



## CONNECT.EXPAND.SUCCEED

WE HELP YOU TO CROSS THE LINES AND GET OUT OF THE BOX

### **OBJECTIVE:** OUR OBJECTIVE IS TO STRATEGICALLY CONNECT YOUR BUSINESS WITH THOSE OF PARALLEL AND COMPLIMENTARY ASSOCIATIONS AND CONSUMERS

We support and help integrate the development of an environmentally and sustainable sound future with Detroit's leading companies. We work with suppliers of green products, services, and support social involvement by promoting:

- ORGANIZATIONS
- ASSOCIATIONS
- GOVERNMENTS
- SCHOOLS
- INFORMATIONAL RESOURCES

### **WHAT:** WITH OVER 300 ORGANIZATIONS REPRESENTED, WE ARE AN ONLINE MIRROR OF THE METRO DETROIT COMMUNITY

We are the Green Database of information for one of the largest industrial regions of the world. To the public we are an informational, educational portal and a media source. To our public relations clients, we are the connectors and aggregates of synergies and opportunities for the individuals and organizations that make up our community from the leading sectors of society including:

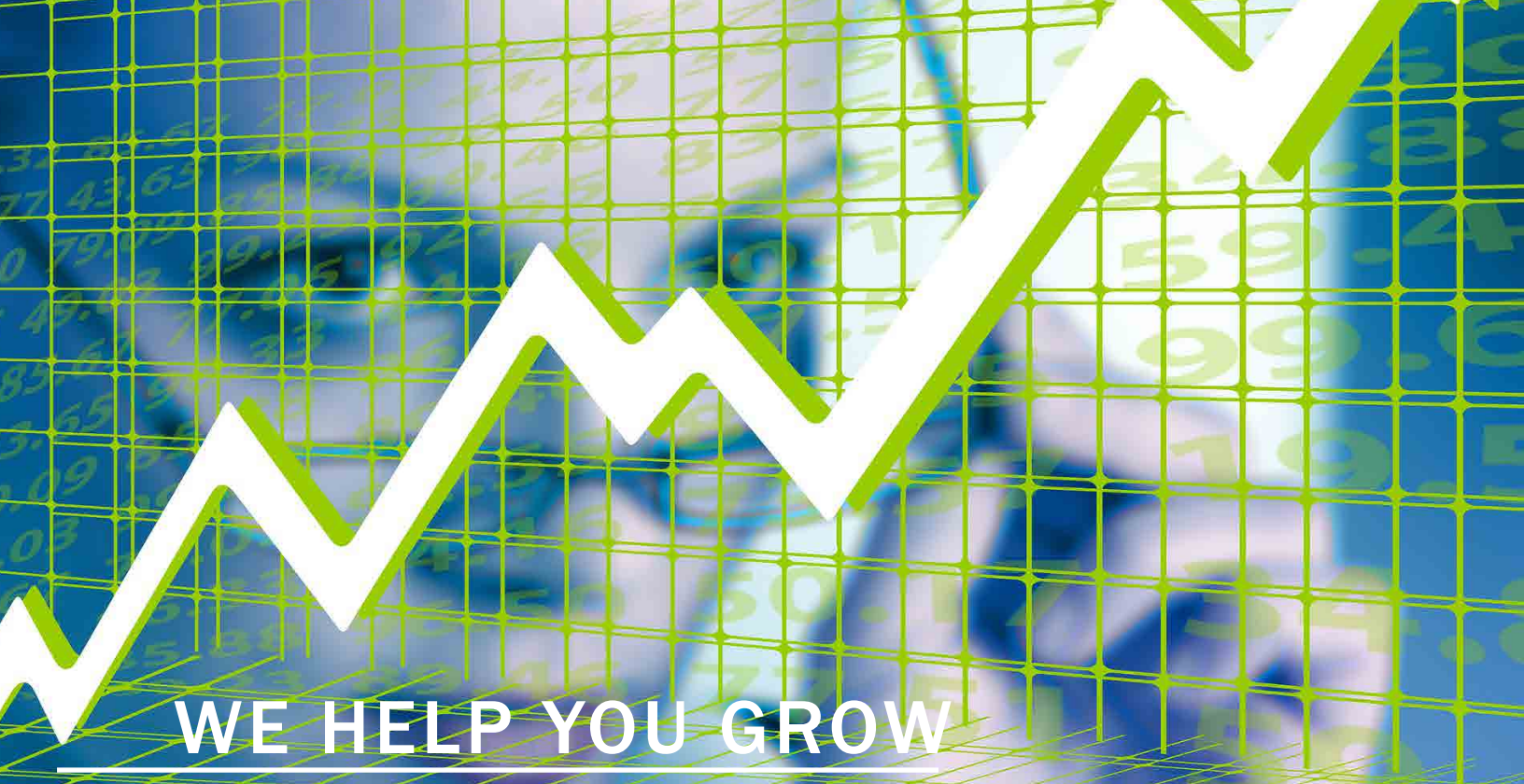
- STATE AND LOCAL GOVERNMENT
- EDUCATIONAL INSTITUTIONS
- BUSINESSES INTERESTED IN STRATEGIC EXPANSION
- NON-PROFITS FROM ALL SECTORS
- HEALTH & WELLNESS ORGANIZATIONS & PRACTITIONERS
- INDUSTRY LEADERS AND INNOVATORS OF SUSTAINABLE,
- ECO-FRIENDLY PRODUCTS AND SERVICES

### **WHY:** WE CAN HELP ENSURE YOUR ORGANIZATION'S & OUR REGION'S GLOBAL COMPETITIVENESS BY OPTIMIZING YOUR BRAND, GOODS, & SERVICES THROUGH VARIOUS METHODS & DESIGNS CUSTOMIZED FOR YOU

Lending yourself to GreeningDetroit.com creates specialized third party integrity, accrediting your organization with one of the best known agencies in Southeast Michigan. Our connections include our own Synergy Leaders Council, composed of area experts that provide us with up to date information on the latest trends and challenges within their specific sectors.

#### **OUR TEAM INCLUDES:**

- STATE REPRESENTATIVES
- CITY COMMISSIONERS
- COUNTY EXECUTIVES
- LEAD ATTORNEYS
- UNIVERSITY PROFESSORS
- FACILITY EXPERTS
- EXECUTIVE DIRECTORS
- INVESTORS
- DOCTORS
- CEOs



# WE HELP YOU GROW

Let our expertise in marketing and community outreach expand your connections with other professionals. Increase your organization's overall efficiency and impact by joining our elite society of local companies whose positive impact compliments our dynamic mission: Metro Detroit's future for a better tomorrow.

Educating the public and growing relationships is what we do best. Our vendors get the chance to teach the consumer and provide their expertise all while increasing credibility and customer loyalty. We want our consumers to leave here amazed, satisfied, and educated with your company, our efforts, and Detroit's future.

Along with bringing additional community and industry intelligence to the surface, we promote our clients and our brand through Media Sponsored events. This portion of our relationship with the community increases public awareness of your brand and our overall mission.

## EACH BUSINESS AND ORGANIZATION RECEIVES:

- 1 An internal web page, including: Your organization's contact information, logo, links to external websites and social media, stories and teachings you have provided, your promotional pictures and videos, and links to your press releases maintained on site.
- 2 Your events and press releases are posted in our calendar and Green News section, and sent to our newsletter subscribers. When relevant they are also sent out to local and national media partners and contacts.
- 3 A 90-minute business strategy session to determine the next steps for promoting and expanding your company, with ongoing support throughout your membership.
- 4 We provide ongoing support for customized press releases, social media engagement, graphic design, and content generation.
- 5 Outstanding service from inhouse experts that provide free inhouse estimates and pricing for Graphic Design, Video programming and production needs.

## MEDIA OUTREACH

CONNECTIONS WITHIN SOCIAL MEDIA ARE MAINTAINED THROUGH FACEBOOK, TWITTER, LINKED IN & INSTAGRAM. YOUR INFORMATION MAY ALSO BE STRATEGICALLY SHARED THROUGH:

- MONTHLY NEWSLETTERS
- MEDIA SPONSORED EVENTS
- CUSTOMIZED PRESS RELEASES
- CUSTOMIZED STRATEGIC PARTNERSHIP
- COMMERCIAL AND INFOMERCIAL PRODUCTION
- CONSISTENTLY UPDATED MEDIA CONTACTS AND PARTNERSHIPS
- OUR ON-LINE TELEVISION PRESENCE, AT BUZCAST.COM/CONSERVATION
- AFFILIATION WITH PROFESSIONAL ORGANIZATIONS: MEECA, MIIB, DCBA, AND MORE





# MEDIA SPONSORSHIP INFORMATION

FOR YEARS, GREENINGDETROIT.COM HAS AND CONTINUES TO ASSIST AND CREATE OPPORTUNITY FOR BUSINESSES, EDUCATORS, GOVERNMENT, HEALTH ORGANIZATIONS AND NON-PROFITS BY CONNECTING WITH THOUSANDS OF PEOPLE EVERY MONTH.

## ABOUT

As Media Sponsors and promoters for hundreds of events since our beginning in 2010, we are known as “Connectors” for the community and all business relationships. We look forward to discussing synergies in order to create opportunities between us.

## WE PROVIDE YOU WITH CUSTOM SUPPORT AND STRATEGIES BASED ON YOUR EVENT NEEDS

- Listed on the Events page in our Calendar and Events Section, (within the calendar and an Electronic Banner, both with links to your Registration Page)
- Your press release is sent to hundreds of local Media contacts and partners and when needed, a national press list of over 1200 and growing
- Posted in the ‘Green News You Can Use’ Section of our website that has organically created top SEO capabilities
- Through our Social Media, including several Facebook pages, LinkedIn, Twitter and Instagram
- To our thousands of Newsletter subscribers



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