



# 2025



# Business Policy and Purpose Conference: *The Business of Democracy* Sponsor Packet

**MARK YOUR CALENDAR**  
*Conference Dates*  
**Virtual**  **Oct 21-23**

# Introduction

---

- **Purpose:** The purpose of this conference is to energize and connect responsible businesses prior to off-year elections and beyond. ASBN's goal is to mobilize the business community to advocate by voting with their values and to strengthen democratic resilience.
- **Organizers:** The American Sustainable Business Network (ASBN) is a national network of business leaders working to build a just, regenerative economy that shapes the future for people and the planet.
- **History:** Over 35 years ago, a group of visionary entrepreneurs began building a business movement that prioritized people, the planet, and profit. This vision evolved into the American Sustainable Business Network (ASBN), officially formed in 2022, uniting policy advocacy and education through its affiliates, American Sustainable Business Council (ASBC) and American Sustainable Business Institute (ASBI). Today, under the leadership of ASBN Executive Director Camilla Taylor, ASBN, together with its members, collectively represents over 200,000 businesses committed to driving systemic economic transformation through sustainability, equity, and stakeholder-driven practices.



# Leadership

---



**CAMILLA TAYLOR,  
EXECUTIVE DIRECTOR**

Camilla is a globally renowned leader focused on changing economic systems into stakeholder-driven economies. Over the years, she has held leadership positions at B Lab Global as well as Holland FinTech and FinTech Aera, a network of sustainable European FinTech companies working together toward the democratization of financial services. When Camilla's not driving systemic change, she's exploring the world with her husband and kids in tow.



**DAVID LEVINE,  
CO-FOUNDER & PRESIDENT**

A social entrepreneur for over 40 years focusing on whole systems solutions for a sustainable society through broad stakeholder initiatives. Previously, he was the founding director, Continuing Education & Public Programs, Graduate Center, CUNY. From 1984–1997, David was founder and executive director of the Learning Alliance, an independent popular education organization. David is a partner at his family's farm.



# Sponsorship Value - Why Sponsor?


---

- Position your organization as a committed advocate in the responsible business community.
- Showcase your values clearly with your customer base, and reach a new audience through our diverse network.
- Connect with a vast network of sustainable and responsible business owners, policy advocates, and impactful entrepreneurs.



# Investment Overview

Benefit	Platinum \$7,500	Gold \$5,000	Silver \$2,500	Bronze \$1,000
Event Tickets	5	4	3	2
Social Media Shoutouts	3	3	3	1
LinkedIn Sponsor Features	3	2	1	
VIP Networking Access	✓	✓	✓	✓
Website & Materials Logo	✓	✓	✓	✓
Post-Event Analytics	✓	✓	✓	✓
Media Release Mentions	✓	✓		
Virtual Exhibit Hall	✓	✓		
Newsletter Content	✓			
Keynote/Featured Session	✓			



# Audience & Reach – By the Numbers

---

- Attendance: Reach **500+** expected attendees from across the nation.
- Engagement: Get in front of ASBN's engaged digital audience of over **43k** followers and over **25,600** email subscribers.
- Demographics: Connect with leaders and businesses across the nation committed to building a just, regenerative economy by political advocacy.
- Note: ASBN offers equity-based pricing to ensure access for all. We welcome sponsors who support this vision.



# Platinum Sponsor – \$7,500

## Industry Leadership Tier – Maximum Visibility & Thought Leadership

- **Keynote address or host featured session** – Position your executives as industry thought leaders
- **Sponsored newsletter interview** – Showcase your expertise to our engaged community
- **Premium logo placement** on all conference materials and website
- **3 LinkedIn sponsor spotlights**, plus 3 social media features (43,000+ followers)
- **5 VIP event tickets** with exclusive post-event networking access
- **Complete attendee analytics** and engagement data from your sessions
- **Virtual exhibit hall presence** with customizable branding
- **Media release inclusion** for additional earned media coverage

**Your Investment Creates Impact:** Your \$7,500 enables critical advocacy work. Some examples of what we can do with the funds include: Congressional Hill visits with 3 businesses; covering event processing fees for 500+ attendees; and expanding our sustainable business movement.





# Gold Sponsor – \$5,000

## Strategic Partnership Tier – Strong Brand Presence & Engagement

- **Host breakout session or panel** – Share your expertise with targeted audiences
- **Prominent logo placement** on event materials and website
- **2 LinkedIn features** plus 3 social media shoutouts across all platforms
- **4 VIP event tickets** with networking privileges
- **Virtual booth** with custom branding opportunities
- **Session analytics and attendee data** for your hosted content
- **Media release mentions** for additional visibility

**Your Investment Creates Impact:** Your \$5,000 funds change. Some examples of what we can do with the funds include: Congressional advocacy with 2 businesses; powering our paid social media amplification throughout the conference period.



# Silver Sponsor – \$2,500

## Community Partner Tier – Focused Brand Exposure

- **Host breakout session or panel** – Connect directly with your target audience
- **Logo display** on website and during live sessions
- **3 social media features** plus 1 LinkedIn spotlight
- **3 VIP event tickets** with networking access
- **Sponsor directory inclusion** for year-round visibility
- **Opening and closing ceremony recognition**

**Your Investment Creates Impact:** Your \$2,500 supports community engagement. Some examples of what we can do with the funds include: partially funding a branded conference app development, or powering 2 months of targeted social media outreach.





# Bronze Sponsor – \$1,000

## Sustainable Business Champion – Essential Brand Recognition

- **Website logo placement** with year-round exposure
- **1 social media feature** showcasing your commitment
- **2 VIP event tickets** with networking opportunities
- **Opening and closing remarks recognition**
- **Post-event analytics** and attendee feedback access

**Your Investment Creates Impact:** Your \$1,000 funds sustainable business messaging. An example of what we can do with the funds includes: one month of strategic social media advertising, amplifying sustainable business messages to thousands of potential advocates.







# Why Partner With Us?

- **Reach Decision-makers:** Connect with hundreds sustainable business leaders, entrepreneurs, and industry innovators.
- **Demonstrate Leadership:** Align your brand with the growing sustainable business movement and showcase your commitment to build a regenerative regulatory landscape.
- **Generate Leads:** Access valuable attendee data, engage prospects through sessions, and leverage our networking opportunities.
- **Amplify Impact:** Your sponsorship doesn't just market your business—it funds critical advocacy work that shapes policy and advances sustainable business practices





# À La Carte Sponsorship Opportunities

In addition to tiered packages, sponsors have the opportunity to customize their involvement. These can be add-ons to a package or individually purchased:

- **Sponsored Case Study Full Year Spotlight: \$10,000** - Sponsor a case study to be announced at the 2025 Virtual Conference, as an ongoing 2025-2026 project to be presented at the 2026 Virtual Conference on the topic or initiative of your choosing
- **Sponsored Case Study Spotlight: \$3,500** - Sponsor a featured case study at the 2025 Virtual Conference
- **Sponsored Quorum Campaign: \$2,000** - Sponsor a quorum campaign to be released at the conference
- **Networking Lounge Sponsorship: \$2,000** – Host a virtual networking space with branding opportunities.
- **Session Sponsorship: \$1,500** – Sponsor a specific session with branding and a brief introduction.
- **Sponsored Interview: \$1,000**- Exclusive content for attendees
- **Swag Bag Inclusion & In-Kind Donations: \$500+** – Include promotional materials in a digital swag bag sent to attendees, or in-kind product donations of \$500+ for use in swag bags or as giveaways and raffle prizes.
- **Exclusive Sponsored Content: \$200**- Exclusive content for attendees
- **Voice of Justice Sponsor - \$250+ Sliding Scale** – Become a Voice of Justice sponsor and pay it forward so that one or more attendees from disadvantaged backgrounds can attend the conference free of charge.



# Marketing & Promotion Plan

- **Email Campaigns:** Four targeted member monthly newsletters, four targeted community monthly newsletters, and eight or more drip blast campaigns.
- **Social Media:** Months of pre-event promotion, plus live event coverage across ASBN's platforms: LinkedIn | X | Instagram | Facebook | YouTube
- **Press Outreach:** Possibility of earned media and stories featuring sponsors and themes in targeted top news outlets.
- **Partner Promotion:** Amplified via partners like B Lab, We Mean Business, League of Conservation Voters, ISSP, Sustainable Brands, LIFT Economy, Fairtrade and more!



# Promotion Timeline

Date	Activity
(Begins) July 1, 2025	Sponsor recruitment
July, 2025	Speaker and content announcements
July 20, 2025	Lowest early bird pricing deadline (\$197 General / \$167 Equity Pricing)
August 4, 2025	Early bird pricing deadline (\$227 General / \$193 Equity Pricing)
August 5, 2025	Normal pricing begins (\$250 General / \$212 Equity Pricing)
September, 2025	Final speaker and content announcements; initial media release.
October, 2025	Final promos + countdown coverage
October 21-23, 2025	Conference daily social media promos
October 27 - November 7, 2025	Attendee follow-up and sponsor appreciation





# What you gain

## **As a sponsor, you will:**

- Position your brand as a values-driven leader
- Gain visibility across a national audience of sustainable and responsible business leaders
- Amplify your impact through thought leadership opportunities, strategic networking, and exclusive content placements

## **As a partner, ASBN will:**

- Elevate your voice and work alongside you to tell your business's story to a highly engaged audience that aligns with your own
- Deliver high-quality content that garners engagement for your business through digital channels and sessions
- Openly celebrate your leadership in driving equitable change





## **Partner with Us**

Join ASBN in mobilizing business leaders to strengthen democratic resilience.

## **Ready to become a sponsor?**

Contact [membership@asbnetwork.org](mailto:membership@asbnetwork.org) today!



# Disclaimer / Goals for Sponsorships

Any sponsored content, including events shared, case studies developed, and advocacy campaigns, etc., must adhere to ASBN's mission and values at the discretion of ASBN. Newly generated content will be created collaboratively between ASBN Staff and the Sponsor. It is the responsibility of the Sponsor to respond in a timely manner to outreach. Should the Sponsor fail to respond to Staff questions and outreach in a timely and reasonable manner, ASBN and its affiliates will not be held responsible for creating the collaborative content.

ASBN's mission is to inform, connect, mobilize and amplify the collective voice of sustainable business leaders to transform the public and private sectors toward a just and regenerative economy.

Our 4 key principles of the stakeholder-driven, regenerative economy include:

- **Governance and Accountability:** Ensure transparent, inclusive decision-making and alignment of organizational strategies with long-term ecological, social, and economic resilience.
- **Sustainability and Regeneration:** Restoring ecological balance and addressing environmental challenges.
- **Equity and Inclusion:** Ensuring equitable access to resources, opportunities, and benefits for all communities, addressing historical injustices.
- **Regenerative Economics:** Redefining success to include environmental health, human well-being, and social equity alongside economic prosperity.

[Learn more about our policy criteria here](#), or contact us with questions about your sponsorship at [info@asbnetwork.org](mailto:info@asbnetwork.org)

