



Sponsor Prospectus – Troy Chamber Green Business Initiative (GBI)

The Troy Chamber is seeking sponsors for its Green Business Initiative (GBI). The GBI is a structured program that recognizes chamber members for implementing sustainable practices in their facilities and operations. These practices can help lower business operating costs, provide environmental benefits and create opportunities for public recognition and marketing of member businesses.

The GBI is now part of the Troy Chamber website (www.troychamber.com), and provides online education and guidance on green improvements, many at low or no cost. A straightforward checklist helps businesses navigate activities such as recycling programs, energy and water conservation measures, and green facility improvements. Businesses completing a minimum number of green improvements receive recognition on the Troy Chamber's website and through various public relations efforts.

Sponsors needed – to cover costs of administering the GBI, the Troy Chamber is offering two levels of business sponsorship:

\$1,000 Annual Sponsor – your business logo and website link shall be prominently displayed on all web pages of the GBI *and* the downloadable GBI checklist. The checklist is a document generally circulated during the chamber member application process, which creates marketing exposure beyond the website. In addition, recognition will be present at several Troy Chamber business events throughout the year and in certain electronic communication to all chamber members. Sponsors who also successfully complete the GBI checklist will be listed on the Troy Chamber website as members and will have their \$100 application fee waived.

\$500 Annual Sponsor – your business logo and website link shall be prominently displayed on all web pages of the GBI. Sponsors who also successfully complete the GBI checklist will be listed on the Troy Chamber website as members and will have their \$100 application fee waived.

For more information, contact the Troy Chamber at 248-641-8151 or email: theteam@troychamber.com

