

**2023**

**SUMMIT**  
**SPONSORSHIP**  
**OPPORTUNITIES**



**Western New York  
Sustainable Business Roundtable**



# INTRO TO SBR



WNY Sustainable Business Roundtable (SBR) was officially created in 2014 to help companies **invest** in their economic and environmental future. We **connect** organizations to resources, educating businesses and communities so we can together **learn** best practices for sustainability. We **recognize** member achievements, with the goal of creating an economically and environmentally resilient Western New York.

As of August 2023, SBR is a dynamic consortium of roughly 70 local businesses and organizations invested in sustainability whose actions create competitive advantages and promote regional prosperity. It is our mission to provide exceptional quality education, connections and experiences to all stakeholders. The Sustainable Business Summit is SBR's annual marquee event. Don't miss out on this opportunity to:

- Connect your company to our member businesses,
- Underscore your company's commitment to sustainable businesses in WNY,
- Enhance your local presence with WNY businesses and customers who value sustainability.

We offer four summit sponsorship levels as well as one exclusive sponsorship opportunity. Pick your favorite and let's move forward together!

# SPONSORSHIP AT A GLANCE

THE PERKS	KEYNOTE	VISIONARY	CHANGE AGENT	STEWARD	SCHOLARSHIP
Summit Registrations	3	3	2	1	3
Introduction During Keynote	✓				
Recognition During Summit Opening		✓			✓
Slide Deck Logo Placement	✓	✓	✓	✓	✓
Logo Placement on Promotional Materials	✓	✓	✓	✓	✓
Logo Placement on Website	✓	✓	✓	✓	✓
Vendor Table	✓	✓	✓		
<b>USD</b>	<b>4K</b>	<b>3.5K</b>	<b>2.5K</b>	<b>2K</b>	<b>2K - 5K</b>
<b>Availability</b>	<b>1</b>	<b>3</b>	<b>-</b>	<b>-</b>	<b>-</b>

## YOUR BENEFIT



### WHAT'S OUR REACH?

Our summit attendees 2018 - 2021 represented a cross section of regional businesses who are investing in sustainable products and practices. In 2022, SBR returned to an in-person Summit, attracting 200+ registered attendees. This year we are aiming to build on our previous success with a 2023 in-person Summit in Buffalo, New York.



### WHAT'S YOUR ROI?

The Sustainable Business Summit gives sponsors a chance to showcase products and/or services, thus increase brand awareness. We will ensure that your company's logo gets high visibility before, during, and following the summit

## THIS YEAR...

The 2023 Summit will feature one keynote address and four engagement session tracks. Our keynote address will highlight a nationally recognized sustainability leader while our four engagement session tracks will bring together local experts and will focus on: "Storytelling: Uncover the Value of Your Reporting," "Building Trust through Transparency," "Walking the Walk Together," and "Driving Change and Building a Culture of Sustainability."

# KEYNOTE SPONSOR



Western New York  
Sustainable Business Roundtable



**\$4,000 (1 available)**

## KEYNOTE SPONSORSHIP INCLUDES

- 01** Introduction by moderator during keynote panel.
- 02** Three summit registrations.
- 03** One vendor table.
- 04** Sponsor's logo on summit sponsor logo board banner shared in SBR's newsletters\*\* & on SBR's social media accounts: LinkedIn, Instagram, Twitter & Facebook.\*\*\*
- 05** Company logo and hyperlink recognition on SBR Summit webpage.
- 06** Company logo on summit slide deck.\*

\* Seen by approximately 200 attendees, based on attendance during SBR's Summits 2018-2022.

\*\* To a current total of 1,065 newsletter subscribers.

\*\*\* A current total of 2,000+ followers across social media platforms.

# VISIONARY LEADER



Western New York  
Sustainable Business Roundtable



**\$3,500 (3 available)**

## VISIONARY LEADER SPONSORSHIP INCLUDES

- 01** Recognition during Summit opening.
- 02** Three summit registrations.
- 03** One vendor table.
- 04** Sponsor's logo on summit sponsor logo board banner shared in SBR's newsletters\*\* & on SBR's social media accounts: LinkedIn, Instagram, Twitter & Facebook.\*\*\*
- 05** Company logo and hyperlink recognition on SBR Summit webpage.
- 06** Company logo on summit slide deck.\*

\* Seen by approximately 200 attendees, based on attendance during SBR's Summits 2018-2022.

\*\* To a current total of 1,065 newsletter subscribers.

\*\*\* A current total of 2,000+ followers across social media platforms.

# CHANGE AGENT



Western New York  
Sustainable Business Roundtable



**\$2,500**

## CHANGE AGENT SPONSORSHIP INCLUDES

**01** Company logo on summit slide deck.\*

**02** Company logo and hyperlink recognition on SBR Summit webpage.

**03** Sponsor's logo on summit sponsor logo board banner shared in SBR's newsletters\*\* & on SBR's social media accounts: LinkedIn, Instagram, Twitter & Facebook.\*\*\*

**04** One vendor table.

**05** Two summit registrations.

\* Seen by approximately 200 attendees, based on attendance during SBR's Summits 2018-2022.

\*\* To a current total of 1,065 newsletter subscribers.

\*\*\* A current total of 2,000+ followers across social media platforms.



# SUSTAINABLE STEWARD



Western New York  
Sustainable Business Roundtable



\$2,000

## SUSTAINABLE STEWARD SPONSORSHIP INCLUDES

- 01** One summit registration.
- 02** Company logo and hyperlink recognition on SBR Summit webpage.
- 03** Sponsor's logo on summit sponsor logo board banner shared in SBR's newsletters\*\* & on SBR's social media accounts: LinkedIn, Instagram, Twitter & Facebook.\*\*\*
- 04** Company logo on summit slide deck.\*

\* Seen by approximately 200 attendees, based on attendance during SBR's Summits 2018-2022.

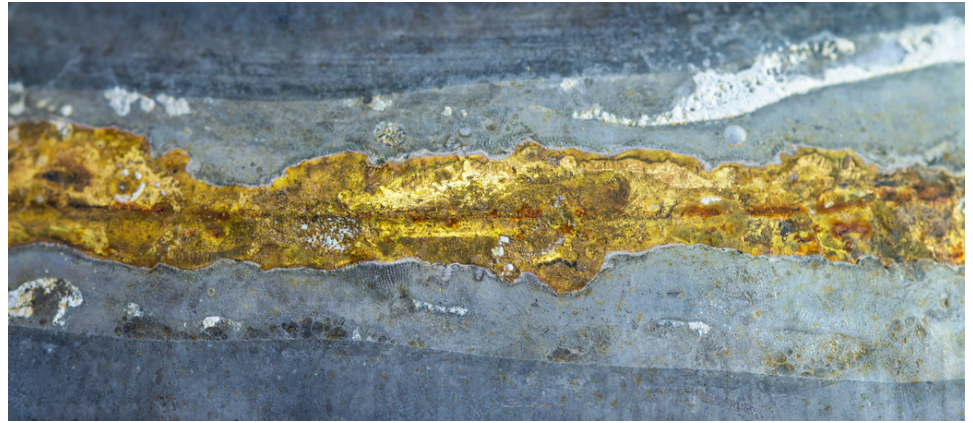
\*\* To a current total of 1,065 newsletter subscribers.

\*\*\* A current total of 2,000+ followers across social media platforms.

# EXCLUSIVE SPONSORSHIP



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Sustainable Business Roundtable



## SCHOLARSHIP SPONSOR

**\$2,000 - \$5,000**

Empower the next generation of change agents! This is your opportunity to provide 20-30 scholarships for students, non-profits & entrepreneurs to attend the Summit.

The scholarship sponsor will also receive:

**01**

Three summit registrations.

**04**

Company logo and hyperlink recognition on SBR Summit webpage.

**02**

Recognition during Summit opening.

**05**

Company logo on summit slide deck.

**03**

Sponsor's logo on summit sponsor logo board banner shared in SBR's newsletters\*\* & on SBR's social media accounts: LinkedIn, Instagram, Twitter & Facebook.\*\*\*

\* Seen by approximately 200 attendees, based on attendance during SBR's Summits 2018-2021.2

\*\* To a current total of 1,065 newsletter subscribers.

\*\*\* A current total of 2,000+ followers across social media platforms.



THANK YOU



# TIMEFRAME



To register for a **Change Agent or Sustainable Steward Sponsorship** please complete your business or organization profile and submit payment through our [2023 Summit Sponsor Form](#).

**For all other sponsorships**, please email our Program and Event Coordinator, [bea@wnysustainablebusiness.org](mailto:bea@wnysustainablebusiness.org), and she will coordinate details and invoicing, while availability lasts.

**All Sponsorship payments are due by October 31, 2023.**

Once your form and payment have been received, a member of the SBR team will reach out to confirm the final registration information.

Should you have any questions, please reach out to our Program and Event Coordinator.