USGBC Town Hall
South Central Region

Overview & Prospectus
The USGBC Town Halls will launch in the South Central Region this April to share the vision and future of USGBC’s latest and most ambitious work to date. The 5-city tour will emphasize LEED v4.1, cutting edge announcements made at Greenbuild 2019, the Living Standard campaign, etc.
ROADSHOW SCHEDULE

- **San Antonio, TX**
  Monday, April 6, 2020

- **Houston, TX**
  Tuesday, April 7, 2020

- **Oklahoma City, OK**
  Wednesday, April 8, 2020

- **Chattanooga, TN**
  Thursday, April 9, 2020

- **Louisville/Lexington, KY**
  Friday, April 10, 2020
ROADSHOW FORMAT

Executive Breakfast

• Bringing together leaders moving the market, including developers and leading firms
• Featuring address by USGBC CEO/President, Mahesh Ramanujam
• Presentations, followed by Q&A
• Participants: green building industry stakeholders and constituents
• Approximately 2 hours, about 50-100 participants

Technical Workshop

• LEED v4.1 curriculum
• Delivered by a USGBC Technical Core team member
• An interactive classroom format with lecture and discussion
• Participants: Energy, architecture, and engineering professionals
• Approximately 3 hours, about 25-50 participants
## Roadshow Sponsorship

### Sponsor Levels

<table>
<thead>
<tr>
<th>Sponsor Level</th>
<th>1 City</th>
<th>2 Cities</th>
<th>5 Cities</th>
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<tbody>
<tr>
<td>Platinum</td>
<td>$2,500</td>
<td>$3,500</td>
<td>$5,000</td>
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<tr>
<td>Gold</td>
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<tr>
<td>Silver</td>
<td>$1,000</td>
<td>$1,700</td>
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<td>Bronze</td>
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**In-Kind Venue Sponsors**

- All Sponsors receive recognition in USGBC marketing and communications
- All Sponsors receive complimentary registration(s) to the Breakfast and Workshop
- Silver Sponsors and above receive a 10% discount on sponsorship/exhibitor opportunities at Better Buildings, Better Lives: Texas, the South Central Region Conference
- In-Kind venue sponsors are encouraged and will be recognized
- Platinum Sponsors are recognized across all 5 roadshows (10 events)
- Platinum and Gold have the opportunity to make introductory remarks, at the breakfasts respectively
- All Sponsors will be recognized via digital format at the breakfasts and workshops
- Additional benefits are negotiable/customizable
MARKET DEVELOPMENT & TRANSFORMATION ACTIVITY

- LEED Plaque Presentations
- Private Partner Meetings
- Media and additional engagements
- Sector Roundtables
THANK YOU!

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