4	2
# of technical assistance hours per year	Custom	Custom	10, with priority scheduling	8, with priority scheduling			
# of spots reserved at a GBA credential training	Custom	Custom					
Strategy session with GBA CEO and leadership team	1						

GBA offers customized benefit packages for sponsorships over \$10,000

**ALL SPONSORS RECEIVE**

- Sponsor spotlight on website
- Sponsor welcome packet and benefit tracking information
- Periodic check-ins with GBA staff
- Access to GBA Sponsor Day

## SPONSOR DAY

New this sponsorship term, GBA will host a meeting of our sponsors to celebrate their impact on advancing sustainability in our region.

Engage with fellow sponsors, GBA staff, and board members; provide feedback and suggestions on GBA content; and get a first look at upcoming GBA programming.



## SUPPORTER LEVEL

New to GBA's network? The new Supporter contribution is designed for organizations or individuals who cannot make the sponsorship contribution level but still want to generously support GBA.

Benefits include:

- Name recognition on GBA website "Supporters" page
- Complimentary event tickets for GBA programming
- Discounted Emerald Evening tickets
- Invitation to Sponsor Day for networking and an inside look at advanced sponsorship opportunities

To learn more or discuss the Sponsorship levels with our staff, reach out to [info@gbapgh.org](mailto:info@gbapgh.org)

## MAKE A SPONSORSHIP PLEDGE

We appreciate your support of GBA's mission.

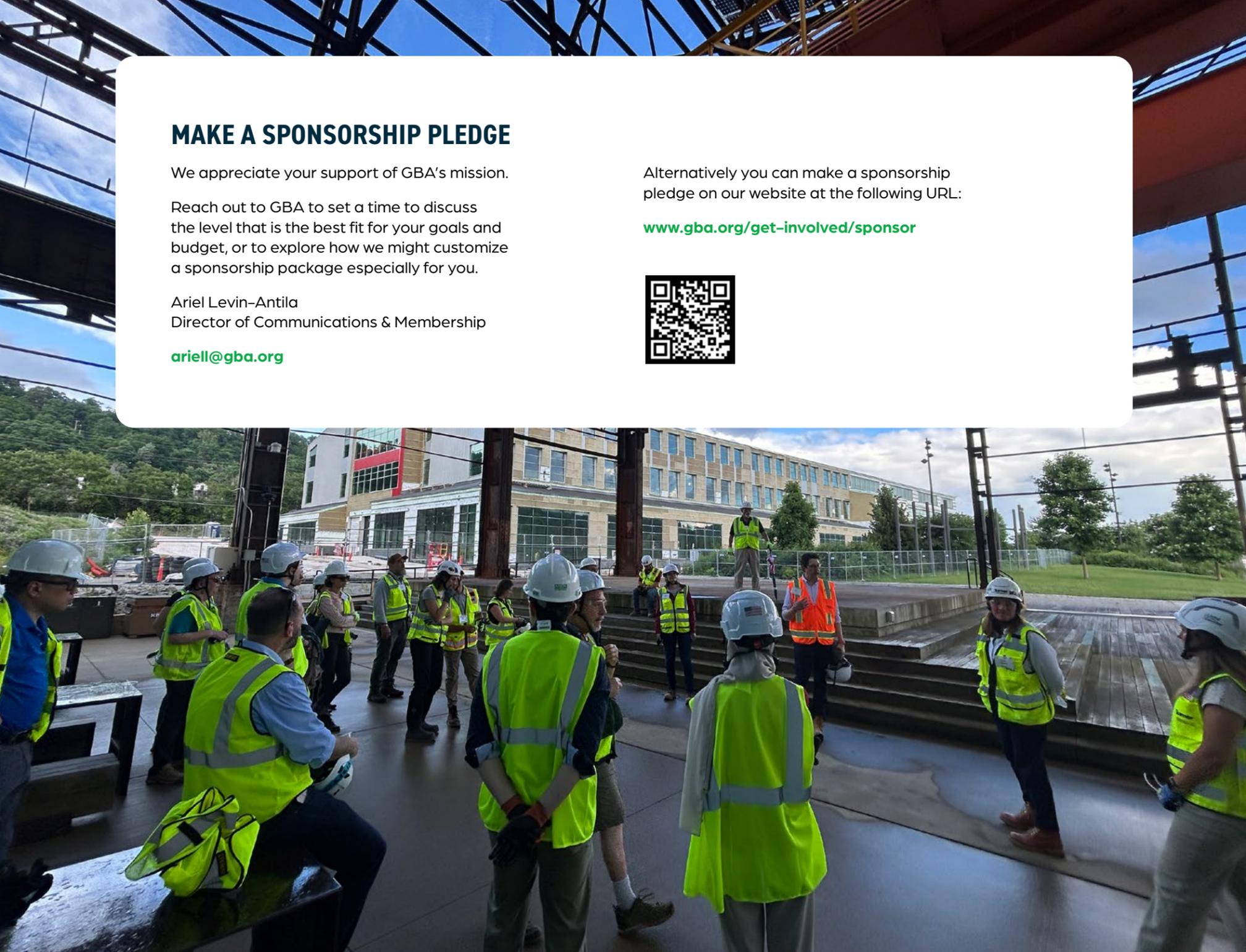
Reach out to GBA to set a time to discuss the level that is the best fit for your goals and budget, or to explore how we might customize a sponsorship package especially for you.

Ariel Levin-Antila  
Director of Communications & Membership

[ariell@gba.org](mailto:ariell@gba.org)

Alternatively you can make a sponsorship pledge on our website at the following URL:

[www.gba.org/get-involved/sponsor](http://www.gba.org/get-involved/sponsor)





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