



GREENDRINKS NYC™

social networking for
global change

MEDIA KIT



unique opportunity

Green Drinks NYC presents you the unique opportunity to:

- Reach upscale, tech-savvy, eco-conscious tastemakers.
- Align your brand with a global environmental movement.
- Provide an interactive forum to highlight and promote your brand awareness and green initiatives.



"Sponsoring Green Drinks was a major turning point in our green campaign. I was really impressed with Green Drinks attendees' reaction to our sponsorship. It was a huge, crowded event and people actually pushed their way through the crowd to come to talk to us and thank us. Since then, I've heard many of Green Drinks attendees have become HSBC customers."

- Nicole Rousseau, Vice President of Marketing, HSBC



GREENDRINKS NYC™



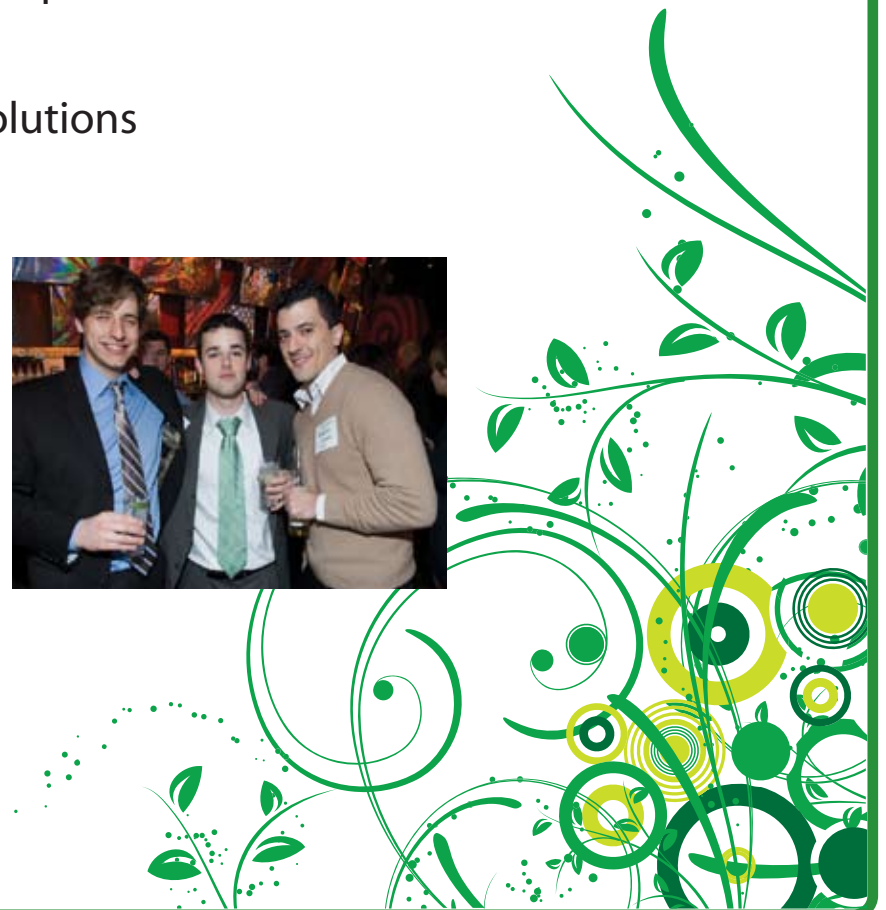
history

- NYC Chapter founded in 2002 by Margaret Lydecker – USA point person for Green Drinks
- Part of global network of over 600 Green Drinks International Chapters
- NYC Chapter has grown to over 13,000 people with 100% growth in 2008
- Monthly Green Drinks NYC events average 400 attendees
- Annual Green Drinks NYC Holiday Party averages 1000 attendees



audience demographic

- Ages 25 to 50
- College and advanced education
- Internet and media savvy
- Earn an estimated income of \$80,000+ a year
- Middle and upper management at corporations, non-profits and media organizations.
- Pay premium for organic food, alternative energy solutions and environmentally conscious products.



"Not only has the New York Green Drinks drawn people from the Environmental Protection Agency, the Sierra Club, and the Green Party, it has also brought people from Comedy Central, Conde Nast, and the American Turkish Society."

*- Joel Gershon, editorialist,
E, The Environmental Magazine*

"I run an environmentally-friendly printing company and found more clients through networking at one Green Drinks events than I did in the previous 9 years. My business grew so much so that I was able to relocate my operations to a larger facility to accommodate all the work. It is truly extraordinary!"

*- Greg Barber, Greg Barber Co
Environmental Printing*

"Green Drinks has been an excellent bridge to connect our program to New York City's largest environmental networking organization. The quality and quantity of attendees is extraordinary. We're extremely pleased to support Green Drinks."

*- Kimberley Gardiner,
Event Marketing Manager, Lexus*

impressions

"I love Green Drinks! Margaret Lydecker has created the ultimate green networking event in the New York City. Any business that wants to reach "green connectors" would be wise to join this community, its changing the world and having fun at the same time."

- David Bach, # 1 New York Times bestselling author of Go Green, Live Rich and The Automatic Millionaire

"Thank you again for making the book launch of 'Build Your Own Electric Vehicle' by Seth Leitman such a successful and fun event. The whole McGraw-Hill team was very pleased with the attention we received, from the beginning discussions to the planning and execution. We greatly appreciate the marketing and publicity Green Drinks put in place for the event. It's evident that your email outreach is very effective, as seen from the turn-out. The author was impressed by the attendance, particularly the variety of professionals in attendance, the noticeable interest in his book, and the connections he was able to make."

*- Bettina Faltermeier,
Senior Publicity Manager,
McGraw-Hill Professional*

"Green Drinks has changed my life in New York. It has given me a community and connectivity to a larger movement that I didn't know existed here."

*- Tim Keating,
Rain Forest Alliance*



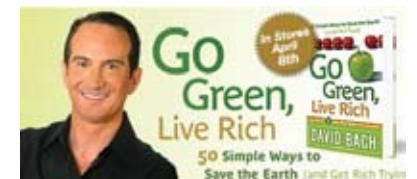
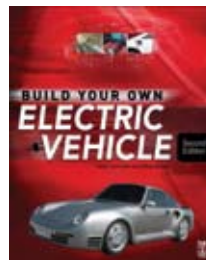
GREENDRINKS NYC™



sponsors



DESIGN TRUST
FOR PUBLIC SPACE



contributors



media

attendance and coverage

The New York Times



The Lazy Environmentalist

