

EcoDistricts Summit Sponsorship Talking Points

START WITH WHY YOU CARE ABOUT OUR WORK.

What part of the industry are you in? What got you initially excited about the work EcoDistricts is doing, and why do you think this work is important?

GIVE A LITTLE BACKGROUND ON THE ORGANIZATION. THINK ABOUT TELLING A STORY.

EcoDistricts — under its current name and structure — is only two years old, but its story starts several years ago when it was still part of the Portland Sustainability Institute at the cusp of the green buildings movement in Portland, OR — a city that we all know has been a global leader in that work.

Rob Bennett discovered something very important in those early days. First, practitioners across the industry were very passionate about spurring innovation, to get better, more sustainable outcomes for cities, but we were often falling short in delivering great outcomes in equity and resilience, and in moving our outcomes beyond the building. He also discovered that the district- and neighborhood provide a very unique value: their scale is small enough to innovate but large enough to spur meaningful impact in infrastructure and public policy.

Their work now is entirely driven around the mission of building just, resilient, sustainable cities across North America and beyond. They do this through an integrated line of consulting and advisory services provided directly to projects; project certification and practitioner accreditation to reward innovative leadership; annual convenings to drive thought leadership and to accelerate use of the Protocol; and by building a global community of city makers who recognize what's at stake, and with us want to build a common course of action for our cities.

EcoDistricts is in a very exciting time right now:

- Global launch of the EcoDistricts Protocol in late April — after a few years of development, the Protocol is available for use by practitioners and cities everywhere. This process-based framework reinforces existing rating tools because it arms teams with the governance structure and roadmap they need to build equity, resilience, and sustainability into every urban development decision. This framework sits at the heart of everything EcoDistricts does. With this launch, we're recruiting a virtual army of partners across North America who are helping us build ample market excitement across upcoming conferences, in national media, and across a couple of dozen North American cities this summer.
- Powered by the Protocol, also scheduled is the global launch of certification and accreditation at the September EcoDistricts Summit.

TALK ABOUT THE SUMMIT:

The Summit — now in its 7th year — is the world’s premier leadership event on district- and neighborhood scale sustainable development. It takes place September 13-15, 2016 in Denver, CO and offers a great combination of diverse main stage plenaries, deep-dive studio sessions led by industry experts, mobile tours to explore Denver’s unique urban lab, and unique social networking experiences, from our VIP opening reception, and evening happy hour, and our urban block party.

We expect about 450 attendees at the 2014 Summit — a size that allows us to focus the event as a true leadership summit, and to retain venues that highlight beautiful architecture and a superb experience for attendees.

The main stage program itself is built to highlight the EcoDistricts Imperatives: Equity, Resilience, and Climate Protection. Our studio sessions also build off one or more of the Imperatives, but also highlight one or more of our Priority Areas, such as connectivity, place, prosperity or resource restoration. We have (had) a call for presenters for our Studio sessions that ends 4/15/16; you can learn more at Summit.ecodistricts.org, click on Program.

NOTES / DETAILS ON A FEW SUMMIT BENEFITS:

- “Resource table” — This is a table of freebie items for attendees to take with them. Items are donated by sponsors and organizational members and can include free products (e.g., a reusable water bottle, a recently published book), or marketing collateral. The table is provided in lieu of filling every attendees’ registration bag with potentially unwanted materials/products while also bringing a heightened attention to the donated materials.
- “Exhibitor space” — this includes a 6’ table and 2 chairs with lines in the small exhibitor hall at the Summit; a max of 15 exhibitors will be stationed in the hall.

POSITION THE VALUE OF SUMMIT SPONSORSHIP IN RELATION TO THE PROSPECT’S GOALS:**EXAMPLES:**

- Some businesses may be a great alignment with one of the EcoDistricts studio sessions — watch as this program is developed, or consult with Marissa to confirm alignment and help prepare your ask strategy. Aligning with a studio session is a great way to get in front of a highly qualified group of prospects. EXAMPLES: A health care provider aligning with a health districts oriented studio session; a tech company aligning a smart cities session; etc.
- Position their alignment with a certain aspect of the event — such as the VIP reception, the main stage plenaries, or the block party.

NOTE: Be cautious about offering opportunities to speak at the conference; EcoDistricts is very committed to ensuring an outstanding program that meets our ambitious diversity, equity, and inclusion goals. Working sponsors into the program is a possibility, but we want to be cautious about over promising. Some options include:

- Introducing a keynote or presenter, coupled with a 2-3 minute non-sales pitch of their organization’s reason for supporting this work. (Reserved for highest level sponsors)
- Serve as a moderator or facilitator for a panel session. (Reserved for highest level sponsors)