



20% by 2020

ANNUAL SPONSORSHIP PROPOSAL
2013





Central Atlanta Progress
Atlanta Downtown Improvement District

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INTRODUCTION

Central Atlanta Progress (CAP), founded in 1941, is a private, not-for-profit corporation that strives to create a robust economic climate for Downtown Atlanta. With a Board of Downtown's top business leaders, CAP is funded through the investment of businesses and institutions.

In 1995, CAP formed the Atlanta Downtown Improvement District (ADID), a public-private partnership funded through a community improvement district in which commercial property owners pay special assessments to support capital projects and programs.

Together, CAP and ADID are committed to building a sustainable Downtown as the "green" heart of the Atlanta region - a vibrant community with strong leadership and an environmentally sustainable mission.

In a continuous effort to ensure economic and environmental prosperity for Downtown Atlanta, CAP and ADID, along with the City of Atlanta and many other Founding Partners, launched the Atlanta Better Buildings Challenge in November 2011.

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 Central Atlanta Progress and the Atlanta Downtown Improvement District, 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. Over 70 buildings, representing 48 million square feet, are now participating in the Atlanta BBC, with broader participation expected over the next few years.

By fostering a marketplace for building energy and water efficiency, the Atlanta Better Buildings Challenge provides the perfect platform for your company to connect with building participants as they strive to reach their energy efficiency goals.

Here's your chance to join the sustainability leaders of Atlanta. Become an inaugural sponsor today!

"The City of Atlanta is committed to meeting the goals of this challenge by upgrading building energy performance by a minimum of 20 percent by 2020. I am proud that the Better Buildings Challenge is supported by so many Atlanta businesses and organizations, and I am particularly pleased that we have already exceeded our goals in the first phase of this vital sustainability initiative."

Mayor Kasim Reed,
City of Atlanta

"We are pleased to see such an enthusiastic early response to the Atlanta BBC from these Downtown property owners. These buildings are leading the way in our mission for long-term sustainability in Downtown Atlanta."

AJ Robinson
President, CAP/ADID



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PROGRAM MODEL

ENERGY BENCHMARKING

Create awareness
among building owners
of their energy and
water usage and related
EE opportunities



PROJECT FINANCE

Provide access to
powerful and
attractive financing
models



PROJECT IMPLEMENTATION

Enable implementation
of EE improvements
identified through
building assessments



SAVINGS PAYBACK

Energy and water
utility savings repay
project investment

WHAT IS THE BETTER BUILDINGS CHALLENGE?

TOGETHER, RISING TO THE 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.

Already, 20 million square feet have been assessed for opportunities to reduce energy and water consumption, with the remaining 28 million square feet currently under assessment. So far, the assessments have identified potential changes that would save more than 11 million gallons of water – enough to fill the Georgia Aquarium, with one million gallons to spare – and enough electricity to power 3,168 homes for one year.

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.

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 Downtown 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 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.



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WHO WILL PARTICIPATE?

The Atlanta Better Buildings Challenge is open to all Atlanta Property owners, including office, retail, education, municipal and hospital facilities with a primary focus on the Downtown central business district.

CURRENT STATISTICS

APPROXIMATELY 48,600,000 TOTAL SQUARE FEET
OVER 70 BUILDINGS

Office	21,400,000	44%
Hotel	1,940,000	4%
Recreational/Convention	13,600,000	28%
Residential	1,660,000	3%
Retail	1,800,000	4%
Municipal	5,900,000	12%
University/School	488,000	1%
Hospital	1,825,000	4%

For a complete list of participants, visit the Atlanta BBC website:
www.AtlantaBBC.com/participants.

ATLANTA BBC PARTICIPANTS





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Communications from the Atlanta Better Buildings Challenge will reach a broad audience that includes property owners, service providers, financing institutions and municipalities.

WHO WILL THE BETTER BUILDINGS CHALLENGE REACH?

www.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.

Traffic: The website has received over 40,000 hits since its launch in November 2011

Atlanta Better Buildings Challenge e-newsletter

Description: Monthly electronic newsletter highlighting ABBC events and activities.

Dates: Monthly

Atlanta Better Buildings Challenge Educational Seminars

Description: Exclusive events for Atlanta BBC participants that highlight best practices in building energy and water efficiency

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

2013 CAP/ADID Annual Meeting

Description: Breakfast meeting providing insight into the future of Downtown; featuring updates on the Atlanta Better Buildings Challenge

Date: March 2013

Audience: 1300 business, civic and community leaders

2012 Downtown Development Day

Description: Economic development forum, including panel discussions, a trade expo and tour of Downtown developments and an update on the Atlanta Better Buildings Challenge

Date: November

Audience: 600 business leaders, elected officials and media representatives

Atlanta BBC “Meet Your Match” Mixer

Description: Networking event that connects building owner participants to vendors and service providers

Audience: Over 250 vendors, service providers and building owner participants

@Downtownatlanta on Twitter

Frequency: Daily

Audience: 6,000 followers as of January 2013

Downtown Atlanta on Facebook

Frequency: Daily

Audience: 7,671 Fans as of January 2013

For more information
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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 3 levels of sponsorship that can be customized to effectively achieve your company's marketing objectives. Additionally, we are open to exploring customized sponsorship arrangements upon request. **New in 2013, we are offering a 20% discount for returning sponsors as well as a 10% discount for current Central Atlanta Progress members.**

Annual Levels and Benefits	PLATINUM \$20,000	GOLD \$10,000	SILVER \$5,000	BRONZE \$2,500	PATRON \$1,000
Logo placement and link to company website on Atlanta BBC website	Customized Banner Ad; Premium Logo Placement	Secondary Logo Placement	Logo Placement	Name Listing	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	Name Listing
Limited Number Available	X				
Category Exclusivity	X				
Three months free access to Skye Energy Audit Share tool, plus logo placement in monthly owner update reports	X				
Opportunities to provide subject-matter content for Atlanta BBC newsletter and website in "Sponsor Feature" sections	X	X			
Two tickets to CAP Downtown Development Day (November 2013) plus complementary trade show booth	X	X	X	X	
Two tickets to CAP Annual Meeting (March 2013); logo featured in program	X	X	X	X	X
Logo and profile featured in Building Assessment Summary Reports	X	X	X	Name Listing	Name Listing
Sponsor recognition at all Atlanta BBC educational seminars for 2013	X	X	X	X	X
Company highlighted in media relations campaign; press release announcing sponsors	X	X	X	X	X
2 tickets to Meet Your Match Event plus product/service display at event	X	X	X	X	X



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SPONSOR LEVEL

To take advantage of this sponsorship opportunity, please submit this form by email or fax. Upon receipt of this 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.

DATE _____

COMPANY NAME _____
(as it should appear on all recognition materials)

ADDRESS _____

CITY _____

STATE _____ ZIP CODE _____

PHONE _____

EMAIL _____

CURRENT CAP MEMBER? ☐ ☐
YES NO

SPONSOR LEVEL (select one)

☐
PLATINUM

☐
GOLD

☐
SILVER

☐
BRONZE

☐
PATRON

SIGNATURE _____

SUBMITTED BY _____

Return completed
sponsorship form to
Lauren Dufort via email
or fax.

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