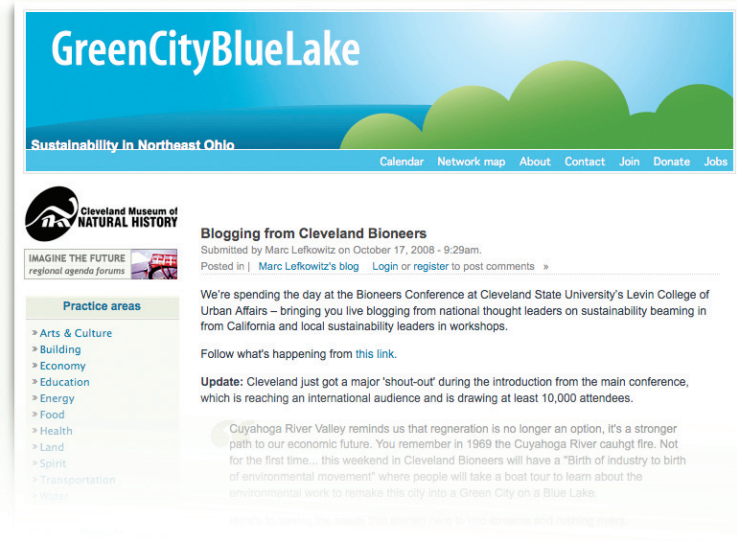


# Sponsoring GreenCityBlueLake

GreenCityBlueLake started as a magical phrase—a phrase that excited people's imaginations with the possibilities of creating green cities on a blue lake in Northeast Ohio. Now it's become a new kind of community workspace—a web portal where the many people and organizations advancing sustainability in the region can tell their stories, learn from each other, and develop strategies to accelerate the progress.

You can help support GreenCityBlueLake.org by sponsoring sections of the site. Sponsors receive:

- **Exposure** More than 10,000 unique visitors a month who are active citizens making a difference in Northeast Ohio.
- **Positive recognition** Be part of the civic dialogue about a greener and more prosperous future for the region.
- **Satisfaction** Support a nonprofit information clearinghouse that is leading the region to greater sustainability.



## Community leaders rely on GreenCityBlueLake

*GreenCityBlueLake creates the right mindset for sustainable economic development principles – principles that encourage inclusiveness and promote people, profit and planet.*

**Stephanie McHenry**  
*President, ShoreBank, Cleveland Region*

*GreenCityBlueLake highlights the good work of small businesses looking to implement sustainable solutions and network in Northeast Ohio. It's a great place for them to tell their story and to learn from other businesses.*

**Holly Harlan**  
*Executive Director, Entrepreneurs for Sustainability*

*The GreenCityBlueLake Web site was created for the regional sustainability community, yet its presence also sends a clear message to people everywhere that Northeast Ohio gets the link between sustainability and quality of life. The site helps identify this region with the sustainability movement and all the goodwill associated with it.*

**Rick Batyko**  
*Brand Champion, Cleveland Plus Marketing Alliance*

*Green City Blue Lake has quickly become one of our regular go-to resources for dialogue about the complex problems facing the region and the individuals and organizations that are developing innovative, sustainable solutions for the future. From infrastructure to the environment and art and design to economics, GCBL connects the dots across disciplines, making it a valuable tool for policy makers, community activists, and leaders in shaping civic dialogue. GCBL is a valuable outlet for staying connected and keeping current with the pulse of the city.*

**Greg Peckham**  
*Executive Director, Cleveland Public Art*

## Sponsorship levels

### Whole site and home page - \$10,000/yr.

Your logo, message, and link to your website appear on every page of the site.

### Main sections - \$2,500/yr.

Your logo, message, and link to your website appear on all pages of one of the site's main sections. Main sections include:

- Arts & Culture
- Building
- Economy
- Education
- Energy
- Food
- Health
- Land
- Spirit
- Transportation
- Water

### Subsections - \$1,000/yr.

Your logo, message, and link to your website appear on all pages of a subsection of the site. For instance, you could sponsor the Rivers section within Water, or the Renewables section within Energy.

### Pages inside subsections - \$250/yr.

Your logo, message, and link to your website appear on a single page of the site within one of the sections. For instance, you could sponsor the Cuyahoga River page within the Rivers section, or the Wind power page within the Renewables section.

### Jobs page - \$1,000/yr.

Your logo, message, and link to your website appear on the popular Jobs listing page.

### Planning and development project sections - \$500/yr

Your logo, message, and link to your website appear on all pages within one of the project sections.

**Become a sponsor now by calling 216-231-4600, ext: 3250, or email your information to Dorie Shimelonis at [dshimelo@cmnh.org](mailto:dshimelo@cmnh.org) or [mlefkowitz@cmnh.org](mailto:mlefkowitz@cmnh.org)**

GreenCityBlueLake.org is a service provided to the sustainability community of Northeast Ohio by the GreenCityBlueLake Institute of The Cleveland Museum of Natural History.



**Cleveland Museum of  
NATURAL HISTORY**

[www.cmnh.org](http://www.cmnh.org) • [www.gcbl.org](http://www.gcbl.org)



Arts & Culture



Building



Economy



Education



Energy



Food



Health



Land



Spirit



Transportation



Water

# The home for strategic thinking about regional sustainability

**Arts & Culture** The arts challenge us—open our eyes to new possibilities and new worlds. In a region undergoing transformation, the arts force us to confront the tired, old ways, expose the ugliness, and inspire us to envision a better future.

**Building** We are builders. We want better communities, housing, schools, jobs—and all that will require changes to our built environment, both new development and redevelopment. We plan to meet our needs with affordable, high-performance buildings that use far less materials and energy than conventional buildings, while being healthy, delightful places for the occupants.

**Economy** Business—with its vast command of people and resources—has the power to change the world. In Northeast Ohio, that power is being harnessed to accelerate the transformation to greater sustainability. Our most successful and innovative businesses pay attention to the "triple bottom line" that broadens the measure of success to include economic capital, social capital, and natural capital.

**Education** Educated people are our greatest asset, but what and how do we teach? We are teaching the habits of healing, regeneration, collaboration, the ability to think in whole systems. We are listening to this place, discovering how to live here.

**Energy** Our civilization is driven by the burning of fossil fuels in our vehicles, buildings, and power plants. We need a massive transition to an economy running on clean, renewable energy. In Northeast Ohio, we are committed to being a leader-seeking out the energy alternatives that will drive innovation and prosperity.

**Food** Northeast Ohio has beautiful farmland and a climate that permits cultivation of a diversity of crops. By eating more foods grown with care by local, organic farms, we can reduce agriculture's ecological impacts and support the local economy. We can also eat healthier! So we are developing a regional food system that links farms with consumers in the city—creating markets that nourish the soul and the earth.

**Health** Our health depends on the health of our families, communities, and the ecological functions of nature. We understand these relationships, and we are committed to promoting health in all of its dimensions. This means not just the absence of illness; but the fulfillment of possibility.

**Land** In Northeast Ohio we have natural areas, a working countryside, vibrant urban neighborhoods, great city centers, and an incredible industrial landscape. We seek to sustain the best qualities of each, emphasizing conservation, restoration, and redevelopment. In short, we seek a regional pattern of settlement that allows us to live sustainably on the land.

**Spirit** This is our home, this territory on the shore of a Great Lake where glaciers have come and gone. We feel the sacred resonance of this place. We hear the ancient, whispered stories of the people, the land, the rivers. They teach us what we need to live full human lives—full of care, full of beauty, full of grace. Generation by generation, we are learning how to live here.

**Transportation** In Northeast Ohio, we are developing cities, towns, and neighborhoods that offer convenience. And our transportation investments—for transit, bicycle facilities, walkable streets and urbane boulevards—are contributing to the life of healthy communities where everyone has real choices about how to get around.

**Water** As people of the Great Lakes, we are stewards of the largest bodies of freshwater on the planet—a global resource of incalculable value. In many ways, our legacy will be determined by how well we care for water.