

ATLANTA BETTER BUILDINGS CHALLENGE



SPONSORSHIP OPPORTUNITIES
2017



ATLANTA BETTER BUILDINGS CHALLENGE

The Atlanta Better Buildings Challenge, or Atlanta BBC, is a nation-leading public/private initiative. Led locally by the City of Atlanta Mayor's Office of Sustainability and managed by a core partnership consisting of Central Atlanta Progress, Southface, Midtown Alliance and Livable Buckhead. The goal of the Atlanta BBC is to reduce energy and water consumption by at least 20 percent in participating buildings across Atlanta by 2020. Nearly 600 buildings, representing more than 111 million square feet, are now participating in the Atlanta BBC, with broader participation expected over the next few years.

ATLANTA BETTER BUILDINGS CHALLENGE

SPONSORSHIP OPPORTUNITIES

Become a sustainability industry leader.... The Atlanta Better Buildings Challenge provides a unique and captivating way for sponsors to reach key audiences. We offer 4 levels of sponsorship that can be customized to effectively achieve your company's marketing objectives. Additionally, we are open to exploring customized sponsorship arrangements, including recurring multi-year options at a "Sustainer" level, upon request.

PRESENTING - \$25,000

GOLD - \$10,000

SILVER - \$5,000

BRONZE - \$1,500

Expo opportunities available - Email kgordy@atlantadowntown.com for more information



SPONSORSHIP FORM

NAME: _____

TITLE: _____

COMPANY NAME: _____

(as it should appear on all event material)

ADDRESS: _____

URL: _____

PHONE: _____

FAX: _____

EMAIL: _____

AUTHORIZED SIGNATURE: _____

SPONSORSHIP LEVEL COMMITMENT: _____

(please select one)

PRESENTING SPONSOR: \$25,000

GOLD SPONSOR: \$10,000

SILVER SPONSOR: \$5,000

BRONZE SPONSOR: \$1,500

To take advantage of this sponsorship opportunity, please contact Kailor Gordy by email or phone. Upon receipt of written intent to accept a sponsorship package, an invoice and sponsorship agreement will be issued, along with instructions regarding logos, signage and other sponsor-supplied items.

Kailor Gordy, Program Manager
Email: kgordy@atlantadowntown.com
Phone: 404-658-5984

ATLANTA BETTER BUILDINGS CHALLENGE

SPONSORSHIP OPPORTUNITIES

Annual Levels and Benefits	PRESENTING \$25,000	GOLD \$10,000	SILVER \$5,000	BRONZE \$1,500
Logo placement and link to company website on Atlanta BBC website	Premium Logo Placement	Secondary Logo Placement	Logo Placement	Name Listing
Logo placement and link to company website on Atlanta BBC monthly newsletter	Customized Banner Ad; Premium Logo Placement	Secondary Logo Placement	Logo Placement	Name Listing
Limited Number Available	X			
Category Exclusivity	X			
Opportunities to provide subject-matter content for Atlanta BBC newsletter and website in "Sponsor Feature" sections	X	X		
Sponsor recognition and opportunity to present at Atlanta BBC educational seminar(s) in 2017	X	X	X	
Company highlighted in media relations campaign; press release announcing sponsors	X	X	X	X
Tickets to all ABBC networking events plus product/service display at event where available	20	10	4	2



ATLANTA BETTER BUILDINGS CHALLENGE

WHO WILL THE BETTER BUILDINGS CHALLENGE REACH?

Communications from the City of Atlanta Office of Sustainability, Central Atlanta Progress, Southface, Midtown Alliance, Livable Buckhead, and the Atlanta Better Buildings Challenge will reach a broad audience that includes property owners, service providers, financing institutions and municipalities.

ATLANTABBC.COM

Description: Robust portal for news, events and information about the Atlanta Better Buildings Challenge. Features include participant roster, national Better Buildings Challenge updates, local events, and energy efficiency case studies. Created in 2015, an Energy Savings Dashboard now gives up to date program statistics and information.

Traffic: On average, AtlantaBBC.com receives 4,500 hits per month.

[ATLANTA BETTER BUILDINGS CHALLENGE E-NEWSLETTER](#)

Description: Monthly electronic newsletter highlighting Atlanta BBC events and activities.

Dates: Monthly

Subscribers: 600 / Average Open Rate 34%

[ATLANTA BETTER BUILDINGS CHALLENGE EDUCATIONAL SEMINARS](#)

Description: Exclusive events for Atlanta BBC participants that highlight best practices in building energy and water efficiency. These monthly educational events provide an opportunity for program sponsors to present services to participants.

Audience: Atlanta BBC participants (property owners and facilities staff)

[VENDOR EVENT\(S\)](#):

Description: Annual gathering to provide participants an opportunity to connect with service providers, specifically program sponsors.

Date: Spring/Summer 2017

[ANNUAL AWARDS EVENT](#)

Description: Annual recognition event hosted by Mayor Kasim Reed awarding participant buildings which have achieved 20% savings in energy and/or water.

Date: Summer 2017

Audience: ~300-500 business, civic and community leaders



ATLANTA BETTER BUILDINGS CHALLENGE

WHO WILL THE BETTER BUILDINGS CHALLENGE REACH? CONT'D

ATLANTA BBC NETWORKING EVENTS

Networking events will connect building owner participants to vendors and service providers

Audience: Average attendance of 250 vendors, service providers and building owner participants

@DOWNTOWNATLANTA ON TWITTER

Audience: 41,500 Followers as of Mar. 2017

DOWNTOWN ATLANTA ON FACEBOOK

Audience: 60,904 Fans as of Mar. 2017

@MIDTOWNATL ON TWITTER

Audience: 152,000 Followers as of Mar. 2017

MIDTOWNATL ON FACEBOOK

Audience: 12,000 Fans as of Mar. 2017

LIVABLE BUCKHEAD (@LBI30326) ON TWITTER

Audience: 500 Followers as of Mar. 2017

LIVABLE BUCKHEAD ON FACEBOOK

Audience: 4,000 Fans as of Mar. 2017

@ATLSUSTAINABILITY ON TWITTER

Audience: 2,547 Followers as of Mar. 2017

CITY OF ATLANTA OFFICE OF SUSTAINABILITY ON FACEBOOK

Audience: 2,223 Fans as of Mar. 2017



4,500 WEBSITE VISITORS EACH MONTH



~80,000 COMBINED FACEBOOK FANS



~200,000 COMBINED TWITTER FOLLOWERS



ATLANTA BETTER BUILDINGS CHALLENGE

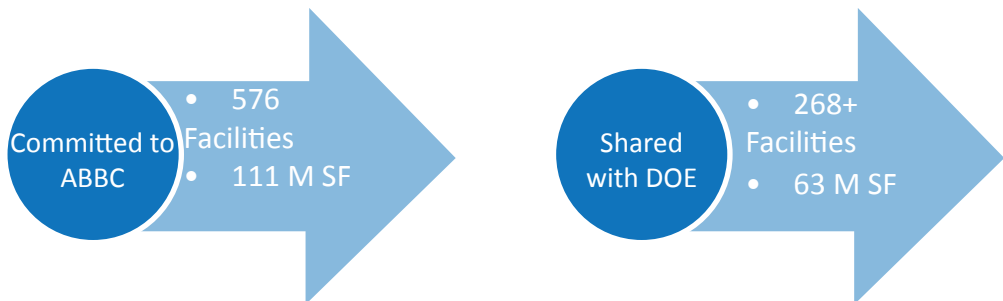
MORE THAN GREEN

While the environmental benefits of programs like this are self-evident, the Atlanta BBC can also yield important economic benefits. Investing in Atlanta's activity centers through programs such as the Atlanta BBC helps keep the buildings attractive places to do business, particularly for entrepreneurs and small businesses. In fact, assessments on the first 20 million square feet Downtown point to a potential \$4.7 million in utility cost savings annually, providing building owners with an important price advantage and freeing up cash business owners can use to grow their businesses.

Programs like this have an important effect on employment. For every \$1 million spent to improve efficiency in commercial buildings, approximately 13 jobs are created.

And building owners profit too: A growing body of research shows that energy-efficient properties have higher occupancy levels, lease-up rates and sale prices than less efficient properties.

CURRENT STATISTICS (AS OF MAR 2017)



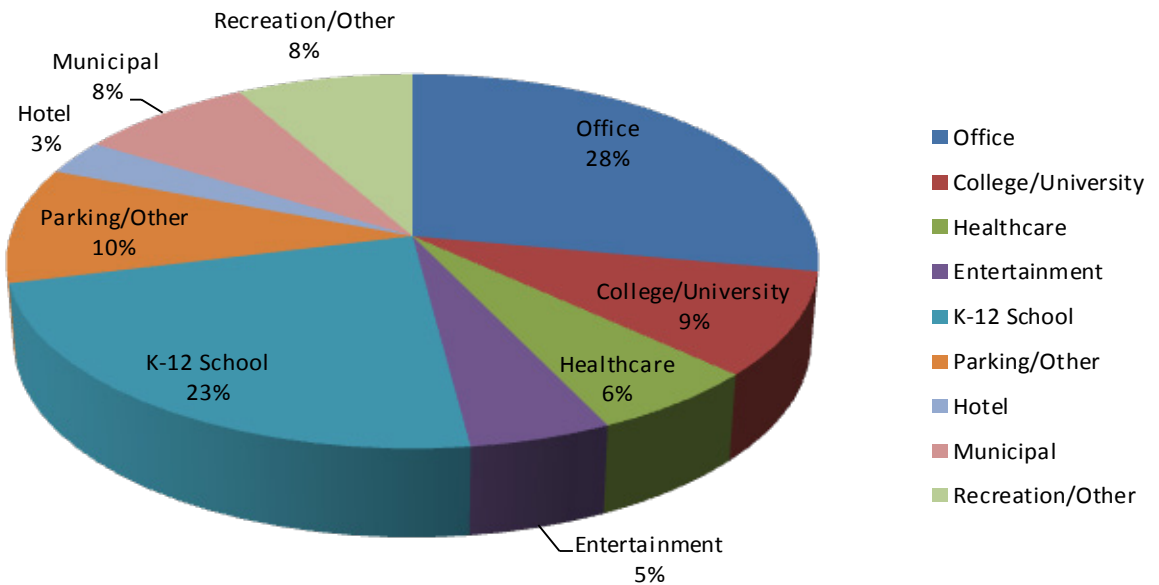
Approximately 111,000,000 total square feet, nearly 600 buildings committed to the Atlanta Better Buildings Challenge. 2016 Portfolio Energy Savings of 17.8% and Water Savings of 20.1%



ATLANTA BETTER BUILDINGS CHALLENGE

PARTICIPANT FACILITY TYPES (BASED ON SQUARE FOOTAGE PERCENTAGE)

APPROXIMATELY 111,000,000 TOTAL SQUARE FEET
576 BUILDINGS COMMITTED TO THE CHALLENGE



*figures based on 2016 Department of Energy reporting of 2015 data



ATLANTA BETTER BUILDINGS CHALLENGE

A RECORD OF ACHIEVEMENT

Maria Vargas, director of the Better Buildings Challenge for the U.S. Department of Energy, called the Atlanta BBC “a model for the rest of the country.” Atlanta, she said, has distinguished itself from Better Buildings programs in other parts of the country by uniting business, government and nonprofits behind the program’s aims to drive energy and water upgrades of commercial and institutional buildings.

Atlanta’s public private partnership has been able to provide significant resources to support ABBC participants in identifying and implementing energy and water conservation measures. As a result of this participation in the ABBC, 64 buildings have received free assessments totaling over 37 million square feet.

Atlanta was the first city to complete its showcase project, the Boisfeuillet Jones Atlanta Civic Center. As a result of its complete energy overhaul, the city-owned property reduced its utility bill by 40 percent and will realize an estimated \$200,000 in annual energy savings.

Atlanta was one of the first cities, along with Seattle and Los Angeles, to join the challenge. The nationwide program now includes more than 30 cities, municipalities, school districts and state governments.

