



# Mediakit: World Green Sponsorship Proposal

## About Us.

Leonardo Academy's vision for its community outreach program, World Green®, is to fundamentally transform the way we think about sustainability by providing a forum for sharing information and working together on green actions. Leonardo Academy was founded in 1997 with the mission of advancing sustainability and improving the environment. Leonardo Academy's scope of work includes the full range of sustainability issues with a geographic scope that is worldwide. We focus on the following fields of expertise:



**Green Buildings**, LEED, *Climate Change*, *Emissions*, *Corporate Sustainability*, Standard Development, *Energy Savings and Green Performance Contracting*, **environmental sustainability**, sustainability implementation

## Sustainability Staff.

Leonardo Academy provides comprehensive sustainability services that help companies and organizations understand, quantify, manage and report their overall sustainability, with consideration for all three components of sustainability. We have a full staff that are responsible for writing, editing, publishing, promoting and facilitating sustainability initiatives. You can find more information on our individual staff members on our website.

## Readership.

Our visitor numbers vary from modest to good according to popular internet standards; our real strength lies in the background and interest of those visitors. Leonardo Academy attracts the following identifiable groups of visitors:

- Environmentalist and Activists

- Sustainable Businesses and Organizations
- Building Owners and Real Estate Developers
- Architects (looking for LEED® credential maintenance through USGBC-approved training programs)
- Builders and Contractors
- Facility Managers (utilizing site information and services for building performance)
- General visitors (belonging to some or all of the above)

## Website Analytics.

### YEARLY TRAFFIC

Unique Visitors → 962,727

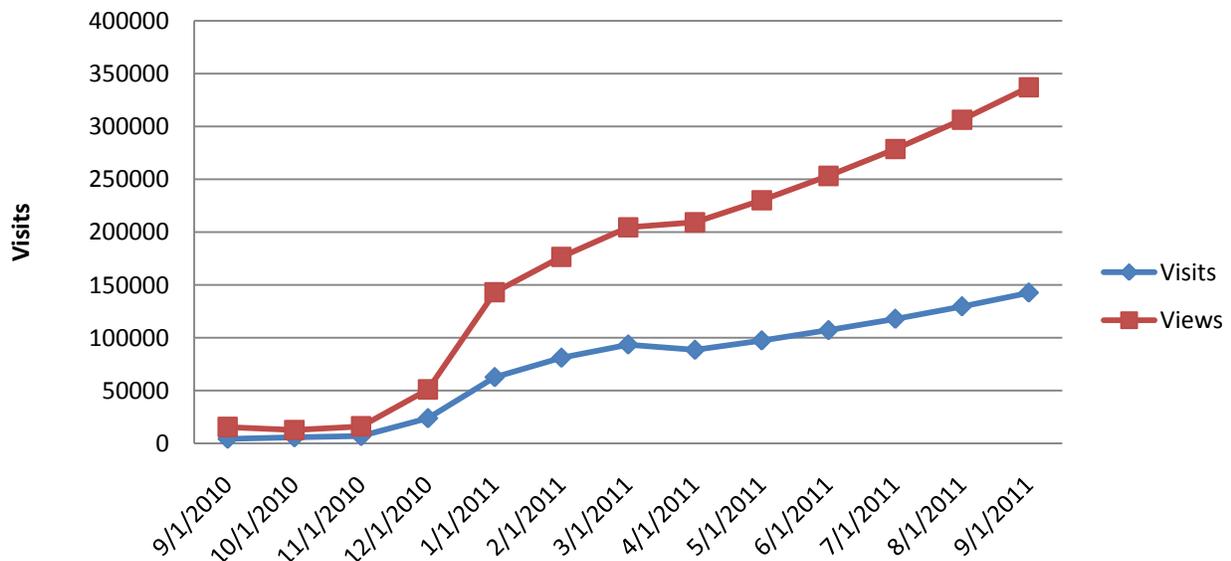
Page Views → 2.5 per visit

Total Page Views → 2,150,417

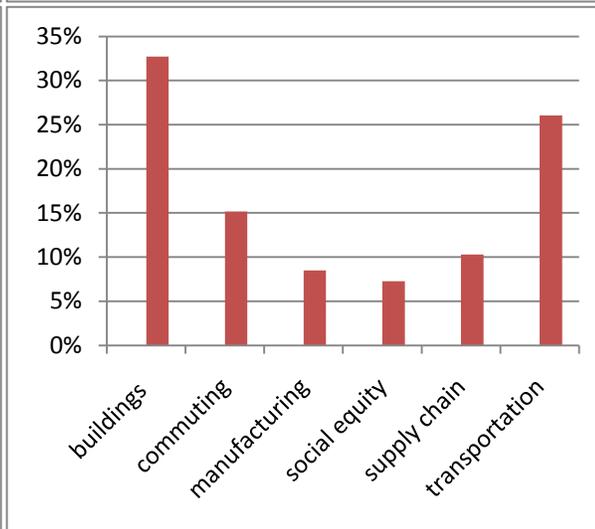
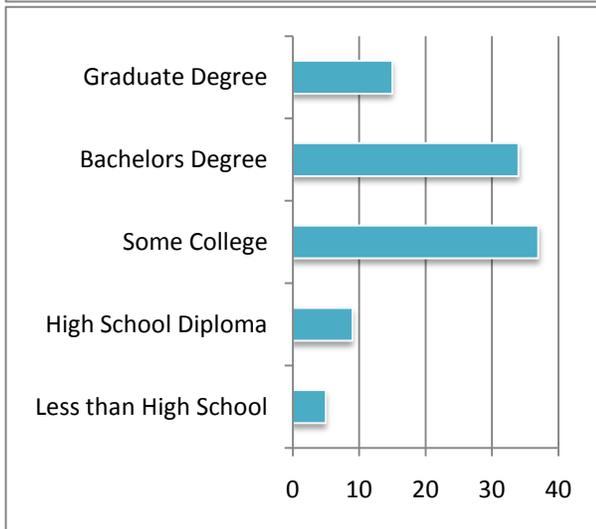
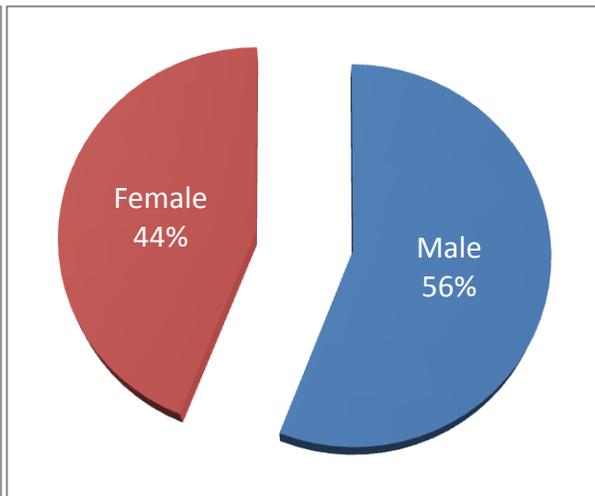
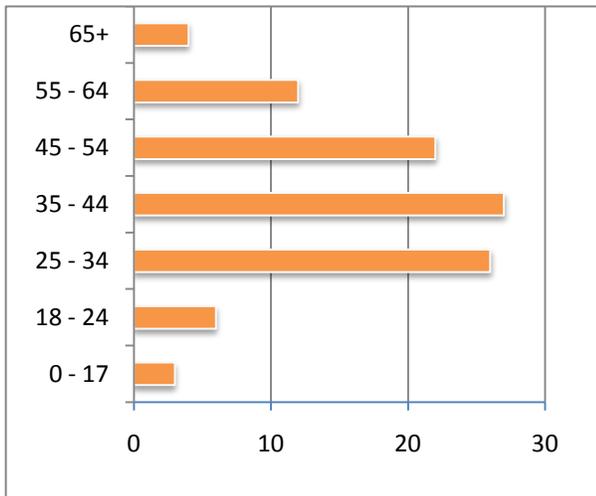
Average Time on Site → 2:25



### World Green - Visits and Page Views



# Member Demographics.



# Content.

World Green® is a consumer and activist facing website designed to keep people engaged beyond the headline sustainability topics of the day.

Leonardo Academy's vision for World Green® is to fundamentally transform the way we think about sustainability by providing a forum for sharing information and working together on green actions.

World Green® is a unique online sustainability community created to help social entrepreneurs on all levels develop and communicate the impact of their green actions. By providing a forum for sharing information and working together on current green practices and ideas, World Green® facilitates the advancement of the global sustainability community.



## SUSTAINABILITY TRAINING

World Green® is designed to help companies, organizations and consumers stay current on trends in the sustainability movement. Leonardo Academy has prepared courses on a wide variety of sustainability topics and also provides customized training for companies and organizations. Training delivery methods include live in-person, online interactive webinars and on-demand training. We also offer customized in-house corporate training for individual companies and organizations.

## FEATURED WORLD GREEN® STORIES

World Green® is dedicated to advancing sustainability and pushing the growing green news market by offering exclusive news stories. We poll World Green® members to learn what matters most to them and respond by researching and writing the stories they want to read. Our team of writers benefits from the expertise of Leonardo Academy's staff during the editorial process, ensuring the quality of our content.

## GREEN SOCIAL NETWORK

World Green® aims to fundamentally transform the way we think about sustainability by providing an arena for discussion and engaging its users as a community. Our unique green social network brings together inspired, involved people from around the globe to join their common interests

# Nonprofit.

Leonardo Academy is a charitable nonprofit organization dedicated to advancing sustainability by leveraging innovative tools and information to motivate the competitive market. By utilizing an interdisciplinary approach to sustainability strategies, education and implementation, we strive to make sustainability practical for everyone. We see a world filled with sustainable opportunities that can transform the way we live today and ensure the prosperity of future generations.

Editors and writers for World Green® work on a voluntary basis and administrative costs are covered by charitable donations. If you would like to make a tax deductible monetary donation you can [donate online](#) or visit our [donations page](#) for more info.

# Sponsorship Benefits.

Leonardo Academy depends heavily on donations, sponsorships and advertising income. Some organizations prefer to support us in silence, whilst others see a potential to benefit from the exposure we can offer.

We can help you reach your World Green® community! We have many advertising programs available (see below), and we can create a customized advertising package to meet your specific needs. Here are some added values to sponsoring World Green®:

- High-profile branding throughout the site.
- Receive exposure and engagement across nearly ALL aspects of the site. This will allow you to expose your message to members and visitors at all times.
- Exclusive sponsor of our monthly email update to members that number over 10K names.
- Promote and increase direct visitor numbers to their respective websites.
- We will feature certain content you have, do a joint press release, and Tweet to our followers on Twitter and message social media networks. This allows us to help you outside of the World Green®community.
- Promote events and new products will be shared tens of thousands of times across the social media world including – Twitter, Facebook, Digg, LinkedIn, Reddit and others.
- We promise to never sell your content and conversely we do not pay for unsolicited stories or for scoops.
- Our goal is to make sponsorship an increasingly exclusive position eliminating the need for traditional advertising on the site. We would like to limit the number of sponsors to give our sponsors the best value.

# Advertising in practice.

WorldGreen.org is now offering advertising on our website. World Green currently has an opening for a Full Site sponsor and an excellent brand exposure opportunity for companies seeking reach out to many green communities. We have many advertising options available (see below), and we can create a customized advertising package to meet your specific needs. Let us know and we can discuss how to help you get started.

**Summary:** High-profile branding throughout the site allowing you to expose your message to members and visitors at all times.

Feature your own content on our site, sponsor our monthly newsletters, and make your sponsorship the only message our members and visitors receive.



Sponsorship packages include:

- Website Branding
- Social Media Outreach
- Newsletter Sponsorship
- Webinar Sponsorship (one per year)

**Zones:**

Lead Banner (all pages -Exclusivity available) • Ads Within Articles • Sponsor Page

**Details:**

Top or Side Full Banner Ad • Your Own Featured Content (must be approved) • Profile on Supporters page • Unlimited tweets and Social Media messages • One Webinar Sponsorship • Logo presence in newsletter

Package	Description	Zones	Quantity	Type	Price
Lead Banner	728 x 120 pixels - One article featured per month - One tweet and one Facebook message per month - One Coupon emailed to subscribers - One custom email blast per year*	Lead-Banner	1 mo.	Flat Rate	\$2400
Standard Square Box	120 x 120 pixels - One article featured per month - One tweet and one Facebook message per month - Logo featured on newsletter each month - One custom email blast per year*	Right-Column	1 mo.	Flat Rate	\$800
Sponsorship	Name or logo in Large bold font in the Sponser's box on right side and on the sponsors page(all pages)- Hyperlink to company profile or website on WorldGreen.org - Profile to include optional	Right-Column	1 mo.	Flat Rate	\$135

	blog or editorial section for your choosing*				
100 Clicks	120 x 120 pixels. 100 clicks for only \$99.99, use it for a great ROI! *	Right-Column	100 Clicks	CPC	\$100
Text Ad	Text link within article - One tweet and one Facebook message per month - Hyperlinked Name listed on newsletter each month *	Within-Article	1 mo.	Flat Rate	\$50

Yearly contracts needed for yearly service offerings. All prices and descriptions are subject to change. All content provided is subject to approval.

## Contact Us.

We are eager to get in contact with potential advertisers and sponsors! If you are interested feel free to contact: **John Landowski** at [admin@worldgreen.org](mailto:admin@worldgreen.org) phone: **608-280-0255 x 3140**

World Green® is a forum for sharing information and working together on green actions. It is a unique online sustainable community created to help social entrepreneurs on all levels develop and communicate the impact of their green actions. World Green® is designed to help companies, investors, builders and home owners make the transition to a greener future and move towards a sustainable living standard.

With a rapidly growing eco-conscious community membership and incrementally growing news database, World Green® is a destination for leaders in the sustainability community as well as newcomers to the green lifestyle. The World Green® funding opportunity will enable the program to grow rapidly and deliver high-quality products to the market throughout our three lines of business: in-depth news, cutting edge applications and focused industry events.