
Position Your Company as a Supporter of Pioneering Environmental Research!

BECOME A SPONSOR of the
U.S. Book Industry Climate Impacts and Environmental Benchmarking Survey

The Book Industry Study Group (BISG) and Green Press Initiative (GPI) are working together to produce a benchmarking survey which will establish a baseline for tracking industry climate impacts and progress by the U.S. book industry in environmental improvements.

Organizations that sponsor the environmental benchmarking survey will be recognized as supporters of a pioneering research effort which aims for the first time to track progress in the US book industry towards more environment-friendly practices. Your sponsorship will cover research and publication costs for the benchmarking survey as well as provide support for a conference on environmental issues currently scheduled to be held in New York City in November 2007. Membership in BISG and/or GPI is not a requirement of sponsorship.

The following levels and corresponding benefits of sponsorship have been established:

Champion — at least \$ 10,000 US

- Prominent mention as a *Champion* (including display of logo) in the final publication and on the BISG and GPI websites.
- Verbal acknowledgment as a *Champion* during all presentations of the survey findings.
- Right to participate in a pre-publication review of the findings.
- Cooperative marketing program, including use of BISG and GPI logos in sponsor's marketing materials for duration of sponsorship. BISG and GPI will provide appropriate logos upon request.
- Ten (10) complimentary hardcopies of the resulting publication.
- One (1) multi-use PDF copy of the resulting publication for company-wide usage.
- Twenty (20) complimentary registrations to the conference currently scheduled to be held in NYC in November 2007.

Supporter — at least \$ 6,000 US

- Mention as a *Supporter* (including display of logo) in the final research publication and on the BISG and GPI websites.
- Verbal acknowledgment as a *Supporter* during all presentations of the survey findings.
- Right to participate in a pre-publication review of the findings.

(Over)

- Cooperative marketing program, including use of BISG and GPI logos in sponsor's marketing materials for duration of sponsorship. BISG and GPI will provide the appropriate logos upon request.
- Five (5) complimentary hardcopies of the resulting publication.
- One (1) multi-use PDF copy of the resulting publication for company-wide usage.
- Twelve (12) complimentary registrations to the conference currently scheduled to be held in NYC in November 2007.

Contributor — at least \$ 2,000 US

- Mention as a *Contributor* (including display of logo) in the final research publication and on the BISG and GPI websites.
- Cooperative marketing program, including use of BISG and GPI logos in sponsor's marketing materials for duration of sponsorship. BISG and GPI will provide the appropriate logos upon request.
- Three (3) complimentary hardcopies of the resulting publication.
- Six (6) complimentary registrations to the conference currently scheduled to be held in NYC in November 2007.

Friend — amounts less than \$ 2,000 US

- Mention as a *Friend* in the final research publication and on the BISG and GPI websites.
- Cooperative marketing program, including use of BISG and GPI logos in sponsor's marketing materials for duration of sponsorship. BISG and GPI will provide the appropriate logos upon request.
- Two (2) complimentary hardcopies of the resulting publication.
- Three (3) complimentary registrations to the conference currently scheduled to be held in NYC in November 2007.

To provide feedback, become a sponsor, or request additional information contact Angela Bole, BISG Associate Director, at angela@bisg.org or 646-336-7141.