



BUILT GREEN™ SPONSORSHIP PLANS SUMMARY

A Program of the Master Builders Association in Partnership with King and Snohomish Counties

Since the inception of the BUILT GREEN™ program in the Seattle area, funding and substantial contributions of time have been provided by the Master Builders Association and its Program Partners: King County and Snohomish County. Other support has been supplied by the city of Seattle, the Puget Sound Water Quality Authority, the city of Bellevue and the city of Issaquah. Current major sponsors include Puget Sound Energy, Whirlpool, Port Blakely Communities, Security Properties and James Hardie Building Products.

As the BUILT GREEN™ program continues to develop into an important regional industry force, its funding sources have necessarily evolved. The MBA continues to provide a basic budget and dedicate staff time, and a small amount of funding comes from program participants' fees. To grow and sustain an effective program, additional funding is sought to pay for consumer outreach, builder education, program evaluation and improvements, and reprinting or purchase of program supplies. The following sponsorship plans are modeled after other successful sponsorship programs, and help provide a reasonable basis for our program in the future. Sponsorship of BUILT GREEN™ is **tax-deductible** as it is a program of the MBA's Education Foundation, a 501(c)(3) corporation.

SPONSORSHIP LEVELS

The sponsorship initiative targets private and public sectors including national, regional, and local providers of "green" products and services, developers, builders, governmental and non-profit organizations invested in the mission of the BUILT GREEN™, and associate members of the MBA.

BUILT GREEN™ INDUSTRY ALLIES

A key group of green building product and service providers that invest \$40,000 for a three-year partnership with BUILT GREEN™. One Ally in each product or service type will receive exclusive prominent placement and marketing opportunities in all BUILT GREEN™ outreach, including prominent placement on www.builtgreen.net and *Built Green News*.

BUILT GREEN™ COMMUNITY PARTNERS

Municipalities invested in the mission of BUILT GREEN™. Community Partners provide annual sponsorships of \$2,500 to \$10,000 and actively participate in the program. Community Partners will be recognized in BUILT GREEN™ outreach, including prominent placement on www.builtgreen.net and *Built Green News*.

BUILT GREEN™ BUILDING PARTNERS

The "doers" of the BUILT GREEN™ program. These development and construction companies invest up to \$10,000 to support the program for two years. Building Partners, their buildings, and their developments will be promoted in all BUILT GREEN™ outreach, including prominent placement on www.builtgreen.net and *Built Green News*.

BUILT GREEN™ FRIENDS

Associate members and foundations that support the mission of BUILT GREEN™ with annual sponsorships of up to \$5,000. Friends will also be recognized in BUILT GREEN™ outreach.

INTERESTED?

Please contact Aaron Adelstein, Built Green Director, at 425.460.8230 or aadelstein@mbaks.com



Built Green and Master Builders Association
335 116th Avenue SE • Bellevue WA 98004
425.451.7920 • www.builtgreen.net