



We are delighted to offer the new “Host-Sponsor” opportunity available through Green Drinks NYC as a way to bring our audience to you. To sign up please email Margaret Lydecker at [margaret@greendrinksny.com](mailto:margaret@greendrinksny.com) and cc: [intern@greendrinksny.com](mailto:intern@greendrinksny.com).

### **Background on Green Drinks**

Green Drinks began in London in 1989 and has spread to almost 750 chapters worldwide. In 50 states and over 400 US cities, Green Drinks is the fastest growing green networking group in the world. Locally, Green Drinks NYC has been hosting monthly networking events for environmental professionals since 2002 and has a following of over 14,000 green professionals. Green Drinks NYC's monthly networking events reach environmental professionals in such diverse industries as fashion, finance, music, marketing, retail, hospitality, business, media and the non-profit sector.

Green Drinks presents a unique opportunity for green marketers to directly reach the Lifestyles of Health and Sustainability (LOHAS) demographic. These are tech-savvy, eco-conscious tastemakers who make and influence strong green buying choices in their daily lives - and are willing to pay a premium to live their ideals. By Host-Sponsoring a Green Drinks NYC event, you will align your brand with a wider global grassroots environmental movement. Sponsorship opportunities provide an interactive forum to highlight and promote your brand awareness and green initiatives, as well as a venue of your choice (perhaps your office/event space).

### **Proposal**

We want you to have a great event!

For a \$2500 sponsorship, we will provide a full Month of Direct Marketing and Brand Exposure to our highly influential, target audience consisting of 28-55 year olds from the business, finance, marketing, media, music, arts, television, law, fashion, construction/engineering and non-profit sectors. In our 2011 Member Survey, this demographic earns an average income of \$80k and places great value on environmental goods, services, and education. Our members run the gamut from self-employed entrepreneurs to employees at 40,000+ person firms with diverse environmental interests (ie: technology, energy, agriculture, waste disposal, conservation, infrastructure and construction, and household products).

### **Basic Guidelines**

Host sponsors will have to meet Green Drinks NYC criteria before being allowed to host an event to maintain quality and focus. The event cannot be geared to push people into a political position or purchase particular products. The organization must have demonstrated an ethical, environmental ethos

and responsible promotion and marketing practices. The event will take place the second Tuesday of the agreed upon month from approximately 6-10pm. All Host-Sponsored events shall be FREE and open to the public, but can have a capacity limit due to space limitations. Venues must be suitable for holding 250+ people comfortably.

### **Host-Sponsor Opportunities**

- Opportunity to make a short (5-10 minute) presentation on your green company, product or service at event.
- Opportunity to distribute product, brochures, coupons, etc. and customize your interaction with the attendees, e.g., take pictures, run a raffle, or some other interactive event.
- Opportunity to promote your company or organization as a “Host-Sponsor” of a Green Drinks NYC event in press, literature or social media.
- Opportunity to collect business cards of attendees. List of contact information from attendees shall be shared with Green Drinks NYC. (This helps Green Drinks NYC keep an updated database of professionals for future events.)

### **Green Drinks NYC provides Host/Sponsorship Marketing and Support through:**

- A Green Drinks NYC Representative or Partner at each sponsored event.
- Highlighted promotion of the event in the Green Drinks NYC newsletter in the main box above the fold. Two e-newsletters are sent during a 30-day period. Blasts reach approximately 14,000 green professionals. This includes:
  - Company name, logo, contact information, and short blurb about the background of the Host-Sponsor.
  - Link to website.
  - Venue and address of event.
- Logo / Link on [<http://www.greendrinksnyc.com>] homepage.
- Approximate event attendance of 250 people. Green Drinks NYC events have an average attendance of 250 people, with the potential for many more with sponsor-led promotion support.
- Connection with Green Drinks NYC volunteers, as available.
- Email and phone support with Green Drinks NYC for event planning.

Among the things that we will do: help to publicize the event to our own extensive NYC-based contact base; if desired, work with you and your team to strategize on ways to involve the attendees in a fun, compelling way during the event (e.g., photos, raffle prizes, networking ideas etc). Note: our fee to conduct an estimated 8 hours of assistance is included in the overall fee. Additional assistance can be negotiated on a project basis.

### **Host-Sponsor Roles and Responsibilities. As a Host for the event, YOU shall provide:**

- Hosting fee of \$2500 payable to Green Drinks NYC.
- Venue/Space capable of handling 250 people for the event.
- Dedicated Host. (Often, hosts welcome attendees with 5 min speech.)

- Nametags, or not.
- Welcome and/or registration table.
- Open bar or non-alcoholic beverages, enough for 250 attendees. (Consistent with your theme.)
- Snacks/food enough for 250 attendees. (Consistent with your theme.)
- Microphone for announcements.
- Organization's logo, blurb, and images sent to Green Drinks NYC for promotional use in our social media outlets 20 days prior to event.
- Pictures of the event shall be provided electronically to Green Drinks NYC within 5 days of the event.
- Reference your company or organization as a "Host-Sponsor" of a Green Drinks NYC event in press, literature or social media.

**Extras:**

Green Drinks NYC can provide the following services for at additional cost:

1. A photographer for the event.
2. Event planning support beyond the included 8 hours.

Sign ups are on a first come, first serve basis.

We can be reached directly at [margaret@greendrinksny.com](mailto:margaret@greendrinksny.com) and cc: [intern@greendrinksny.com](mailto:intern@greendrinksny.com).

We look forward to working with you!