



ACCELERATING ACTION: THE PATH TO 2030
VIRTUAL CONFERENCE: MAY 12-14, 2021

In its eighth year, the 2021 Midwest Regional Sustainability Summit will continue to explore new and promising areas of environmental sustainability by focusing on **Accelerating Action: The Path to 2030**. Collectively, we will discuss the unique role each sector plays in envisioning and creating a resilient, sustainable 2030. The year 2030 has been cited as a deadline by which the impacts of catastrophic climate change will be irreversible. But what if we imagine innovative solutions for healthier people and communities, launch green policies that lead to stronger, more resilient regions, create a built environment that lowers rather than increases our climate footprint and support a vibrant, thriving landscape? It is possible. Join us in working toward a 2030 that celebrates progress and innovation rather than doom and gloom.

Highlights for this year's Summit:

- **Keynote address** by Joan Fitzgerald, eminent urban policy scholar and author.
- **Lunchtime plenary session** exploring actions needed to accelerate climate resilience.
- **Breakout sessions** that share insights from peer cities, highlight opportunities for individuals and communities to advance sustainability, reduce our climate footprint, build a more inclusive and equitable movement, and adapt to a changing climate. Topics will center around healthy people, green policy, sustainable built environment, vibrant landscapes, and resiliency planning for vulnerable communities.

Who Attends the Midwest Regional Sustainability Summit?

From Fortune 500 powerhouses to innovative small businesses, government agencies, academia, NGOs, emerging leaders, activists and engaged residents, the Summit brings together today's changemakers. Our dozens of speakers and 400+ attendees include regional visionaries, sustainability directors, business leaders and passionate individuals committed to solving the region's toughest environmental problems, while creating a positive economic and social impact.

Sponsor the Summit



Give your organization prominent brand recognition as a champion of sustainability by becoming a Summit sponsor! We offer a variety of options enabling you to reach a diverse and dynamic coalition of leaders committed to making our region more environmentally, socially, and economically sustainable. Review our 2021 Sponsorship Package to find the best option for your organization, then register online at midwestsustainabilitysummit.org or contact charlie@greenumbrella.org.

SPONSORSHIP LEVEL	VISIONARY \$10,000+	CHAMPION \$5,000	LEADER \$2,500	STEWARD \$1,000	EXHIBITOR-ONLY \$350
Complimentary Tickets	12	8	6	4	2
GU Membership Discount ¹	✓	✓	✓	✓	▪
Featured Recognition	Top billing as main sponsor on all materials	Sponsorship of plenary panel, awards ceremony or one breakout session	Sponsorship of one breakout session (1st choice)	Sponsorship of one breakout session (2nd choice)	▪
Remarks	3 minutes during Welcome (live or pre-recorded)	1 minute during Plenary (live or pre-recorded)	▪	▪	▪
Exclusive Time w/Keynote ²	✓	✓	▪	▪	▪
Virtual Event Platform					
Sponsor Profile	✓	✓	✓	✓	✓
Virtual Exhibitor Booth	✓	✓	✓	✓	✓
Featured Logo Placement	Home page	Sponsored program session	Sponsored breakout session	Sponsored breakout session	▪
Additional Perks TBA	✓	✓	✓	▪	▪
Promotional Recognition ³					
Event Website	Logo, link, paragraph on home & sponsor page; listed on exhibitor page	Logo, link, paragraph on sponsor page; listed on exhibitor page	Logo on sponsor page; listed on exhibitor page	Listed on sponsor and exhibitor pages	Listed on exhibitor page
E-blasts	Prominent logo placement	Logo	Logo	Name	▪
Social Media ⁴	2 exclusive boosted posts	1 exclusive post	1 group post	1 group post	▪
Radio (WVXU/WGUC)	Recognized in 8 spots	▪	▪	▪	▪
Press Release	Recognized in press release	▪	▪	▪	▪

¹ Includes \$100 towards 1-year of Green Umbrella membership for your organization; learn about our member benefits at www.greenumbrella.org/membership.

² Your team will be invited to an exclusive session with the keynote speaker, Joan Fitzgerald.

³ Six (6) e-blasts to 7,500+ contacts; confirm sponsorship by February for maximum recognition.

⁴ Our Facebook, Twitter, Instagram and LinkedIn combined organic reach is 200,000+ impressions per month; top sponsor gets two boosted ads.