

# NSCW June 2021 Virtual Conference Sponsorship Prospectus

## **BIG IDEAS:** How to Maximize on Opportunities

Northeast  
**SUSTAINABLE**  
Communities  
Workshop



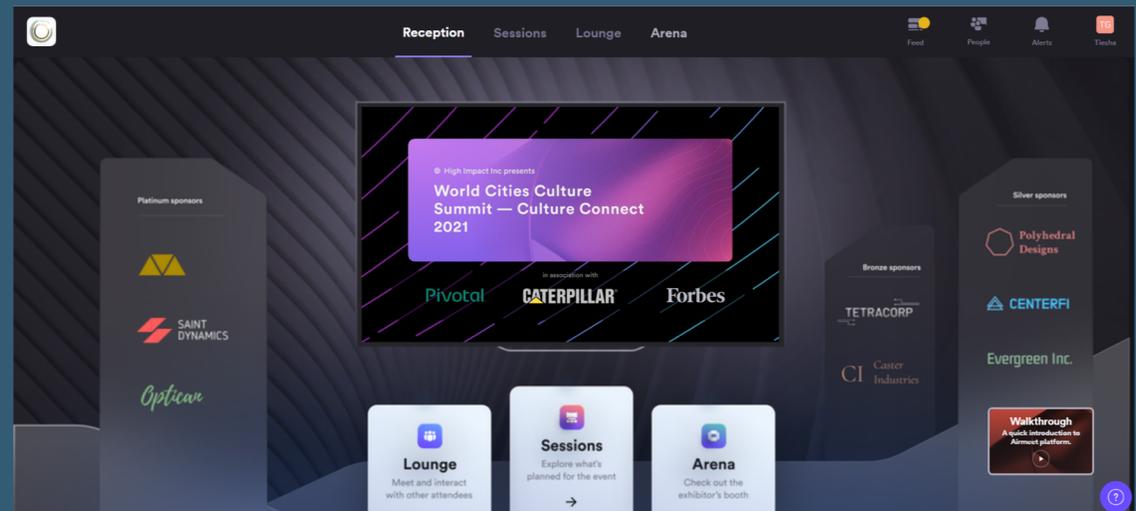
# Feature Your Product or Service at This Year's Can't-Miss Brownfields Event

Join us for NSCW 2021!!

The Northeast Sustainable Communities Workshop is an annual conference that offers exceptional speakers and industry experts, high-quality educational content, and lasting business connections to the leaders and professionals in the brownfields industry.

We are excited to be hosting the 2021 NSCW in a dynamic virtual format that will allow us to ensure our sponsors maximum exposure and more visibility than ever - before, during, and after the event. Our sponsorship options fit a full spectrum of budgets, and our packages are exclusive opportunities to provide targeted, creative and direct advertising to an audience full of your perfect clients.

Please download the Sponsorship Prospectus and direct any questions to: [brownfieldcoalitionne@gmail.org](mailto:brownfieldcoalitionne@gmail.org)



Virtual Event Hub (example)

[Click here to view a sample video of the event hub.](#)

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Level	PRESENTING SPONSOR	PLATINUM	GOLD	SILVER	COCKTAIL HOUR
Investment	\$3,500	\$1,500	\$1,000	\$500	\$850
Number Available	EXCLUSIVE	14 AVAILABLE	NON-EXCLUSIVE	NON-EXCLUSIVE	2 AVAILABLE
Exclusive Podium Time	YES	YES	NA	NA	AT RECEPTION
Complimentary Registrations	8	3*	2	1	2
Customizable Virtual Exhibit Booth	PROMINENT	PROMINENT	YES	NA	NA
Logo on Website, Email Blasts and Event Platform	YES	YES	YES	YES	YES
Sponsor Spotlight in BCONE Email Blasts	YES	YES	NA	NA	NA
Attendee Meeting Scheduling Capability	YES	YES	YES	NA	NA
Social Media Impressions & Event Hub Wall (Solo Posts)	4	3	2	1	1
Announcement (Push Notification in App) "from" sponsor	2	1	NA	NA	1



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\*Also includes one (1) BCONE Individual Membership for Non-Member Company or One (1) Additional Conference Registration if BCONE Member Company.

# PRESENTING SPONSOR

As the Presenting Sponsor of the conference, your brand will serve as the cornerstone of the NSCW. The exclusive sponsor of the keynote presentation, your company will receive massive brand exposure as you address conference attendees during the keynote session while helping them engage with a presentation that will offer a dynamic view of brownfields revitalization. Your company's logo will be prominently displayed throughout the event as well as included in all pre- and post-event marketing.

## **Exclusive Presenting Sponsor Marketing (\$3,500)**

- Five (5) Minutes of Exclusive Podium Time Before Keynote Speaker to Address Conference Attendees
- Sponsor's Logo Included Prominently on All Main Conference Eblasts Sent to BCONE's Entire Email Distribution List
- Specific Mention in the Welcome Video
- Top-Tier Acknowledgement on Conference and BCONE Websites
- Top-Tier Acknowledgement in All Program Materials
- Eight (8) Conference Registrations
- Access to NSCW Attendee List
- Sponsor Spotlight in BCONE Email Blasts

## **Features Inside Virtual Event HUB**

- Custom Presenting Sponsor Placement on the Event Hub's Home Screen Featuring Your Company's Logo for Visibility by Attendees throughout the Event
- Prominent Virtual Booth in Exhibit Hall
- Two (2) Announcements (Push Notifications) in App from Sponsor
- Prominent - Four (4) Social Media Impressions & Event Hub Wall (Solo Posts)
- Customizable Sponsor Booth that can Include Links to Website, Videos or Product Demos, Social Media, PDFs
- Attendee Meeting Scheduling Capability
- High-Level Networking Opportunities

# SPONSORSHIP LEVELS

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## **PLATINUM SPONSORSHIP (limited to 14) - \$1,500**

### **Panel Sponsor – Speaking Opportunity to Address Attendees in Session**

- Two (2) Minutes of Exclusive Time at Beginning of Workshop Session
- Three (3) Conference Registrations
- One (1) BCONE Individual Membership if Non-Member Company or One (1) Additional Conference Registration if BCONE Member Company
- Sponsor's Logo Included on All Main Conference Eblasts Sent to BCONE's Entire Email Distribution List
- Upgraded Acknowledgement on Conference and BCONE Websites
- Upgraded Acknowledgement in Program Materials
- Verbal Recognition at Event from BCONE Leadership
- Sponsor Spotlight in BCONE Email Blasts

### **Features Inside Virtual Event HUB**

- Prominent Virtual Booth in Exhibit Hall
- Customizable Sponsor Profile that can Include Links to Website, Videos or Product Demos, Social Media, PDFs
- One (1) Announcement (Push Notification) in App from Sponsor
- Prominent - Three (3) Social Media Impressions & Event Hub Wall (Solo Posts)
- Attendee Meeting Scheduling Capability
- High-Level Networking Opportunities



# SPONSORSHIP LEVELS

## **GOLD SPONSORSHIP (non-exclusive) - \$1,000**

- Two (2) Conference Registrations
- Sponsor's Logo to be Included on Main Conference Eblasts Sent to BCONE's Entire Email Distribution List
- Standard Acknowledgement on Conference and BCONE Websites
- Standard Acknowledgement in Program Materials
- Verbal Recognition at Event from BCONE Leadership

### **Features Inside Virtual Event HUB**

- Virtual Booth in Exhibit Hall
- Customizable Sponsor Profile That can Include Links to web Videos or Product Demos, Social Media, PDFs
- Two (2) Social Media Impressions & Event Hub Wall (Solo Posts)
- Attendee Meeting Scheduling Capability (Single Link)

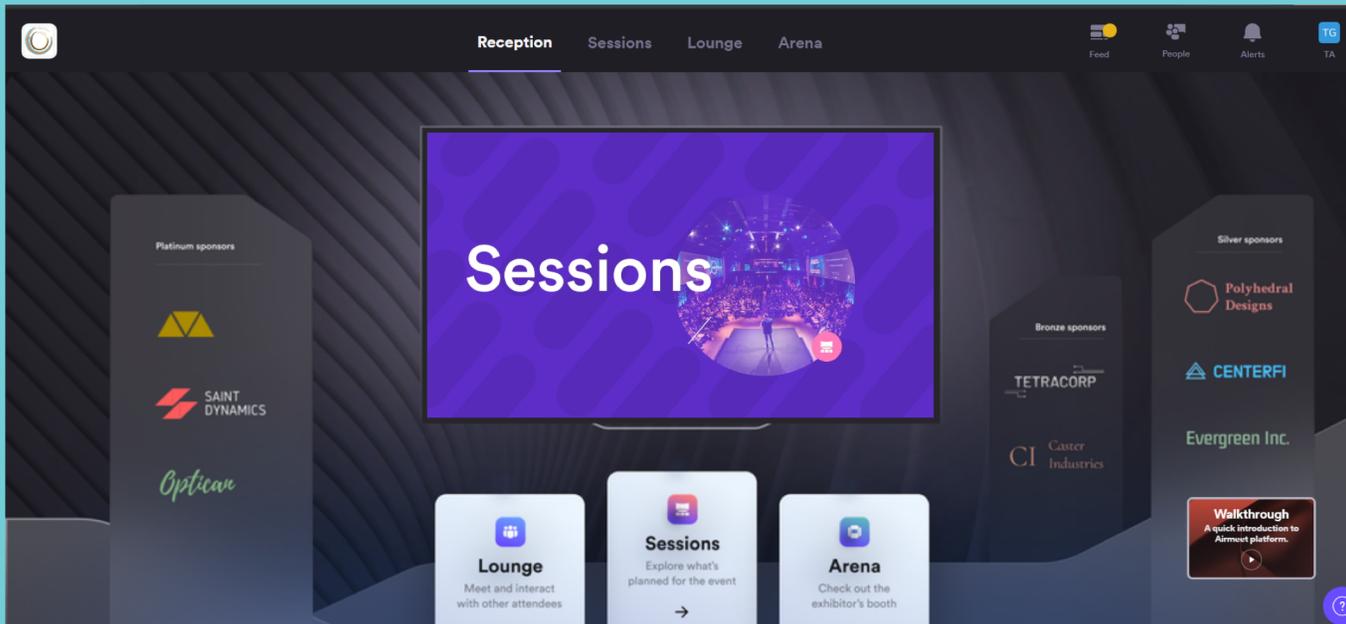


## **SILVER SPONSORSHIP (non-exclusive) - \$500**

- One (1) Conference Registration
- Sponsor's Logo on Event Website, in Email Blasts and Event Platform
- One (1) Social Media Impression & Event Hub Wall (Solo Post)

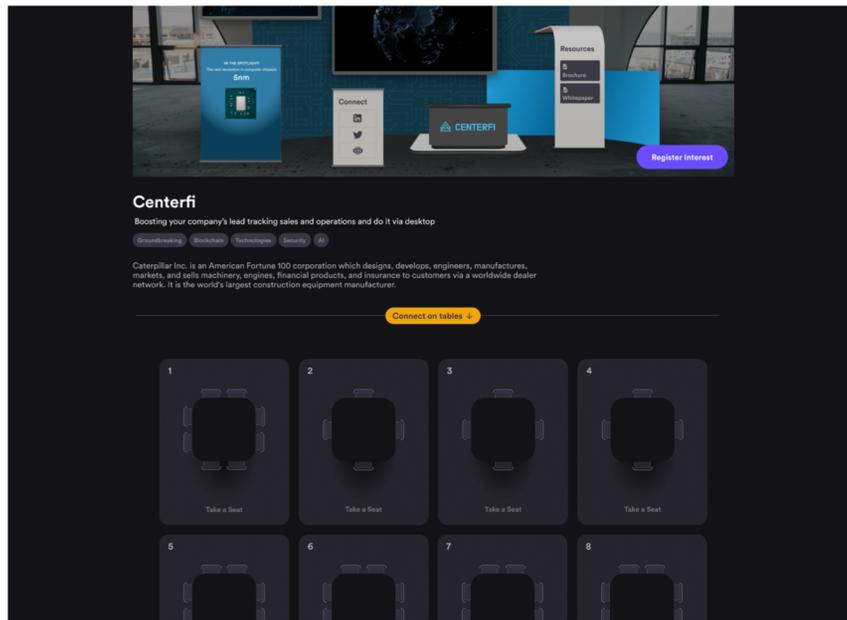
## **COCKTAIL SPONSORSHIP (limited to 2) - \$850**

- Sponsor of One (1) Networking Event – Opportunity to Address Attendees at Networking Event
- Three (3) Minutes of Exclusive Podium Time at Networking Event
- Two (2) Conference Registrations
- Sponsor's Logo to be Included on All Main Conference Eblasts Sent to BCONE's Entire Email Distribution List
- Upgraded Acknowledgement on Conference and BCONE Websites
- One (1) Social Media Impression & Event Hub Wall (Solo Post)
- One (1) Announcement (Push Notification) in App from Sponsor



**On the Next Pages  
Please Check Out the Added Exclusive  
Event Hub Benefits**

# Beautifully Appointed Virtual Booth in Exhibitor Hall



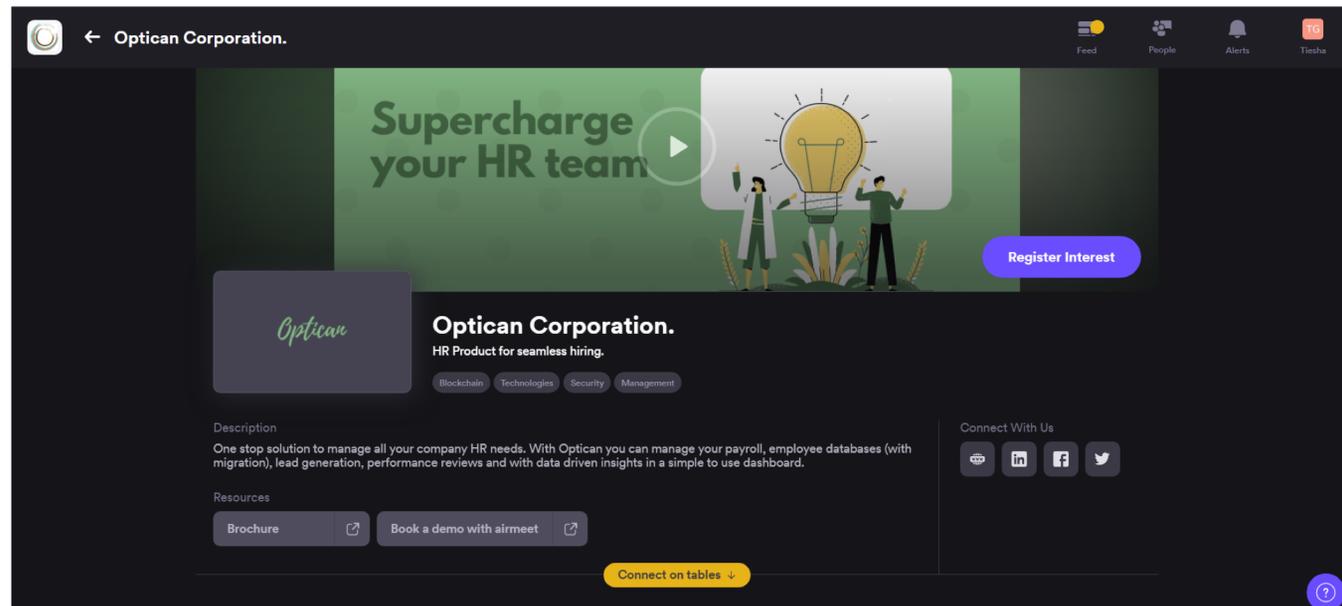
Set yourself apart from others and have attendees locate you quickly with an "Exhibit Hall" virtual booth.

From here they can link to your sponsor profile and interact with you and your selected content. Please refer to the Sponsorship Levels to determine eligibility.

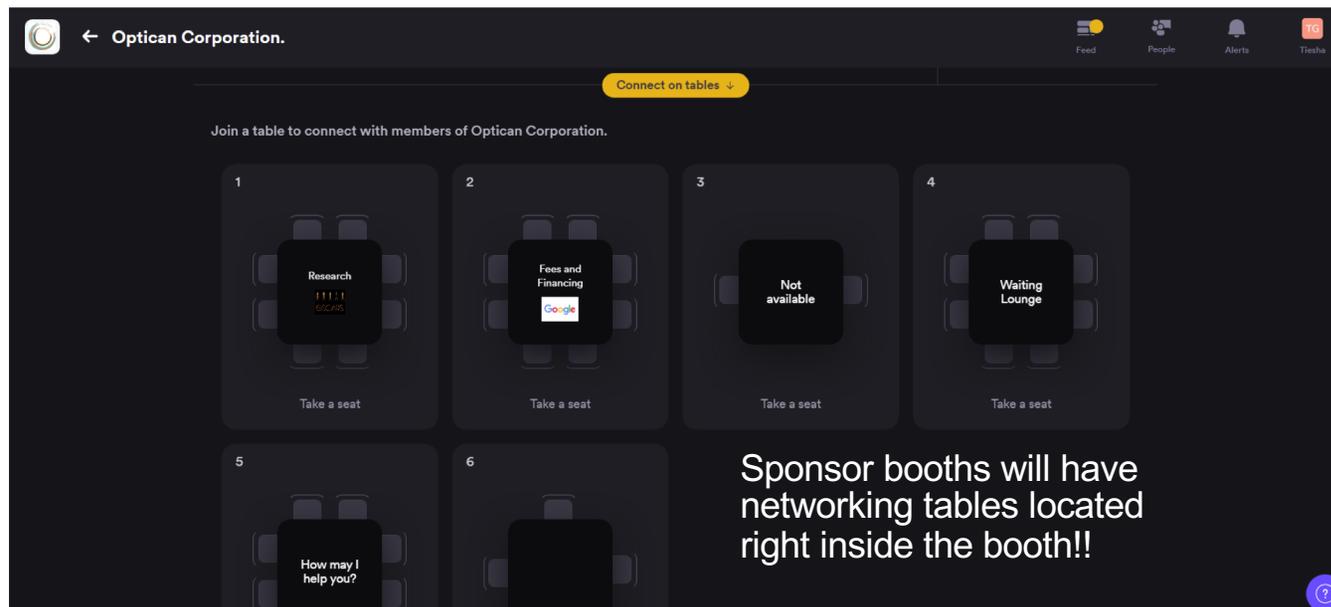
# Customizable Sponsor Virtual Booth

Based on your sponsorship level, we will create a profile for each sponsor. Once your profile is created, it will be linked internally to other areas of the app as well as externally to your company website, product demo, or social media profiles.

Use photos, videos and descriptions to bring your profile to life!



# New for 2021! Sponsor Networking Tables



## A Brand-New Feature for NSCW 2021 –

Sit down!!

Shake hands!! (Virtually that is...)

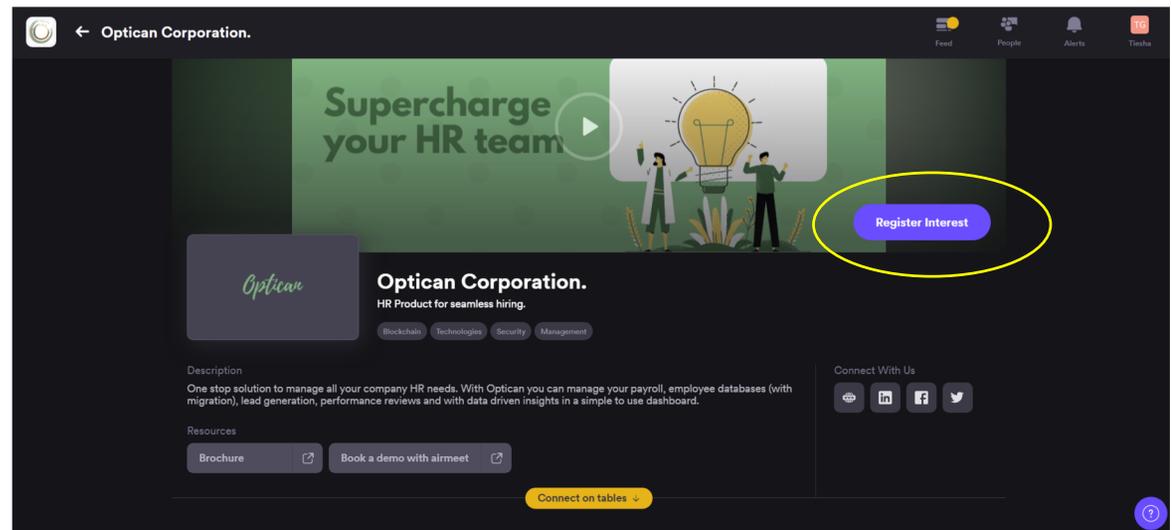
Invite attendees in for a chat. Or meet with ones who reach out to you for more info.

Based on your sponsorship level, you will be able to share your screen and have a video chat with up to 7 other people at a time, per table.

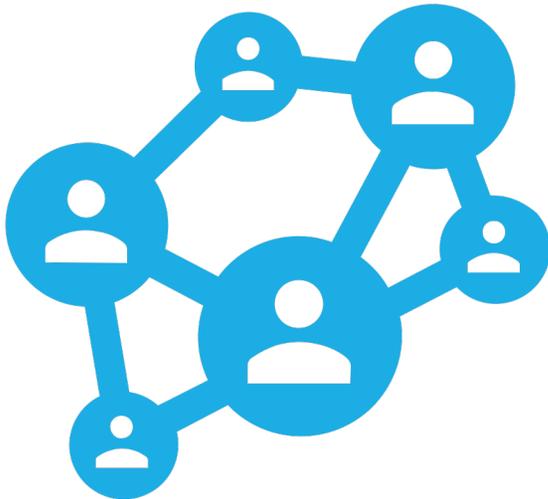
Interested attendees will be able to come in and sit down at a table in your booth and ask you questions or get a demo.

# Attendee Calls to Action

Based on your sponsorship level, you can have the option to utilize the Attendee Calls to Action section in your profile. You can add buttons for attendees to **Register Interest**



# The Highest Level of Networking



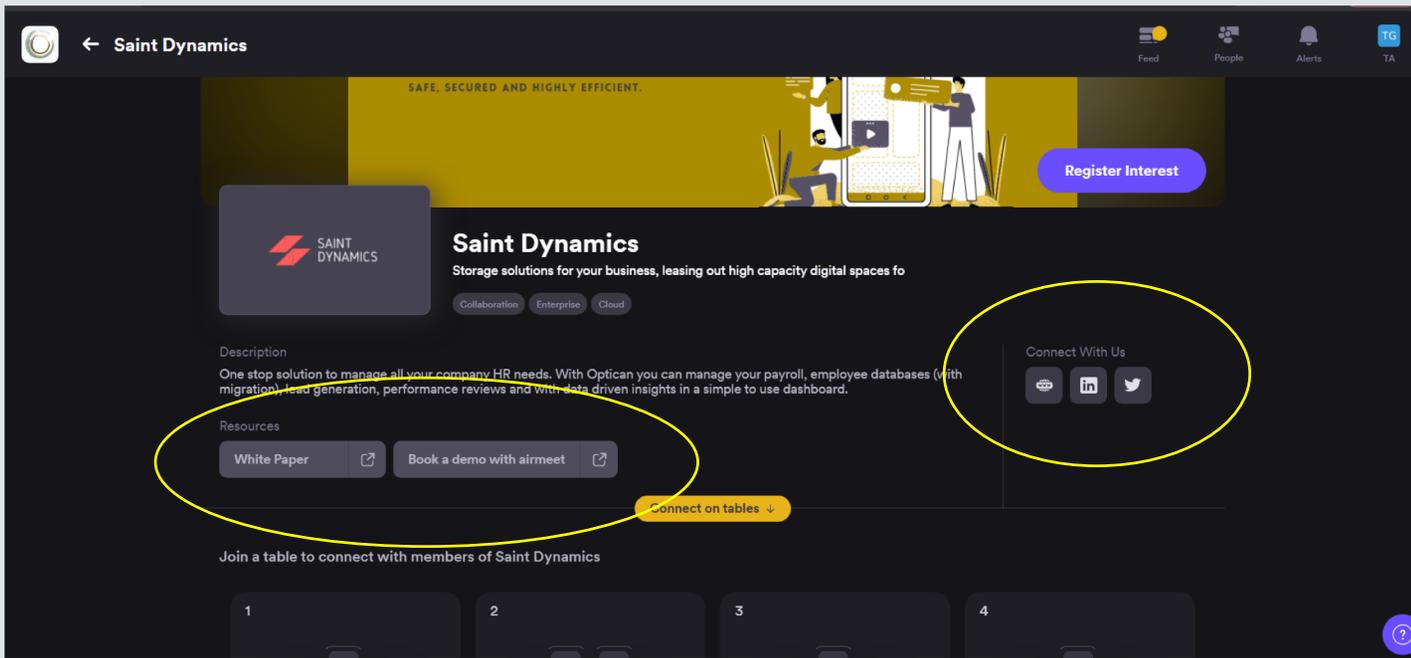
How would you like to be part of an event that allows you to network and instantly connect with conference registrants — from anywhere?

That is a cool benefit of being a sponsor at #NSCW2021. BCONE is gifting you the opportunity for the highest level of networking with conference attendees.

During our normal 1-day in-person event, there isn't nearly enough time to network with everyone present. This year you'll have the perfect opportunity to connect with more attendees than ever before!

**There are several ways for NSCW sponsors to network with attendees.**

1. Networking tables located *inside* sponsor booths
2. Scheduled *daily speed networking* sessions
3. Search for attendees and send *connection requests*



## External Links & Downloadable Resources

In the external links section of the Sponsor profile, you can add websites, phone numbers, and email addresses. The options are endless! Please refer to the Sponsorship Levels to determine eligibility.

## Social Media Impressions & Event Hub Virtual Wall Posts

Postings on BCONE's social media platforms and the event hub virtual wall "from" the sponsor is a great way to increase excitement leading up to NSCW. This is an engaging and organic way to showcase our sponsors, as it is mixed in with posts from attendees.

Eligible sponsors will also receive an exhibitor "swipe file" with suggested eblast copy and social media posts.

Please refer to the Sponsorship Levels to determine eligibility.



The annual Northeast Sustainable Communities Workshop (NSCW) brings together hundreds of leaders in brownfield redevelopment for an opportunity to engage in robust continuing education sessions and advanced networking opportunities.

Because BCONE is a trusted brand in delivering brownfield education, sponsoring NSCW provides you a unique opportunity to connect with top professionals and decision makers in the brownfields arena who seek products, resources and information relevant to their work.

Whether your goal is gaining new business, staying top-of-mind with current clients, expanding your network, or simply remaining visible in the marketplace, BCONE is here to help! At #NSCW2021, you can put your brand in front of a high-powered, highly-influential audience from across a wide geographic region and have a greater impact on your bottom line.

NSCW provides the best opportunity to sustain and grow your business and position yourself as a leader in the field.

**Your  
competitors  
exhibit at  
NSCW.**

**So Should YOU!**



**Remember, the earlier you sign up as a sponsor, the more exposure you will receive.**

**Sign up NOW.**

<https://www.nscwonline.com>