

# General Corporate Sponsorship

# 2017

Established in 2008, Bethesda Green is an Incubator, a Connector and a Community Partner with the mission to accelerate the sustainable economy locally with a focus on innovation, impact and community. We accelerate green start-ups into the sustainable economy as viable businesses focused on people, planet and profit. We facilitate collaborations focused on testing, piloting and advancing innovation and impact in the sustainable economy. Bethesda Green engages local community in participating in sustainable economy through opportunities that inspire innovation and implementation of green solutions.

## One sustainable organization with myriad opportunities for synergy.

Our Community Engagement and Business Programs connect individuals and business leaders to sustainable living and innovation:

- ◆ **Be Green Hub** is an established business incubator for green start-ups and a co-working space.
- ◆ **Be Impact Initiative**, in partnership with B-Lab, offers businesses in the region 'Measure what Matters', a tool to benchmark, express and improve their triple bottom line impact.
- ◆ Bethesda Green **Sustainability Series** presents subjects of interest to the business, nonprofit, and local community that will help them be better stewards of the environment.
- ◆ **Leadership Academy** draws students from local High Schools and focuses on providing hands-on learning of environmental stewardship via impactful projects and community engagement.
- ◆ **Green Neighbors Group** works to increase awareness about sustainability, and strengthening connections with Bethesda's neighborhood leaders. *Green Neighbors* meets in the evening, the last Wednesday of the month.

### And more.

All of our programs and projects, housed under one roof, work together for the greatest impact.

*"Business success is no longer seen as independent and separated from the success of society, communities, and environmental quality. Just as companies must manage their intellectual and financial capital effectively and responsibly, they must manage their natural capital and human capital responsibly."*

– Stu Dalheim, Calvert Investments  
Bethesda Green Board Chair

*Bethesda Green helped us create a culture in our office which reflects our commitment to the environment, and this has been instrumental both in our ability to attract and retain top young talent and to differentiate ourselves from our competition. We couldn't have done this without the support of Bethesda Green.*

– James P. Martinko, CPA  
Co-Office Managing Partner, Bethesda  
Cohn Reznick

*Bethesda Green is a great environment for startups. We received advice on our growth strategy and our foundational structure. We want to have an organic, sustainable product and that is what Bethesda Green is helping us with.*

– Jordan DeCicco, Sunniva Caffè

*81% of consumers want to engage with businesses that support environmental and social issues.*

– Cone Shared Responsibility Study



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

Located on the second floor of  
Capital One Bank Branch

# Sponsorship Opportunities and Benefits

## Champion \$20,000

- ◆ Champion level sponsors are strategic partners that make a significant financial commitment of \$20,000 or more, who receive a customized benefits package

## Leader \$10,000

- ◆ Rotating logo in “top sponsor” box on Bethesda Green homepage
- ◆ Premium name recognition on website
- ◆ Premium recognition in Bethesda Green’s lobby
- ◆ Four complimentary tickets including passes to the VIP reception for the Bethesda Green Gala
- ◆ Unlimited complimentary tickets to monthly incubator speaker series and lunch
- ◆ A one-time “Green Company of the Month” story in one of our outreach channels such as newsletter, blog, website, social media (by request)
- ◆ Personalized testimonial statement of company’s green efforts (by request)
- ◆ Opportunity for a “lunch and learn” speaker at your company (by request)
- ◆ Discount on sponsorship of two recycling bins (50%)
- ◆ Complimentary use of our state-of-the-art conference room (three times)

## Partner \$5,000

- ◆ Logo listed on sponsor page of website
- ◆ Recognition in Bethesda Green’s lobby
- ◆ Two complimentary tickets including passes to the VIP reception for the Bethesda Green Gala
- ◆ Two complimentary tickets to incubator speaker series and lunch each month
- ◆ A one-time “Green Company of the Month” story in one of our outreach channels such as newsletter, blog, website, social media (by request)
- ◆ Personalized testimonial statement of company’s green efforts (by request)
- ◆ Opportunity for a “lunch and learn” speaker at your company (by request)
- ◆ Discount on sponsorship of one recycling bin (50%)
- ◆ Complimentary use of our state-of-the-art conference room fee (two times)

## Supporter \$2,500

- ◆ Logo listed on sponsor page of website
- ◆ Recognition in Bethesda Green’s lobby
- ◆ Two discounted Gala tickets (50%)
- ◆ One complimentary ticket to incubator speaker series and lunch, each month
- ◆ Personalized testimonial statement of company’s green efforts (by request)
- ◆ Opportunity for a “lunch and learn” speaker at your company (by request)
- ◆ Discount on sponsorship of one recycling bin (25%)
- ◆ Discount on state-of-the-art A/V equipped conference room fee (two times, 50%)

## Advocate \$1,000

- ◆ Logo listed on sponsor page of website
- ◆ Recognition in Bethesda Green’s lobby
- ◆ Two discounted Gala tickets (25%)
- ◆ Personalized testimonial statement of company’s green efforts (by request)

*All sponsorship opportunities are for one year. Additional in-kind contributions are also encouraged. Please call us at (240) 396-2440 or contact [development@bethesdagreen.org](mailto:development@bethesdagreen.org) to discuss the specifics.*

**About Bethesda Green:** Bethesda Green is an Incubator, a Connector and a Community Partner with a mission to accelerate the sustainable economy locally with a focus on innovation, impact and community. Bethesda Green accelerates green start-ups into the sustainable economy as viable businesses focused on people, planet and profit. Bethesda Green engages local community in participating in sustainable economy through opportunities that inspire innovation and implementation of green solutions.

Bethesda Green is a non-profit 501(c)(3). Contributions are tax deductible to the extent allowed by law.

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