

# SPONSORSHIP OPPORTUNITIES 2010

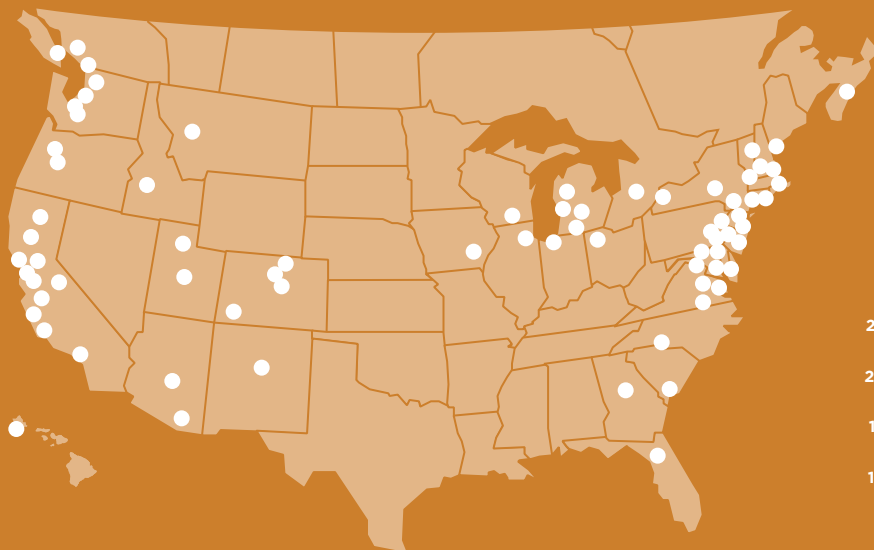


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LIVINGECONOMIES.ORG

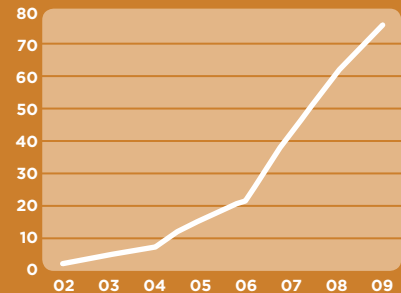
Founded in 2001, BALLE, the Business Alliance for Local Living Economies works to foster vibrant communities, a healthy natural environment, and prosperity for all.

BALLE is North America's fastest growing network of socially responsible businesses, comprised of 80 community networks with over 20,000 business members across the U.S. and Canada. BALLE networks create local living economies through the building blocks of independent retail, sustainable agriculture, renewable energy, green building, local manufacturing, and community capital.

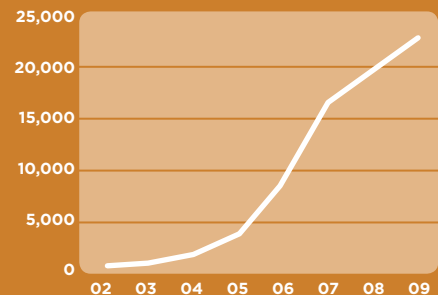
## BALLE'S REACH



**BALLE MEMBER NETWORKS  
2002-2009**



**NETWORK MEMBER BUSINESSES  
2002-2009**



# SPONSORSHIP OPPORTUNITIES 2010 BENEFITS

<b>INNOVATOR</b> \$25,000	<b>LEADER</b> \$15,000	<b>PARTNER</b> \$10,000	<b>SUSTAINER</b> \$5,000	<b>ADVOCATE</b> \$2,500	<b>SUPPORTER</b> \$1,000
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**ANNUAL BUSINESS CONFERENCE, CHARLESTON, SC MAY 21-23, 2010:** Marketing Materials Reach Upwards of 20,000 Independent Business Owners; 400-500 Local and Sustainable Business and Community Leaders from Across North America Attend

On Site Exposure and Speaking Opportunities						
Customizable Marketing Opportunities	•					
Opportunity to address the audience from the main stage	•					
Prominent Booth in the Main Conference Room	•	•				
Special Mention of Thanks from the Main Stage	•	•	•			
Opportunity to Convene a Meeting / Session	•	•	•			
Display Banner in Main Conference Room	•	•	•			
Special Reception with Keynote Speakers & other lead supporters	•	•	•	•		
Speaking Opportunities in Appropriate Sessions	•	•	•	•		
Logo Projected in Rotation during Main Stage Transitions	•	•	•	•		
Complimentary registrations (\$565 value)	10	8	5	3	1	
Exhibit Table in the conference Expo	•	•	•	•	•	1/2 table
Email and Print Marketing						
Ad in Conference Program	Full Page	1/2 Page	1/2 Page	1/4 Page	Logo	Listing
Listing as a Sponsor in All Print Ads and PR (Past Ads have appeared in Inc., Yes! Magazine, Motto, Sustainable Industries)	•	•	•	•		
Logo and Link on all Conference Email Invitations	•	•	•	•	•	
Logo in Conference Printed Invitations	•	•	•	•	•	•
Conference Website						
Logo in rotation on Conference Main Page in "We Thank Our Sponsors" Box	•	•	•			
Special Rotating Banner Ad on Conference Webpage	•	•	•	•		
Logo and Link on Conference Website "Sponsors" Page	•	•	•	•	•	•

**BALLE WEBSITE LIVINGECONOMIES.ORG:** 6000 unique visitors per month

Customizable Marketing Opportunities	•					
Your Logo featured in rotation on BALLE Home Page "Special Thanks to our Sponsors" Box until 10/1/10	•	•	•			
Website Profile of your Organization/Business (and the people behind it), until 10/1/10	•	•	•	•		
Logo and Link on BALLE Supporters Page	•	•	•	•	•	

**BALLE NEWSLETTER BALLE BUZZ:** 5000 monthly subscribers; National Newsletter packed with news and innovations from the Living Economies network

Customizable Marketing Opportunities	•					
Logo and 2 Banner ads in 2 of BALLE's bimonthly newsletters	•	•	•			
Your organizational profile in 1 BALLE Newsletter	•	•	•	•		

**REGIONAL EVENTS AND TRAININGS:** Regional Trainings and Events around North America every month of the year; Reaching a New Audience of Local Business Innovators: Hundreds in attendance/ Advertised to 10,000+

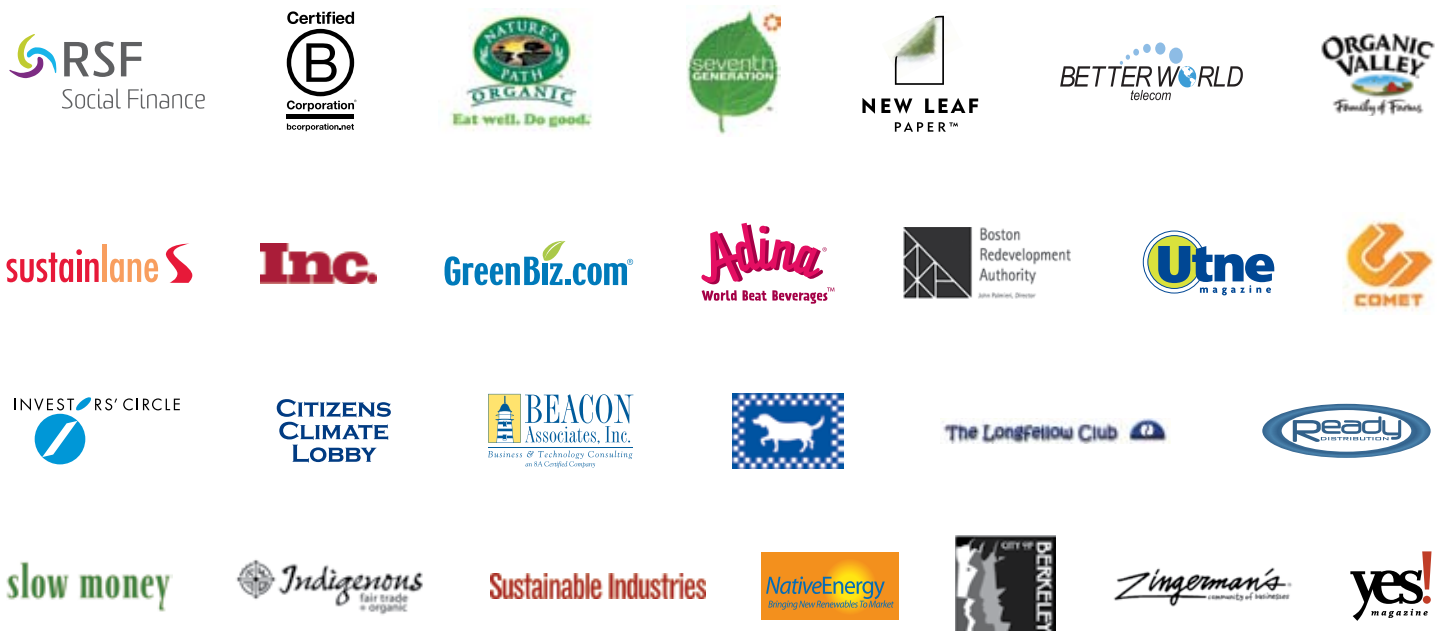
Customizable Marketing Opportunities	•					
Logo in Print Invitations	•	•	•			
Logo on Attendee Packet	•	•	•			
Logo On Web and Email Invitation	•	•	•	•	•	•
Complimentary registrations (\$149 value)	5	3	2	1		

# SPONSORSHIP OPPORTUNITIES 2010 BENEFITS

**CAUSE SPECIFIC OPPORTUNITIES:** To complement our sponsorship categories on page 2, BALLE is excited to offer our investors the following cause-specific sponsorship opportunities this year. Further, we invite you to explore with us your ideas for customized sponsorships that connect your mission to BALLE's work in innovative new ways.

<b>Social Justice/Equity Sponsor</b>	\$7,500	BALLE's Social Justice Sponsor underwrites scholarships for 20 emerging entrepreneurs from disadvantaged communities and 5 emerging network leaders to the annual conference.
<b>Carbon Reduction Sponsor</b>	\$5,000	BALLE's Carbon Reduction Sponsor helps as the lead underwriter of carbon reduction efforts for the conference through Carbon Offsets and Education of the BALLE Community
<b>Greening Sponsor</b>	\$5,000	BALLE's Greening Sponsor underwrites BALLE's efforts to eliminate waste from the BALLE Conference and all of our regional events
<b>Business Plan Competition Sponsor</b>	\$5,000	BALLE's New Leader Sponsor underwrites our wildly popular "Back of the Napkin Business Plan" competition and present the finalists to our audience from the main stage at our annual conference
<b>Education Sponsor</b>	\$10,000	BALLE's Education sponsor underwrites the filming, audio recording, and wide redistribution of content from all the presentations at the BALLE Conference and Regional Trainings

## THANK YOU TO OUR SPONSORS OVER THE YEARS



## MAKING AN IMPACT

BALLE leaders are potent agents for change, catalyzing sustainable business practices, creating long-lasting green jobs, and generating greater community wealth. BALLE networks offer a powerful bridge between small businesses, social entrepreneurs, financial institutions, environmental stewards, community leaders and government representatives. Don't just take our word for it...

"BALLE is at the cutting edge of sustainability – and we are proud of our early support for this important organization."

**JEFFREY HOLLENDER**, CO-FOUNDER,  
SEVENTH GENERATION

"Our company knows the importance of playing a positive role in our local community as well as in the lives of our customers. Our connection to BALLE has inspired us to be greater partners on both fronts and our business is better for it."

**JYOTI STEPHENS**,  
SUSTAINABILITY DIRECTOR,  
NATURE'S PATH ORGANICS

"BALLE represents my values and supporting BALLE directly connects me with hundreds of businesses that share our values."

**JEFF MENDELSON**, PRESIDENT,  
NEW LEAF PAPER

"BALLE represents the small businesses, social enterprises, and community organizations that make up the fabric of a strong local economy. These are the groups that we're doing business with. It is a natural partnership for us."

**MATT BAUER**, PRESIDENT,  
BETTERWORLD TELECOM

"BALLE is developing a vibrant web of sustainable, local businesses – an important resource for any socially responsible investor."

**DON SHAFFER**, PRESIDENT/CEO,  
RSF SOCIAL FINANCE

"Zingerman's is finding new ways to build deeper relationships to our local community because of our partnership with BALLE."

**PAUL SAGINAW**, CO-FOUNDER,  
ZINGERMAN'S DELICATESSEN &  
ZINGERMAN'S COMMUNITY OF  
BUSINESSES

## CONTACT

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