

Sustainability Sponsorship Program

The Institute for Local Government (ILG) supports local, regional and state leaders throughout California who are working to realize a more healthy, equitable and prosperous future for their residents. We provide these elected officials and civic leaders with strategic, practical guidance in sustainability and recognize those who achieve their goals with our prestigious Beacon Awards Program.

Ambitious state policies, as well as innovative local policies and practices have established California's local communities as global leaders in addressing climate change. With changes at the Federal level, it is becoming increasingly important to invest in sound strategies that preserve our natural resources, strengthen our economy, reduce greenhouse gas emissions and set an example for other states and nations to follow.

Working Directly with Elected Leaders

ILG serves more than 2,000 local governments throughout the state. ILG reaches the people who set policy and implement programs through its extensive network of community and institutional relationships, including the Sustainable Communities Leadership Network which helps local officials learn, share, connect and lead on sustainability.

The Institute for Local Government (ILG) is the non-profit affiliate of the League of California Cities, California State Association of Counties and the California Special Districts Association. Our goal is to assist local leaders to govern openly, effectively and ethically, work collaboratively and foster healthy and sustainable communities.



The Beacon Program supports cities and counties throughout the state that have passed a resolution pledging to pursue sustainability initiatives. The program honors voluntary efforts to reduce greenhouse gas emissions, save energy and adopt programs and policies that promote sustainability through a highly visible annual award event.



Deepening Business and Philanthropic Ties to Advance Our Mission

ILG is seeking to build partnerships with businesses and foundations that are interested in strengthening the vitality and resiliency of our communities and help to deliver programs, products or services that can help local governments achieve their sustainability goals.

ILG focuses on ten sustainability topic areas:



Efficient Transportation



Land Use and Community Design



Open Space and Offsetting Carbon Emissions



Community and Individual Action



Climate Friendly Purchasing



Renewable Energy and Conservation



Green Building



Waste Reduction and Recycling



Water and Wastewater Systems



Energy Efficiency

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ILG Sustainability Best Practice Framework

In 2017, ILG will update its popular Sustainability Best Practices Framework to include health and adaptation strategies. The expanded and updated Framework will provide sponsors the opportunity to identify with a specific best practice topic area and create a multi-layered benefits package aligned with needs and values of each sponsor.

Events

Throughout the year, ILG hosts events to engage and educate elected leaders and key stakeholders around sustainability issues. Some examples of opportunities include:

Workshops/Roundtables (On-going) – ILG organizes topic-specific workshops and roundtables to bring together targeted groups of key local leaders with top elected and appointed state officials. These can be one-time events, or can be designed as multi-pronged strategies to engage local leaders on key issues.



Conference Sessions and Networking Events (On-going) – Throughout the year, ILG creates and moderates sessions and hosts networking events at a variety of

conferences. This offers sponsors the opportunity to connect with specific groups of interest and present in an educational and cooperative venue.



Annual Beacon Breakfast (Fall) – ILG invites elected officials and staff members from each of the Beacon Award winning agencies to an intimate breakfast conversation to

discuss their perspective on sustainability and climate action implementation with state and local leaders. Past guests have included Speaker of the California State Assembly, Anthony Rendon and California State Senate President pro Tempore Kevin de León.



Annual Beacon Awards Reception (Fall) - ILG hosts an awards presentation honoring cities and counties for measureable achievements in reducing

energy, natural gas, greenhouse gas emissions and sustainability best practices.

Sponsorship Levels w/highlights

see matrix for more details by level

LEAD \$50,000

- Highest level, most prominent position with audience of elected officials, local leaders, other partners and strategic stakeholders
- Industry exclusivity for first 2 sponsors
- Sponsorship of the annual Beacon Spotlight Awards where the most sustainable California local governments are recognized – opportunity for executive remarks and participation of up to five guests
- Sponsorship of a to-be-established health or climate adaptation award granted to a city, county and/or special district recognized for taking action to protect its citizens
- Preferred positioning for presence and branding at ILG events
- Sponsor position for two ILG Sustainability Program events
- Ability to present a case study at an appropriate event or other convening, or via webinar
- Integration of relevant sponsor success stories into ILG's website, an ILG report or event presentation and/or other means of communication (content must be validated and approved by ILG, which provides greater value to the sponsor as a form of certification)
- All other benefits provided to select and connected level partners

SELECT \$25,000

- Second highest level, prominent position with audience of elected officials, local leaders, other partners and strategic stakeholders
- Industry exclusivity for first 2 sponsors
- Secondary sponsorship of the annual Beacon Program Reception, including three guests
- Sponsorship opportunity for Beacon Program event feature such as a meal, reception or keynote
- Secondary positioning for presence and branding at ILG events
- Featured on a selected ILG webpage or in social media with message integration where possible
- All other benefits provided to connected level partners

CONNECTED \$15,000

- All benefits of the ILG Partner Program

FOR MORE INFORMATION, CONTACT:

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