

BIOMIMICRY NYC + GREEN HARBORS PROJECT ®

LIVINGLABS ®

URBAN GREEN HARBORS WORKSHOP

Community Partners + Sponsorship Packet



We must draw our standards from the natural world. We must
honor with the humility of the wise
the bounds of that natural world
and the mystery which lies beyond them,
admitting that there is something in the order of being
which evidently exceeds
all our competence.

VACLAV HAVEL, PRESIDENT OF THE CZECH REPUBLIC

THE CHALLENGE:

HOW WOULD NATURE

DESIGN

RESILIENT BREAKWATERS?

SUPPORTING HUMAN + ECOLOGICAL SERVICES + FUNCTIONS

Nov 17, 2014 | 10am - 5pm

AT THE NY HARBOR SCHOOL, GOV'S ISLAND

biomimicrynyc.com/greenharbors



COMMUNITY PARTNERS + SPONSORSHIP OPPORTUNITIES

Community Partner

In appreciation of your support and in exchange for helping with social media outreach, and publicizing the event to your membership list, we will:

- publish your logo and participation as a "Community Partner" on our website and in all workshop collateral

Sponsorship \$250

In appreciation of your support, we will:

- invite you to send one person from your organization to attend the workshop
- publish your logo and a short blurb about your organization on our website and in all workshop collateral
- publish an article on your sustainability work to our website as well as our social media outlets

Sponsorship \$500

In appreciation of your support, we will:

- invite you to send two people from your organization to attend the workshop
- publish your logo and a short blurb about your organization on our website and in all workshop collateral
- publish an article on your sustainability work to our website as well as our social media outlets

ABOUT

BIOMIMICRY NYC

A CITY OF INNOVATORS INSPIRED + MENTORED BY NATURE

In conjunction with the Global Biomimicry Network, and in affiliation with The Biomimicry Institute co-founded by Janine Benyus, BiomimicryNYC is *connecting and cultivating a city mentored and inspired by nature's genius.*

Rather than ask, what can we take from the natural world, the science, practice and philosophy of biomimicry asks, *what can we learn?*

Seeing nature as our mentor, rather than a warehouse of goods, our network seeks to educate and share our natural world's billions of years of resilient, sustainable and regenerative design knowledge as well as *catalyze nature-inspired programs and projects in the NYC metro region.*

OUR COMMUNITY + REACH

The BiomimicryNYC network is a community of professionals from a diverse set of backgrounds including architecture, design, engineering and academia. As a network that galvanizes people from across sectors, our group attracts those who are passionate about sustainable design and innovation, including business and community professionals, municipal officials, scientists, teachers and students.

As part of the emerging sustainability and regenerative paradigm, we endeavor to connect and promote organizations and initiatives that align with our mission and vision of a city that seeks to not only **do** "less bad", but "**more good**".

Our audience of professionals and students are eager to learn and connect with all types of organizations and innovators including those in corporate social responsibility, sustainable design, climate change solutions, social enterprise and community-based programs.

The BiomimicryNYC network is committed to "**creating conditions conducive to connectivity**".



OUR COMMUNITY + REACH

WEBSITE

The BiomimicryNYC website is a resource for nature inspired events, news and research.

Our resources page and blog garner the most hits on the site, where Partner and Sponsor logos and content are featured.

Monthly page views average **1,300**.

NEWSLETTER

BNYC's monthly newsletter and timely event alerts reach an audience of over **500** sustainability enthusiasts predominantly in the New York Metro region, as well as nationally and internationally.

Our average open rate is **45%** and our click rate exceeds industry norm at **18%**.

SOCIAL MEDIA

Our social media platforms including Twitter, Facebook, Instagram, Pinterest & LinkedIn allow us to engage with a broader range of stakeholders.

Our current audience of followers is **2,600** with monthly impressions from these sources ranging between **14,000 - 26,000**. A single piece of promoted media reaches upwards of **9,000** impressions.

CONTACT

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founder + network weaver