

Green Community

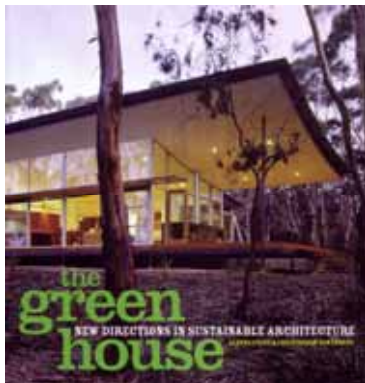


October 20, 2008 – October 2009
National Building Museum

What makes a community? And what makes a community green? From major cities to college campuses, designers, planners, policy makers, and citizens are rethinking their own towns and cities' relationships to the environment, from where the energy originates, to where the garbage goes.



Green Community, the third in the Museum's exhibition series on sustainable design and construction, will expand on the themes of its predecessors *Big and Green* (2003) and *The Green House* (2006 – 2007). *Green Community* will focus entirely on the issues of sustainable development – **how we plan, design, and construct the world between our buildings**. Using interactive media to create a dynamic space, this 4,000 square foot exhibition will communicate the complexities and opportunities of designing sustainable neighborhoods.



Although there is a long history of thinking green for because living in harmony with the environment was a matter of life and death – and still is – our command of powerful technologies has let us avoid facing that fact for the last century. Keeping this in mind can help us rethink our communities to be healthier for the individual and the masses.

Places, technology, and time provide a framework for this discussion. The case studies featured in *Green Community* will be historical, contemporary, and projected or planned future projects worldwide including Chicago; Galisteo Basin, New Mexico; Muskegon Heights, Michigan; Masdar, United Arab Emirates; and others.



Within the exhibition design, the exhibition will use color to correspond with the four elements of earth, air, fire, and water to associate related places, projects, and technologies. Landscape design, geothermal energy, and zoning and planning policies are a few of the tactics to be examined.

Most importantly, *Green Community* will explore and spark discussion about **how designers, planners, developers, builders, policy makers, and citizens can work together to create sustaining, healthy communities**.

To sponsor this exhibition, contact development at 202-272-2448.



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Lead Sponsor: \$150,000 (each sponsorship level includes the lower level benefit categories)

- Prominent crediting and logo as **Lead Sponsor** on all exhibition materials including: indoor and outdoor banners, opening reception invitation, installation credit panels, mass transit signage in the Washington, DC metropolitan area, exhibition brochures, PR materials, and the Museum web site (over 1.6 million annual hits)
- Opportunity for company representative to speak at opening reception
- Special recognition as **Lead Sponsor** of a VIP opening reception including government officials, the diplomatic corps, industry professionals, and national civic leaders
- Credit as **Lead Sponsor** in national media advertising including PSA's, press kits, and exhibition advertising in area newspapers including *The Washington Post*
- Two complimentary uses of the Museum's "Great Hall" for private company events
- Complimentary Corporate Table for 10 guests at the annual black tie *Honor Award Gala* in 2009
- Corporate Museum "Salute Day" for employees and clients offering family activities, private tours, and lectures
- Invitations for exhibition opening reception
- Invitations to sustainability-focused public programs and lectures throughout the exhibition run
- **Lead Sponsor** of private dinner with Museum's executive director, curatorial staff, and targeted guest list from your company and the Museum
- Profile about your company in the Museum's magazine *Blueprints*
- Five complimentary copies of *The Green Community* catalogue

Major Sponsor: \$100,000

- Recognition with logo as **Major Sponsor** on exhibition materials including: indoor banners, opening reception invitation, installation credit panels, exhibition brochures, press releases, and the Museum web site
- Listing as a sponsor throughout 2009-2010 U.S. national tour
- One complimentary use of the Museum's "Great Hall" for a private company event
- Opportunity to explore exclusive promotional opportunities
- One additional use of the Museum's formal Pension Commissioner's Suite for a private event

Patron: \$50,000

- Recognition with logo as **Patron** and corporate logo on exhibition materials including: indoor banners, opening reception invitation, installation credit panels, exhibition brochures, press releases, and the Museum web site
- Sponsorship of a specific project component
- Complimentary tickets to the related symposium in 2009
- Three private, curator-led tours of exhibition for employees and clients

Supporter: \$25,000

- Recognition listing as **Supporter** on exhibition materials including: installation credit panels, exhibition brochures, press releases, and the Museum web site
- Corporate logo on Museum's web site with reciprocal link to company site
- One use of the Auditorium for company event
- Up to five private tours of exhibition for employees or clients
- Two complimentary copies of *Green Community* catalogue

Contributor: \$10,000

- Recognition listing as **Contributor** on exhibition materials including: installation credit panels, exhibition brochures, opening reception invitation, press releases, and the Museum web site
- One use of the Pension Commissioner's Suite for company event
- One copy of *Green Community* catalogue



Green Community

Why sponsor *Green Community*?



Build your Brand, Enhance your Image

Being invested in and contributing to the knowledge base about “green” building and living confirms your company’s commitment to environmentally-friendly, energy-efficient measures and initiatives and supports responsible citizenship. Aligning your company’s message with the latest thinking about green homes and sustainable products puts you at the cutting-edge of the sustainable design movement.

Gain Public Exposure and Recognition

Gain recognition and exposure in conjunction with the Museum’s exhibition and programs to an educated, environmentally-aware and interested audience. Link your name with the Museum’s marketing materials, advertisements, brochures, event invitations, website, press kits and exhibition credit panels. *The Green House* will be promoted to the Museum’s visitors (nearing **400,000** annually), members (**5,000+** professionals and students in the building field), the Museum’s mailing list, the general public and the media—with a potential for reaching more than **100 million households** (estimate based on the track record of past National Building Museum exhibitions).



Enjoy the Museum’s Historic Building for Events

Private use of the Museum’s exquisite facilities for your meetings, presentations, and special events is a benefit of sponsorship. The Great Hall (site of 16 presidential inaugural balls) is a spectacular setting for large events of 500-1,200 guests, and the historic Pension Commissioner’s Suite is ideal for meetings, receptions and client entertaining for groups of 30-200 people. The Auditorium can be used for lectures, films and presentations for up to 140 people. Discounts in the popular Museum Shop and invitations to special events and programs are added benefits.

Create Partnership Opportunities

The Museum has a reputation for building creative partnerships with sponsors to meet an organization’s business objectives. Past and current sponsors include DuPont, Lafarge North America, American Express Company, Turner Construction Company, Bank of America, Herman Miller, the National Association of REALTORS®, Fannie Mae Foundation, the U.S. Department of Energy, the U.S. Environmental Protection Agency, the U.S. Department of Housing and Urban Development, and many other organizations. The Development Office can work with your company to maximize your sponsorship and promote your brand.



Please call development at 202-272-2448 to discuss sponsorships.