



Sustainable Business Conference

Wednesday, March 28, 2012 • 12:00 PM to 7:00 PM
Aquinas College, Grand Rapids, Michigan

Please consider supporting Local First's 4th Annual Sustainable Business Conference. This half-day conference will help businesses take steps towards the Triple Bottom Line (economic, social and environment). Approximately 150 business owners are expected to attend.

Last year's sponsors included: Aquinas College, United Bank, Renu Services, Meijer, Coleman Dugan & Hughes, Hungerford, Aldrin, Nichols & Carter, P.C., Pioneer Construction, Integrated Architecture, Founders Bank & Trust, Model Coverall Service, Midwest Capital Advisors, Superior Foods, BenePay, Beene Garter, FlexChecks, AL&S Solutions, LLC, SecurAlarm, DMS

Vendor Table Sponsor - \$250 (unlimited number available)

- Logo placement on day of the event signage (est. audience of 150)
- An opportunity to showcase your company's products/services through a resource table at the event
- Recognition in the Local First Newsletter reaching more than 2500 readers
- Free admission for two representatives from your business
- Recognition in all press releases
- An opportunity for cause-related marketing with a reputable organization

Break Out Session Sponsor - \$500 (8 available)

- Name placement on all promotional materials related to the event including:
 - 2 half- page advertisements in the Grand Rapids Business Journal
 - 100 posters displayed in locally owned businesses (est. audience of 75,000)
 - 1,000 brochures distributed to businesses throughout Michigan
 - e-mail blasts to Local First Business Owners (est. audience of 2,500)
- Name placement on day of the event signage (est. audience of 150)
- An opportunity to showcase your company's products/services through a resource table at the event
- Recognition in the Local First Newsletter reaching more than 2500 readers
- Free admission for two representatives from your business
- Recognition in all press releases
- An opportunity for cause-related marketing with a reputable organization

Supporting Sponsor - \$1,000 (unlimited number available)

- Name placement on all promotional materials related to the event including:
 - 2 half- page advertisements in the Grand Rapids Business Journal
 - 100 posters displayed in locally owned businesses (est. audience of 75,000)
 - 1,000 brochures distributed to businesses throughout Michigan
 - e-mail blasts to Local First Business Owners (est. audience of 2,500)
- Logo placement on day of the event signage (est. audience of 150)
- An opportunity to showcase your company's products/services through a resource table at the event
- Recognition in the Local First Newsletter reaching more than 2,500 readers
- Free admission for two representatives from your business
- Recognition in all press releases
- An opportunity for cause-related marketing with a reputable organization

Networking Reception Sponsor - \$2,000 (two available)

- Exclusivity as one of two Networking Reception sponsors
- Name placement on all promotional materials related to the event including:
 - 2 half- page advertisements in the Grand Rapids Business Journal
 - 100 posters displayed in locally owned businesses (est. audience of 75,000)
 - 1,000 brochures distributed to businesses throughout Michigan
 - e-mail blasts to Local First Business Owners (est. audience of 2,500)
- Logo placement on day of the event signage (est. audience of 150)
- Sponsorship will be recognized in all press releases for print, PSAs and TV promotions
- Banner with your company name and/or logo to be displayed prominently at the reception (est. audience of 150)
- An opportunity to showcase your company's products/services through a resource table at the event
- Recognition in the Local First Newsletter reaching more than 2,500 readers
- Free admission for two representatives from your business
- Recognition in all press releases
- An opportunity for cause-related marketing with a reputable organization

Media Sponsor - \$4,000 (four available: internet, radio, print, TV)

- Exclusivity as either the Internet, Radio, Print or TV Sponsor
- Logo placement on all promotional materials related to the event including:
 - 2 half- page advertisements in the Grand Rapids Business Journal
 - 100 posters displayed in locally owned businesses (est. audience of 75,000)
 - 1,000 brochures distributed to businesses throughout Michigan
 - e-mail blasts to Local First Business Owners (est. audience of 2,500)
- Logo placement on day of the event signage

- Banner with your company name and/or logo to be displayed prominently at the event (est. audience of 150)
- An opportunity to showcase your company's products/services through a resource table at the event
- Recognition in the Local First Newsletter reaching more than 2,500 readers
- Free admission for two representatives from your business
- Recognition in all press releases
- An opportunity for cause-related marketing with a reputable organization

Presenting Sponsor - \$5,000 (one available)

- Exclusivity at Presenting Sponsor Level
- Official name of this event would be Local First: Designing Sustainable Communities Through Business *presented by Your Organization's Name*
- Opportunity to introduce the event keynote speaker – Jackie Victor of Avalon International Breads
- Your logo will be advertised on all promotional materials related to the event including:
 - 2 half- page advertisements in the Grand Rapids Business Journal
 - 100 posters displayed in locally owned businesses (est. audience of 75,000)
 - 1,000 brochures distributed to businesses throughout Michigan
 - e-mail blasts to Local First Business Owners (est. audience of 2,500)
- Logo placement on day of the event signage
- Sponsorship will be recognized in all press releases for print, PSAs and TV promotions
- Banner with your company name and/or logo to be displayed prominently at the event (est. audience of 150)
- An opportunity to showcase your company's products/services through a resource table at the event
- Includes a Local First Website Sponsorship for the month of March
 - 300-400 word profile of your company
 - 510 x 248 px. photo or graphic linking to your company's website
 - Recognition through a venue that reaches over 40,000 unique visitors per year
- Free admission for 5 representatives from your business
- An opportunity for cause-related marketing with a reputable organization

YES, WE ARE INTERESTED IN SUPPORTING LOCAL FIRST!

Contact Person: _____

Company (if applicable): _____

Address: _____ City: _____ State: _____ Zip: _____

Phone: _____ Fax: _____ E-mail: _____

Sponsorship Level: _____

Please make checks payable to: Local First Educational Foundation

Please fax form and mail check to: Local First Educational Foundation
Attn: Meghan Disselkoen
955 Wealthy Street SE
Grand Rapids, MI 49506

Questions? Contact Meghan Disselkoen at 616.808.3788 or meghan@localfirst.com

We are hoping to secure sponsorship by February 15, 2012! Thank you!