

SPONSORSHIP OPPORTUNITIES 08/09

GREEN BUILDING COUNCIL OF AUSTRALIA
SPONSORSHIP OPPORTUNITIES 2008/09

BREAKFASTS WITH THE STARS CASE STUDY SERIES 2008/09



Breakfast with the Stars was launched in 2006 to offer the industry in-depth case studies on Green Star certified projects. A panel of experts enable attendees to ask questions and discover how to overcome challenges to build green.

The Breakfast with the Stars 2007 attracted, on average 280 industry professionals at each breakfast, with some breakfasts attracting up to 400 attendees. The Breakfast with the Stars series is scheduled for 2008/09 nationwide, across the following capital cities: Sydney, Melbourne, Adelaide, Perth, Brisbane, and Hobart.

VALUE:

\$6,000 (excluding GST) for Sydney, Brisbane and Melbourne Breakfasts

\$5,500 (excluding GST) for Perth, Adelaide, Canberra and Hobart Breakfasts

TARGET AUDIENCE:

These events attract a range of Green Building Council of Australia members and non-members from a variety of industry disciplines. The audience often includes organisations and project teams currently working on projects aiming to achieve Green Star certification.

PREDICTED EXPOSURE:

The invites are sent to over 9,000 industry professionals nationwide, and the event is listed on the Green Building Council of Australia website and e-newsletter. Expected number of attendees is approximately 200 per breakfast (lower numbers are expected in Canberra).

BENEFITS:

- Inclusion of your logo (not exclusive) on the following documents (for all breakfasts):
 - The Breakfast with the Stars 2008/09 Evaluation form;
 - The relevant section of the Green Building Council of Australia website and e-newsletter;
 - A sponsor information sheet titled “About Our Sponsors” that will be situated on every table at each Breakfast (includes brief description of your organisation);
 - On a PowerPoint slide as part of the Breakfast Speaker Series presentation;
- 30% discount when purchasing a table at other Breakfast with the Stars events;
- First right of refusal to sponsor the same events in 2009.

At one (1) Breakfast with the Stars:

- Inclusion of your logo (exclusive) on the invitation to the Breakfast with the Stars;
- Inclusion of your logo in the relevant section of the Green Building Council of Australia website and newsletter;
- Opportunity to provide multimedia presentation (to be run at the beginning of your Breakfast with the Stars while guests arrive);
- Acknowledgement in the formal presentations as a sponsor of the event (including short profile);
- Opportunity to close the Breakfast with the Stars and give a vote of thanks;
- Complimentary table of 8 at your Breakfast with the Stars;
- Opportunity to display materials and products (e.g. banners, brochures etc) and
- Opportunity to provide giveaways and door prizes.





GREENS ON THE GREEN 08

This has been quoted as being the greatest networking event and the best fun in the Green Building Council calendar. The lawn bowling creates valuable opportunities to meet people and develop relationships that at a normal networking event are difficult to accomplish.

This event is held each year to celebrate the Green Building Council of Australia's birthday and the Sydney event directly follows the GBCA Annual General Meeting (AGM) making it the only social event attended by the majority of the Board.

The Green Building Council of Australia also launched this event in Melbourne in 2006 and Brisbane in 2008. Sponsorship packages are available for one event, two events, or all three.

VALUE:

\$2,500 for each city location (all excluding GST)

TARGET AUDIENCE:

This is a member only event, comprising of property professionals from a range of sectors, including building owners, developers, contractors, facility managers, architects, engineers, ESD consultants, quantity surveyors, manufacturers, financial institutions and all levels of government. Only sponsors of this event are allowed to invite a maximum of two non-members.

PREDICTED EXPOSURE:

With over 540 member organisations, and growing, the invite is sent to everyone on our database that is associated with our members. Approximately 120-200 are expected to attend each event.

BENEFITS:

- The right to erect signage at the bowling green (outdoor and/or indoor banners);
- Opportunity to contribute appropriate goods to the GBCA showbags which are distributed to attendees (NB actual goods subject to Council approval);
- Inclusion of your logo in the invitation (issued to over 900 people);
- Acknowledgement in the formal speeches, including a short summary about your organisation and its contribution to sustainability practices;
- Acknowledgment in the Council's "Green Building Voice" monthly e-newsletter and
- Logo included on relevant event section on website and e-newsletter.



GREEN BUILDING COUNCIL OF AUSTRALIA BOARDROOM LUNCHESES

As part of the Green Building Council of Australia's mission to drive the uptake of sustainable building practices by the property industry, a total of nine (9) high level exclusive Boardroom Lunches will feature key green building and sustainability experts (both national and international) who will share their insight and experience within the property industry.

This is an opportunity to build key relationships with the Green Building Council of Australia Board, who are as follows:

- Tony Arnel, Building Commission (VIC), Chair;
- Maria Atkinson, Lend Lease;
- Michael Barnes, ISIS Projects;
- Andrew Borger, Leighton Holdings;
- Robert Coombs, InterfaceFLOR;
- Daniel Grollo, Grocon Pty Ltd;
- Romilly Madew, Green Building Council;
- Peter Verwer, Property Council of Australia;
- Che Wall, Lincolne Scott;
- Molly Harriss Olson, Sustainable Development Leaders Forum;
- David Worley, The Laminex Group
- John Thomas, Investa Property Group;
- Greg Paramor, Mirvac;
- Carey Lyon, Royal Australian Institute of Architects
- John Thwaites, Former Deputy Premier of Victoria

VALUE:

\$4,000 (excluding GST) for 3 lunch package (Sydney, Melbourne, Brisbane, Adelaide, Perth or Hobart); or
\$12,000 (excluding GST) for all 9 lunches (exclusive)

TARGET AUDIENCE:

Guests will be drawn from the top tier Green Building Council of Australia members, who represent the leaders of the industry from a variety of sectors, including building owners, developers, contractors, facility managers, architects, engineers, ESD consultants, quantity surveyors, manufacturers, financial institutions and all levels of government, as well as the Green Building Council of Australia Board and Executive team.

PREDICTED EXPOSURE:

Sponsorship of these Boardroom lunches will expose your organisation to CEO and Board level industry professionals through exclusive invites and guest lists.

BENEFITS:

- Logo on the invitation and program;
- Logo on powerpoint slide to be displayed during lunch;
- Company profile to feature in program;
- Invitation to CEO of your organisation;
- Opportunity for CEO to welcome & thank Boardroom lunch speaker;
- Opportunity to host lunch in own boardroom;
- Opportunity to create the guest list and select Board & GBCA members to be invited; and
- Opportunity to nominate one (1) keynote speaker/expert to address the lunch (subject to Green Building Council approval)





FUTURE GREEN LEADERS

The Green Building Council of Australia knows that green building is not a phase – the momentum continues to grow and the number of organisations becoming involved increases every year.

To support this growth, the GBCA has introduced a new initiative Future Green Leaders – to engage the interest of future architects, engineers, interior designers and other property professionals. Through this new initiative, and which targets tertiary educated students, graduates and young professionals, the GBCA can assist them in taking the next step in their careers and continue to drive the understanding and uptake of Green Star.

VALUE:

Major - \$5,000 (excluding GST)

Associate - \$2,500 (excluding GST)

TARGET AUDIENCE:

The future of green building – tertiary educated students (TAFE & University), graduates and young professionals nationwide

PREDICTED EXPOSURE:

Thousands of young professionals in all GBCA member organisations and students from TAFE and Universities.

BENEFITS:

- Inclusion of your logo (not exclusive) on the following documents:
 - The Future Green Leaders website and e-newsletter;
 - The relevant section of the e-newsletter;
 - The Future Green Leaders information brochure.
- Opportunity to advertise available employment positions on Future Green Leaders website;
- A sponsor information section titled “About Our Sponsors” (includes brief description of your organisation) on website;
- On a PowerPoint slide as part of all Future Green Leaders presentations;
- First right of refusal to sponsor the Future Green Leaders in 2009;
- Opportunity to be the “host” sponsor of one (1) Future Green Leaders event.

At One (1) Future Green Leaders Events (including site tours and workshops).

- Inclusion of your logo (exclusive) on the invitation to the event;
- Inclusion of your logo in the relevant section of the Green Building Council of Australia website and newsletter;
- Inclusion of your logo in the relevant section of the Future Green Leaders e-newsletter;
- Opportunity to provide multimedia presentation (to be run at the beginning of your event while guests arrive);
- Acknowledgement in the formal presentations as a sponsor of the event (including short profile);
- Opportunity to close the event and give a vote of thanks;
- Opportunity to display materials and products (e.g. banners, brochures etc) and
- Opportunity to provide giveaways and door prizes.

Associate Sponsors will join to host Future Green Leaders networking events (minimum of 3 events to be held).

- Inclusion of your logo on the invitation to the event;
- Inclusion of your logo in the relevant section of the Future Green Leaders website and newsletter;
- Inclusion of your logo in the relevant section of the Future Green Leaders e-newsletter;
- Opportunity to provide multimedia presentation (to be run at the beginning of the course while guests arrive);
- Acknowledgement in the formal welcome as a sponsor of the event (including short profile);
- Opportunity to send 2 company representative to the event;
- Opportunity to display materials and products (e.g. banners, brochures etc) and
- Opportunity to provide giveaways and door prizes.

For more information, please visit www.futuregreenleaders.org.au



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GREEN BUILDING COUNCIL OF AUSTRALIA SITE TOURS

Site tours for 2008/09 will feature Green Star certified buildings in Melbourne, Sydney, Brisbane and Adelaide and will enable participants to take a closer look at what makes a green building.

VALUE:

\$3750 (excluding GST) for Sydney;
\$3750 (excluding GST) for Melbourne;
\$3750 (excluding GST) for Brisbane; and
\$3750 (excluding GST) for Adelaide

TARGET AUDIENCE:

These site tours will be available for all property professionals, including building owners, developers, contractors, facility managers, architects, engineers, ESD consultants, quantity surveyors, manufacturers, financial institutions and all levels of government. It is especially targeted to those currently working on projects aiming for Green Star certification.

PREDICTED EXPOSURE:

These site tours will be advertised on the Green Building Council website and e-newsletter, and invitations will be distributed to all contacts within these states. A promotional powerpoint slide will also be added to all GBCA presentations and courses.

BENEFITS:

- Logo will be featured on the invitation, relevant section of the Green Building Council website and e-newsletter;
- Logo and company profile to feature on site tour handouts;
- Opportunity to speak at the networking drinks after the tour;
- Opportunity to display banners at networking drinks;
- Opportunity to distribute promotional material at networking drinks; and
- Two complimentary places on the site tours.





GREEN BUILDING COUNCIL OF AUSTRALIA YEARBOOK 2008

At Green Cities 08, the Green Building Council launched the 2007 GBCA Yearbook, featuring articles on the Green Building Council of Australia, Green Star, and a number of case studies on Green Star certified projects.

Over 4,000 copies were printed and distributed across Australia at a variety of events and issued to all GBCA member organisations.

The Green Building Council Yearbook for 2008 will feature more articles from the organisation on the past year's activities, Green Star tool developments and more in-depth case studies, as well as more articles from GBCA members and the green building industry.

VALUE:

\$20,000 (excluding GST) for exclusive sponsorship

TARGET AUDIENCE:

This publication will be available to all property professionals from a variety of sectors, including building owners, developers, contractors, facility managers, architects, engineers, ESD consultants, quantity surveyors, manufacturers, financial institutions and all levels of government. The Yearbook will once again be launched at the Green Cities Conference & Expo in March 2009.

PREDICTED EXPOSURE:

Approximately 4,000 copies will be printed and distributed to all member organisations, and a copy will be placed in every delegate pack at Green Cities 09 (expected numbers are 1,200 - 1,500). Copies will also be available at all Green Building Council events and sent to all GBCA members.

BENEFITS:

- Logo on front cover of the publication and disk;
- Complimentary one page advert on back inside cover;
- Discounted rate on further advertising within the Yearbook;
- Opportunity to submit one page advertorial for inclusion within the Yearbook;
- Fifty (50) free copies for distribution amongst staff and clients;
- Recognition of sponsorship in acknowledgement section;
- Insert in publication (brochure/leaflet);
- Cover letter to accompany publication in direct mail campaign; and
- Logo on Green Building Council website and e-newsletter with link to yearbook.



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GREEN BUILDING COUNCIL OF AUSTRALIA WEBSITE & E-NEWSLETTER

The Green Building Council of Australia website and e-newsletter provide a valuable resource of information for the green building industry. Featuring case studies, course information, events and updated Green Star changes, both the website and e-newsletter reach a wide audience committed to building a sustainable property industry for Australia.

The Green Building Council of Australia's recent member survey revealed that over 90% of survey participants found the information on the Green Building of Australia website and e-newsletter interesting and useful and the first place they get their information.

VALUE:

\$10,000 (excluding GST) for both the website and e-newsletter

TARGET AUDIENCE:

All visitors to the Green Building Council of Australia website and key personnel from member organisations.

PREDICTED EXPOSURE:

The Green Building Council of Australia website receives over 1,800 hits a day. The E-Newsletter "Green Building Voice" reaches over 7,000 individuals each month.

BENEFITS

- One (1) Home Page 'Flash' advertisement, with a link to your organisation's website;
- Two (2) Home Page articles per year, including photos and your logo (acknowledged as sponsor advertorial);
- Three (3) newsletter articles per year to be featured in the e-newsletter Green Building Voice. These will then be archived under the "News" section indefinitely (acknowledged as sponsor advertorial);
- One (1) organisation profile, logo and photo per year under sponsor section of our logo; and
- Option to run a competition on website and e-newsletter





GREEN STAR OFFICE ADVANCED INTERIORS COURSE

Green Star – Office Interiors Advanced Courses were introduced into the GBCA course calendar in 2006 and have been held in Sydney, Melbourne and Brisbane. Each of these courses were sold out and will once again be held in these cities in 2008, as well as in Perth, Adelaide and Canberra.

Each course is attended by over 30 industry professionals, and as the exclusive sponsor of the Green Star- Office Interiors Advanced courses, you will have access to around 180 course participants throughout the year.

VALUE:

\$10,000 (excluding GST) for the course series

TARGET AUDIENCE:

This is an advanced course for professionals (interior designers, project managers, builders and procurement officers) who are familiar with Green Star and seek to deepen their understanding of Green Star - Office Interiors. Participants be Green Star Accredited Professionals.

PREDICTED EXPOSURE:

Information on Green Star Property Professionals Course is available on the Green Building Council website and e-newsletter, and further information on these workshops is available at all Green Star courses and presentations.

BENEFITS:

- Inclusion of your logo (exclusive) on the following documents:
 - The relevant section on the Green Building Council of Australia website and e-newsletter;
 - The Green Star – Office Interiors Advanced course calendar
 - The Green Star – Office Interiors Advanced course evaluation form
- A sponsor information section titled "About Our Sponsors" (includes brief description of your organisation) on website and e-newsletter and in technical manual
- On a PowerPoint slide as part of the introduction presentations;
- Opportunity to provide multimedia presentation (to be run at the beginning of the course while attendees arrive);
- Opportunity to display materials and products (e.g. banners, brochures etc)
- Opportunity to provide giveaways
- Two complimentary places at one Green Star – Office Interiors Advanced course (including technical manuals)
- First right of refusal to sponsor the same courses in 2008.



GREEN STAR SUBMISSIONS WORKSHOP

Green Star Submissions Workshops were introduced into the Green Building Council of Australia course calendar in Sydney and Melbourne in 2006. This workshop enables attendees to obtain a deeper understanding of the Green Star submission requirements to ensure that the assessment process is a smooth, cost-effective and rewarding experience for all projects.

These workshops last half a day and are recommended for all teams working on a project aiming for Green Star certification.

Green Star Submissions workshops will be held in Sydney, Melbourne, Brisbane, Adelaide, Canberra and Perth.

VALUE:

\$10,000 (excluding GST) for all workshops

TARGET AUDIENCE:

Attendees will be representatives from project teams, including building owners, developers, contractors, facility managers, architects, engineers, ESD consultants, quantity surveyors, manufacturers, financial institutions and all levels of government.

PREDICTED EXPOSURE:

Information on Green Star Submission Workshops is available on the Green Building Council website and e-newsletter, and further information on these workshops is available at all Green Star courses and presentations.

BENEFITS:

- Logo and company profile on the relevant section of the Green Building Council of Australia website and e-newsletter;
- Logo on the Green Star Submissions Workshop evaluation form;
- Logo and company profile on Green Star Submission Workshop handouts;
- Logo on powerpoint slide as part of the workshop presentation;
- Opportunity to provide a multimedia presentation to be played as attendees arrive;
- Opportunity to display banners;
- Opportunity to provide promotional material (brochures etc); and
- Two complimentary places at one (1) Green Star Submissions Workshop

PLEASE NOTE:

Sponsorship of the Green Star Submissions Workshop will not be available until 2009





GREEN STAR PROPERTY PROFESSIONALS COURSE

Green Star for Property Professionals was introduced in 2007 and in 2008 will be held in Sydney, Melbourne, and Brisbane, with the option to expand to other locations relative to demand. This course aims to provide a background on current environmental concerns and the property industry.

Each course will be attended by 20 -150 industry professionals, giving sponsors the opportunity to access around 500 or more participants throughout the year.

VALUE:

\$15,000 (excluding GST) for the course series

TARGET AUDIENCE:

These courses have been created to fill a gap identified in the knowledge base of many property professionals, including Chartered Surveyors, Valuers, Real Estate and Leasing Agents, Property and Facilities Managers.

PREDICTED EXPOSURE:

Information on Green Star Property Professionals Course is available on the Green Building Council website and e-newsletter, and further information on these workshops is available at all Green Star courses and presentations.

BENEFITS:

- Inclusion of your logo (exclusive) on the following documents:
 - The relevant section on the Green Building Council of Australia website and e-newsletter;
 - The Green Star for Property Professionals course calendar ; and
 - The Green Star for Property Professionals course evaluation form
- A sponsor information section titled "About Our Sponsors" (includes brief description of your organisation) on website and e-newsletter and in technical manual;
- On a PowerPoint slide as part of the introduction presentations;
- Opportunity to provide multimedia presentation (to be run at the beginning of the course while attendees arrive);
- Opportunity to display materials and products (e.g. banners, brochures etc);
- Opportunity to provide giveaways;
- Up to five complimentary places at each first Green Star for Property Professionals course in Sydney, Melbourne & Brisbane (including all course handouts); and
- First right of refusal to sponsor the same courses in 2008/09

PLEASE NOTE:

Sponsorship of the Green Star Property Professionals Course will not be available until 2009