ATLANTA BETTER BUILDINGS CHALLENGE

SPONSORSHIP OPPORTUNITIES
2014

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 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 more than 48 million square feet, are now participating in the Atlanta BBC, with broader participation expected over the next few years.

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Become a sustainability industry leader…. The Atlanta Better Buildings Challenge provides a unique and captivating way for sponsors to reach key audiences. We offer 5 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 - $20,000

GOLD - $10,000

SILVER - $5,000

BRONZE - $1,500

EXPO - $500

The Expo Sponsorship level provides vendors an opportunity to display relevant product/service information at the largest ABBC networking event–The Annual Recognition–set to occur in late fall/early winter 2014.

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: $20,000**

___ **GOLD SPONSOR: $10,000**

___ **SILVER SPONSOR: $5,000**

___ **BRONZE SPONSOR: $1,500**

___ **EXPO SPONSOR: $500**

To take advantage of this sponsorship opportunity, please contact Shelby Buso by email or fax. 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.

Shelby Buso, Director of Sustainability
Email: sbuso@atlantadowntown.com
Phone: 404-658-5992
Fax: 404-658-1919

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Annual Levels and Benefits	PRESENTING $20,000	GOLD $10,000	SILVER $5,000	BRONZE $1,500	EXPO $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				
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			
Sponsor recognition and opportunity to present at all Atlanta BBC educational seminars for 2014	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	10	6	4	2	2

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WHO WILL THE BETTER BUILDINGS CHALLENGE REACH?

Communications from the City of Atlanta Office of Sustainability, Central Atlanta Progress, 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.
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 Atlanta BBC 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)

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: March 2015
Audience: ~300-500 business, civic and community leaders

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WHO WILL THE BETTER BUILDINGS CHALLENGE REACH? CONT'D

ATLANTA BBC NETWORKING EVENTS

Description: 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: 14,000 Followers as of May 2014

DOWNTOWN ATLANTA ON FACEBOOK

Audience: 21,000 Fans as of May 2014

@MIDTOWNATL ON TWITTER

Audience: 23,970 Followers as of March 2014

MIDTOWNATL ON FACEBOOK

Audience: 8,900 Fans as of March 2014

LIVABLE BUCKHEAD ON FACEBOOK

Audience: 1,305 Fans as of April 2014

@ATLSUSTAINABILITY ON TWITTER

Audience: 602 Followers as of May 2014

CITY OF ATLANTA OFFICE OF SUSTAINABILITY ON FACEBOOK

Audience: 364 Fans as of May 2014

4,200 WEBSITE VISITORS EACH MONTH

~30,000 COMBINED FACEBOOK FANS

~38,000 COMBINED TWITTER FOLLOWERS

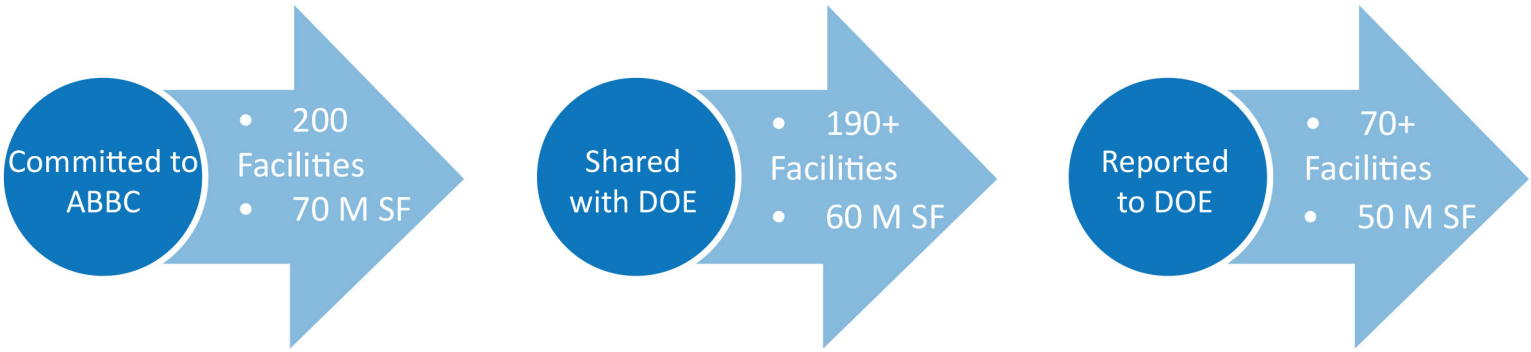
ATLANTA BETTER BUILDINGS CHALLENGE

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 MAY 2014)



Approximately 70,000,000 total square feet, 200 buildings committed to the Atlanta Better Buildings Challenge. 2013 Portfolio Energy Savings of 10%

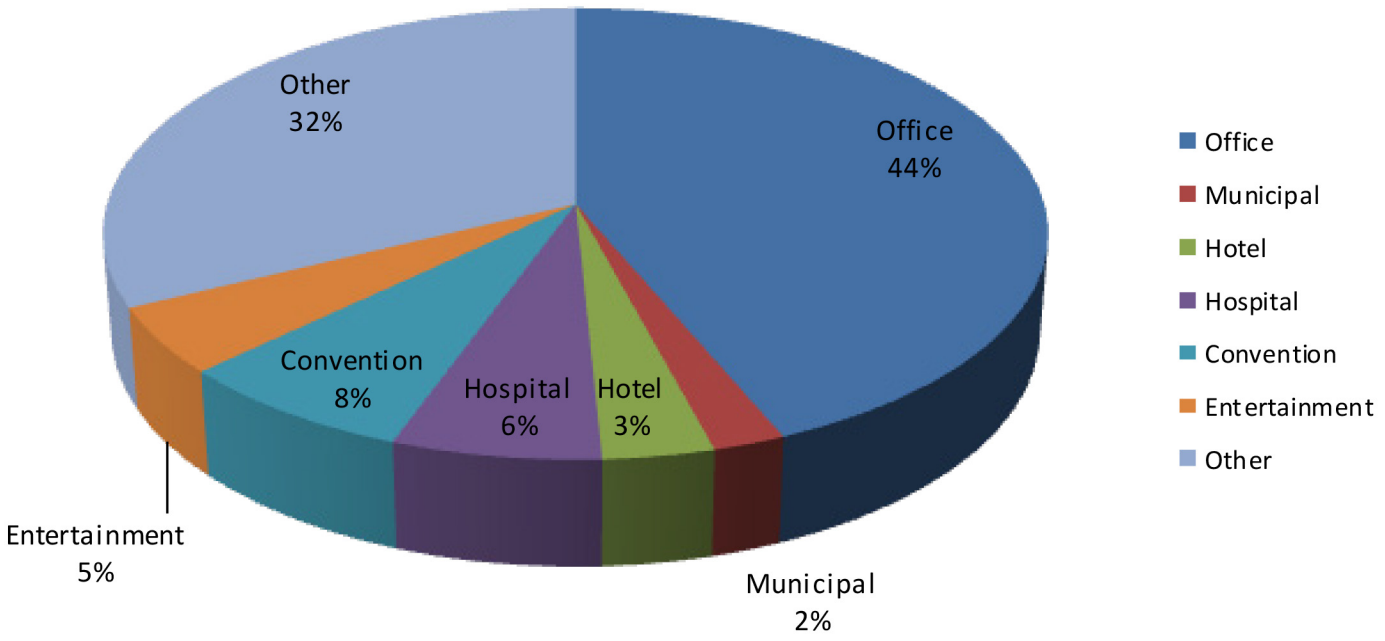
ATLANTA BETTER BUILDINGS CHALLENGE

PARTICIPANT FACILITY TYPES (BASED ON SQUARE FOOTAGE PERCENTAGE)

APPROXIMATELY 70,000,000 TOTAL SQUARE FEET
200 BUILDINGS COMMITTED TO THE CHALLENGE

2013 PORTFOLIO ENERGY SAVINGS OF 10%

Participant Facility Types (based on square footage percentage)



*figures based on 2014 Department of Energy reporting of 2013 data
*"Other" category includes Multifamily, Educational, Arts, & Worship Facilities

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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 pubic 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.