



2021 Annual Conference *LIVESTREAM*

CLIMATE, EQUITY AND HEALTH: NO MORE FALSE CHOICES

June 23, 2021 | 9:00am - 1:00pm

URBAN GREEN COUNCIL SPONSORSHIP OPPORTUNITY

As we navigate this historic time for climate change, racial equity and public health, the built environment sits front and center. New state and federal climate policies are being enacted, and technologies are starting to be deployed at a large enough scale to affect outcomes in all three arenas for generations.

Our 2021 conference will investigate how we can optimize policy and building design for climate, equity and health together—and discard paradigms that sometimes pit one against the other for compromised solutions. Experts will shed light on the aspects of public policy that are most likely to provide sustainable, equitable and healthy outcomes for all.

We'll explore the benefits and unintended consequences of emerging technologies. And we'll hear about real-world collaborative solutions that integrate these challenges.

Keynote Speakers

Peggy Shepard, Co-Founder and Executive Director, WE ACT for Environmental Justice

Dr. Joseph Allen, Assistant Professor of Exposure Assessment Science, Harvard T.H. Chan School of Public Health

Visit our [conference page](#) for a program and list of speakers.

Who Attends? Urban Green conferences attract industry leaders who set the standard for energy use in New York City buildings for many years to come. Our audience typically includes 250+ attendees from real estate, government, construction, facilities management, nonprofits and finance, as well

as architects and engineers with expertise in high-performance buildings.

THE ONLINE EXPERIENCE

Our conference is **not** a pre-recorded webinar or Zoom event. Urban Green has engaged Really Useful Media, a Brooklyn-based full-service, boutique production company to manage the conference and ensure a top-quality user experience, including promoting your brand.

GREAT REASONS TO BE A SPONSOR

- Get your brand in front of members of one of the most trusted organizations in sustainable building: Urban Green Council. Urban Green members and newsletter subscribers include over 7,700 seasoned professionals from the worlds of real estate, design, engineering, architecture and government.
- Our conference will be marketed via our partner organizations. Previous partners have included the Real Estate Board of New York, AIA New York, ASHRAE New York, the Rent Stabilization Association and BOMA New York.
- Be part of a timely, thought-provoking program delivered by an organization with a great track record of delivering top-notch educational events.

Sponsorship of Urban Green's conference ensures high-level exposure to the New York region's most savvy green building professionals. We hope you'll join us.

For more information, please contact:

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SPONSORSHIP OPTIONS

Host Package: \$7,500

- Logo and/or name on all marketing materials (Urban Green website, dedicated outreach emails, social media and newsletter mentions)
- Complimentary digital video advertisement during event (10 to 15-second video or slide)
- 3 complimentary conference passes

Supporter Package: \$5,000

- Name on marketing materials (Urban Green website, dedicated outreach emails, social media and newsletter mentions)
- Complimentary digital video advertisement during event (10 to 15-second video or slide)
- 2 complimentary conference passes

Digital Advertising: \$1,750 per ad

Showcase your brand’s commitment to a sustainable built environment with a digital ad during the conference.

- Ads can be up to a 15-second video or a slide
- On request, Urban Green’s conference production team will help you create your ad in a voice-over-image format in response to to one of the following prompts:
 - What is your company doing to expand clean energy uptake in New York City?
 - How does your work tie into Urban Green’s mission of transforming buildings for a sustainable future?
- Urban Green reserves the right to reject content based on our policies and standards
- Deadline for final submission: June 7, 2021

FIRMS REPRESENTED AT PAST CONFERENCES

32BJ SEIU	Lendlease
AKF Group	New York Power Authority
Albanese Organization	Authority
Arup	Pelli Clarke Pelli Architects
Beyer Blinder Belle	Architects
Bloomberg	Related
Bright Power	Robert A.M. Stern Architects
Brookfield	Architects
Carrier	Rudin Management
Citibank	Sidewalk Labs
Con Edison	Skidmore, Owings & Merrill
COOKFOX	Merrill
Cosentini Associates	SL Green Realty
Dagher Engineering	Syska Hennessy
FXCollaborative	Thornton Thomasetti
Goldman Sachs	Tishman Speyer
Hannon Armstrong	Turner Construction
HR&A Advisors	United Technologies Corp.
Jaros, Baum and Bolles	Corp.
JLL	Vidaris
Kohn Pedersen Fox	Vornado