

# SHOWCASE YOUR COMPANY



LACCD Los Angeles Community College District  
Hosts the

## California Higher Education Sustainability Conference 2010

*Formerly the UC/CSU/CCC Sustainability Conference*

June 20-23, 2010

@ Los Angeles Trade-Technical College

[www.HigherEdSustainabilityConference2010.org](http://www.HigherEdSustainabilityConference2010.org)

## GROW WITH THE GREEN ECONOMY

We are very pleased to announce that LACCD will be the first California Community College District to host the California Higher Education Sustainability Conference 2010 in its 9th year, at Los Angeles Trade Technical College, on June 20-23, 2010.

This year's conference will offer exceptional workshops that will address the sustainable operations, maintenance, renovation and construction challenges and opportunities at the three California higher education systems. Key decision makers from throughout the colleges and universities will attend to learn about environmentally preferable purchasing, green building, dining services, transportation, water and energy efficiency, climate action planning, and cutting-edge research.

The three California higher education systems consist of 142 campuses and have extensive facilities needs for the next 5 years. The California Community Colleges have over \$27.9 billion of total facilities needs. The University of California expects to invest a total of approximately \$6.7 billion in capital construction projects. The California State University expects \$11.6 billion capital outlay for facilities. Together, the three higher education systems' facilities needs total \$46.2 billion.

This 2010 Sustainability Conference offers a remarkable marketing opportunity to showcase your company's current work on sustainable building projects. We are expecting 1,500 attendees at the main conference and exhibit hall this year. We would like to invite you to consider being a sponsor and exhibitor, to directly interface with the decision makers of the three higher education systems. Over 70% of our attendees are from a campus here in California. Your sponsorship would provide visibility and presence for your company in all the appropriate marketing materials, both printed and electronic, that will be sent to all the colleges and universities within the entire state.

Grow your business with the sponsorship of the 2010 Sustainability Conference.

Best regards,

*The LACCD Hosting Committee*



## SPONSORSHIP LEVELS

*Choose from one of the seven levels that propels your brand in front of a diverse audience from throughout the State.*

### PLATINUM SPONSOR \$50,000

**Showcase your company in a way that creates prestige and attention.  
There will be one exclusive Platinum Sponsor, so act immediately.**

#### Benefits

- Recognition as Presenting Sponsor and Awards Dinner Sponsor
- Recognition on Sponsor Thank You Sign posted at Registration (with name of sponsorship level)
- Recognition in all Press Releases put out by LACCD; printed Save the Date announcements; Email announcements
- Company name and logo with link to company website on the website
- Web Banner Ad approximately 250 pixels W x 250 pixels H (including HTML listing for global web visibility)
- Company name and logo on Awards Dinner invitations and Promotional materials
- Company representative to make Welcome Remarks (5-10 minutes) at Awards Dinner
- One double-corner exhibit booth plus one 10 x 10 exhibit booth (3 spaces total)
- One full-page color advertisement on outside back cover of Program Book
- Seating at dais during Awards Dinner
- 2 reserved tables at Awards Dinner
- Twenty (20) *Expo Passes* with lunch
- Twenty (20) VIP Reception passes
- Ten (10) Conference Registrations
- Company logo on giveaway bag
- Product placement inside bag (must be a usable giveaway)
- Lanyard with company logo



### GOLD SPONSOR \$35,000

Stand apart by sponsoring a plenary session where you will have the full attention of conference attendees and maximum press coverage.

**There will be only three Gold Sponsors for the Conference.**

#### *Benefits:*

- Recognition as Plenary Sponsor (select 1 of 3 plenary sessions: Opening, 2nd Day, and Closing)
- Recognition on Sponsor Thank You Sign posted at Registration (with name of sponsorship level)
- Recognition in all Press Releases put out by LACCD; printed Save the Date announcements; Email announcements
- Company name and logo with link to company website advertised on the website
- Web Banner Ad approximately 250 pixels W x 150 pixels H (including HTML listing for global web visibility)
- Company name and logo on Plenary Session Promotional Materials
- Company representative to give Welcome Remarks (5-10 minutes) at Plenary (choose 1 session: opening, 2nd day morning, closing)
- Double-corner exhibit booths
- One full-page color advertisement on the inside cover of Program Book
- One reserved table at Awards Dinner
- Ten (10) *Expo Passes* with lunch
- Ten (10) VIP Reception passes
- Eight (8) Conference Registrations
- Product placement inside giveaway bags (must be a usable giveaway)



## SILVER SPONSOR \$20,000

A unique opportunity for a premium sponsorship signifying stature and leadership. There will be a maximum of three Silver Sponsors for the conference.

### *Benefits:*

- Recognition as sponsor for VIP Reception or Luncheons (2) (Select 1 of 3 events)
- Recognition on Sponsor Thank You Sign posted at Registration (with name of sponsorship level)
- Recognition in all Press Releases put out by LACCD; printed Save the Date announcements; Email announcements
- Company name and logo with link to company website advertised on the website
- Web Banner Ad approximately 250 pixels W x 150 pixels H (including HTML listing for global web visibility)
- Company name and logo on VIP Reception and Luncheon Promotional Materials
- Company representative to give Welcome Remarks (5-10 minutes) at VIP Reception or 1 of 2 Luncheons
- One corner exhibit booth and one 10 by 10 exhibit booth (Double)
- One full-page color advertisement on the inside back of Program Book
- One reserved table at Awards Dinner
- Ten (10) *Expo Passes* with lunch
- Ten (10) VIP Reception passes
- Six (6) Conference Registrations
- Product placement inside giveaway bags (must be a usable giveaway)



**BRONZE SPONSOR \$10,000**

Demonstrate your corporate strength by attracting the attention of attendees with this sponsorship.

**Benefits:**

- Recognition as sponsor for Field Trip
- Recognition on Sponsor Thank You Sign posted at Registration (with name of sponsorship level)
- Recognition in Email announcements
- Company name and logo with link to company website advertised on the website
- Web Banner Ad approximately 250 pixels W x 150 pixels H
- Company name and logo on signage on Tour Bus
- Company representative to give Welcome Remarks (5-10 minutes) as Field Trip Sponsor
- Two 10 by 10 exhibit booths (Double)
- One full-page color advertisement in Program Book
- One reserved table at Awards Dinner
- Five (5) *Expo Passes* with lunch
- Five (5) VIP Reception passes
- Four (4) Conference Registrations



### BLUE SPONSOR \$7,500

Highlight your company's position in the industry through this notable sponsorship level.

- Recognition on Sponsor Thank You Sign posted at Registration (with name of sponsorship level)
- Recognition in Email announcements
- Company name and logo with link to company website advertised on the website
- One 10 by 10 exhibit booth
- One full-page color advertisement in Program Book
- One reserved table at Awards Dinner
- Four (4) *Expo Passes* with lunch
- Four (4) VIP Reception passes
- Two (2) Conference Registrations



### GREEN SPONSOR \$5,000

Place your brand among the industry's most recognizable players and capitalize on the privileges of sponsorship.

#### *Benefits*

- Recognition on Sponsor Thank You Sign posted at Registration (with name of sponsorship level)
- Recognition in Email announcements
- Company name and logo with link to company website advertised on the website
- One 10 by 10 exhibit booth
- One half-page color advertisement in Program Book
- Three (3) *Expo Passes* with lunch
- Three (3) VIP Reception passes
- Two (2) Conference Registrations

### COMMUNITY SPONSOR \$2,500

Break through the barriers of big business and position your company in the industry at an event of great significance.

#### *Benefits*

- Recognition on Sponsor Thank You Sign posted at Registration (with name of sponsorship level)
- Recognition in Email announcements
- Company name and logo with link to company website advertised on the website
- One 10 by 10 exhibit booth
- One quarter-page color advertisement in Program Book
- Two (2) *Expo Passes* with lunch
- Two (2) VIP Reception passes
- Two (2) Conference Registrations

*All sponsors must meet public code of conduct standards.*



**SPONSORSHIP APPLICATION**

**YES!**

*We want to sponsor 2010 Sustainability Conference.*

Company Name

Contact Person

Contact Title

Phone

Email

Company Address

City

State

Zip

Company Web Site

*Please enroll our company at the Sponsorship Level:*

- Platinum Sponsor            \$50,000
- Gold Sponsor                    \$35,000
- Silver Sponsor                  \$20,000
- Bronze Sponsor                 \$10,000
- Blue Sponsor                    \$ 7,500
- Green Sponsor                 \$ 5,000
- Community Sponsor            \$ 2,500

**Method of Payment**

CHECK

Please make checks payable to LACCD  
and mail this form and your check to:

LACCD

Attn: Laurelyn Johnson

770 Wilshire Blvd, 6th Floor

Los Angeles, CA 90017

BILL ME

This form and your payment must be received by May 15, 2010 in order to reserve your space in the Conference. Please mail to the address above, or fax to 213-891-2490.

**JOIN US FOR THE  
2010 SUSTAINABILITY CONFERENCE!**

Presented by



**LACCD — the Los Angeles Community College District**

