



# SUMMER 2014 SPONSORSHIP



## 2013-14 Green Schools Challenge Reach:

- 120 Schools Enrolled in the Program
- 5,000 Green Team Members
- 1,000 Teachers + Faculty + Admin Staff Actively Involved in the Program
- 160,000 Students took the 'Environmental Sustainability' Message Home

## 2013-14 WE-LAB Reach:

- 17 WE-LAB Green Schools
- 8 Workshops at Schools about the Energy/Water Nexus
- 25 Workshops in Miami-Dade Communities
- 1200 Residents, Teachers, and School Children will Save Money, Develop Water/Energy-Saving behaviors and become Environmental Stewards

*We are pleased to announce the following*

## SPONSORSHIP LEVELS + CORRESPONDING BENEFITS

### Sponsorship Levels

*Suggested Contribution*

### Benefits

#### Newsletter Sponsor:

<b>Dream Journal</b> <b>\$150</b> Deadline Quarterly Release	<b>Green Schools Challenge (GSC) Newsletter</b> <b>\$350</b> Deadline Monthly Release	<ul style="list-style-type: none"> <li>One sponsor per newsletter for maximum exposure to Dream in Green (DIG) supporters;</li> <li>Sent to over 9,000 DIG supporters on our listserv;</li> <li>Newsletter published 1n Facebook and Twitter.</li> </ul>
<b>GSC &amp; WE-LAB Guidebook</b> <b>\$500</b> Deadline Mid August	<ul style="list-style-type: none"> <li>Official sponsor of the Green Schools Challenge (GSC) Guidebook;</li> <li>Distributed to 165 participating schools in the 2014-2015 GSC program;</li> <li>Logo recognition on the second page of the Guidebook;</li> <li>Sponsor recognized in the September GSC Newsletter.</li> </ul>	
<b>GSC &amp; WE-LAB Training Video &amp; App</b> <b>\$1000</b> Deadline Mid August	<ul style="list-style-type: none"> <li>Official sponsor of the GSC &amp; WE-LAB Training video &amp; APP project;</li> <li>Video watched by over 200 teachers, facility and administration staff;</li> <li>App will be downloaded by 2,000 students and school staff</li> <li>Logo recognition on the video;</li> <li>Video posted on Dream in Green's website.</li> </ul>	
<b>GSC &amp; WE-LAB Guidebook Activity</b> <b>\$1,000</b> Deadline End of June	<ul style="list-style-type: none"> <li>Sponsor will work with DIG staff and write a challenging activity for Green Teams to complete as part of the GSC curriculum;</li> <li>The activity can bring out the objectives and goals of the Sponsor's programs;</li> <li>Sponsor will be highlighted in the activity description;</li> <li>Logo recognition on the second page of the Guidebook;</li> <li>Sponsor will be recognized in the September GSC Newsletter.</li> </ul>	
<b>GSC Guidebook Monthly Topic</b> <b>\$1,500</b> Deadline Mid August	<ul style="list-style-type: none"> <li>One sponsor per each Monthly Topic for maximum exposure;</li> <li>6 Monthly Topics – Energy Efficiency and Conservation, Waste reduction and Recycling, Water Conservation, Green Transportation, Green Buildings, Green Careers;</li> <li>Logo recognition on the second page of the Guidebook;</li> <li>Sponsor will be recognized in the September GSC Newsletter.</li> </ul>	
<b>GSC Program</b> <b>\$2,500</b> Deadline Early August	<ul style="list-style-type: none"> <li>Official sponsor of the 2014-2015 Green Schools Challenge</li> <li>Opportunity to participate on school visits;</li> <li>Logo recognition on DIG's website – Silver Level sponsor</li> <li>Logo recognition on all the Dream Journals (for one year);</li> <li>Logo recognition on the GSC Guidebook;</li> <li>Invitation to DIG's Award Ceremony in May 2015 and opportunity to present award to school winners; and</li> <li>Logo recognition in the GSC 2014-2015 Program Recap video.</li> </ul>	
<b>WE-LAB Program</b> <b>\$2,500</b> Deadline End of August	<ul style="list-style-type: none"> <li>Opportunity to incorporate content into the WE-LAB Workshop presentation;</li> <li>Opportunity to display your services and/or product at a WE-LAB Workshops;</li> <li>Logo recognition on the WE-LAB Workshop announcement and flyer;</li> <li>Logo recognition on DIG's website – Silver Level Sponsor</li> <li>Logo recognition on we-lab.net with a hyperlink to the sponsor's webpage;</li> <li>Sponsor recognized in the Dream Journal;</li> <li>Invitation to DIG's Award Ceremony May 2015 and opportunity to present award to school winners.</li> </ul>	
<b>Dream in Green Annual</b> <b>\$5,000</b> Mid-Aug	<ul style="list-style-type: none"> <li>Opportunity to become an official Dream in Green sponsor;</li> <li>Sponsor adopts one school that will participate in the 2014-2015 Green Schools Challenge;</li> <li>Logo recognition on DIG's website – Gold Level Sponsor</li> <li>Logo recognition on all the Dream Journals for form July 2014 to April 2015;</li> <li>Special announcement on one GSC Newsletter to DIG's 9,000 supporters;</li> <li>Logo recognition on the GSC Guidebook;</li> <li>Logo recognition at all DIG events;</li> <li>Two complementary ticket to DIG's annual fundraiser and recognized during program at this event;</li> <li>Logo included in DIG's sponsor graphic used for all presentations and publications;</li> <li>Invitation to DIG's Award Ceremony in May 2015 and opportunity to present award to school winners.</li> </ul>	

## Vocabulary

**Green Schools Challenge (GSC) Newsletter:** Official GSC monthly newsletter. Schools from Miami-Dade County follow this newsletter closely as it contains program updates and information on grants, community green events and highlights school's green initiatives. This newsletter is sent to all Miami-Dade public, charter and private schools, and the Miami-Dade Public School District.

**Dream Journal:** This is DIG's quarterly newsletter. It contains DIG news, features articles on environmental sustainability, articles from community partners and updates on our programs. One newsletter is released every July, October, January, and April and it is sent to all DIG supporters in the green community.

**GSC Guidebook:** The GSC Guidebook is DIG's resource manual that guides teachers and Green Teams through the process of implementing the program at their school. It contains action plans, pledges, monthly challenge activities, lesson plans and all the tools teachers and students need to succeed in their green journey. The 2014-2015 GSC Guidebook will be distributed to all schools participating in the program. We estimate about 165 public, private, and charter K-12 schools will be enrolling in the GSC this school year.

**Monthly Topics:** There are six different monthly topics proposed in the GSC Guidebook including, Energy Efficiency and Conservation, Waste Reduction & Recycling, Water Conservation, Green Buildings, Green Transportation and Green Careers. These topics are critical to long-term community sustainability and changing personal behaviors that conserve resources at school and at home.

**Monthly Challenge Activities:** The monthly topics translate into monthly challenge activities. The GSC Guidebook provides a selection of six fun and challenging activities to choose from for each monthly topic. Sponsors will be able to work with DIG staff to write up one activity for students to complete and learn from.

**WE-LAB:** The **W**ater and **E**nergy **L**earning and **B**ehavior (WE-LAB) Program teaches concrete steps to change water and energy use patterns to reduce our regional greenhouse gas emissions and save you money. This will be done through educational workshops, classroom learning, and an interactive website. A minimum of 25 workshops will be held over the course of one year, with an anticipated participation of 50 + residents per workshop.

## Thank you for your support!

Dream in Green is a nonprofit organization, which is exempt from federal income tax under Section 501(c)(3) of the Internal Revenue Code. Accordingly, your donation may be tax deductible under Section 170 of the Code, but please seek further guidance from your tax advisor. A copy of our 501(c)(3) confirmation letter from the Internal Revenue Service is available on our website.

Please make checks payable to Dream in Green, Inc. and kindly mail it along with the form below to the address on front cover. We will send you written confirmation and, if applicable, contact you in order to obtain a copy of your logo for posting on our website. You may also submit payments online through our website.



*The DIG Team!*

## SPONSOR FORM

Name: .....

Organization/Company: .....

Address: .....

Telephone: ..... Email: .....

Mark your Sponsorship Level(s):

- ☐ Dream Journal: \$150    ☐ GSC Newsletter: \$350    ☐ GSC & WE-LAB Guidebook Sponsor: \$500  
☐ GSC & WE-LAB Training Video Sponsor: \$500    ☐ GSC & WE-LAB Guidebook Activity Sponsor: \$1,000  
☐ GSC Guidebook Monthly Topic Sponsor: \$1,500    ☐ GSC Program Sponsor: \$2,500  
☐ WE-LAB Program Sponsor: \$2,500    ☐ Dream in Green Annual Sponsor: \$5,000

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