Providing businesses with a forum where they can make their voices heard, share best practices, facilitate volunteer opportunities for employees...
Mission Statement

The *Businesses for the Bay* (B4B) program encourages businesses within the Chesapeake Bay watershed to take voluntary and measurable actions to support protection and restoration of the Chesapeake Bay and help the public understand the valuable role of the business community in sustaining the health of the Chesapeake Bay and its watershed.
In 2014, a landmark agreement was signed by the federal government agencies and local state governments which set goals that will advance restoration and protection of the Chesapeake Bay watershed.

The 2014 Chesapeake Bay Watershed Agreement contains five themes, intended to create focus and alignment, in order to achieve goals within the Agreement by 2025.

**5 THEMES**

- **Clean Water**
- **Conserved Lands**
- **Abundant Life (Fisheries and Habitats)**
- **Climate Change Resiliency**
- **Engaged Communities**
Ways to Join the B4B Membership Association

• Be a Member
  – Goal=100 in 2016
  – Goal= 15 Founding (April 1, 2016)
  – Goal= 300 Total Actions in 2016
• Be a Sponsor
  – Goal= 5 in 2016
• Be Both!
B4B Membership Fees

1-50 employees: $200/yr
51-100 employees: $500/yr
101-1000 employees: $1,000/yr
>1001 employees: $2,000/yr
Bundle Discount*: $5,000/yr

*Company with up to 10 facility member applications submitted in same year (Additional facility memberships $200 each).
Each facility of a member applicant will commit to and fulfill at least one Action annually. Each facility will be recognized as a Member.
# Benefits of B4B Membership Levels

## Gold
- 5 Actions Fulfilled Annually
- Personalized Support
- Program-specific Press Releases
- Ability to Post Articles on the B4B LinkedIn Community
- Discounts to Alliance and B4B events
- Recognition on Alliance Websites
- Inclusion in B4B Press Releases
- Inclusion in B4B Annual Report
- B4B Membership Certificate
- Invitation to B4B Networking Events and Meetings
- Free B4B Stickers
- Use of the B4B Logo

## Silver
- 3 Actions Fulfilled Annually
- Discounts to Alliance and B4B events
- Recognition on Alliance Websites
- Inclusion in B4B Press Releases
- Inclusion in B4B Annual Report
- B4B Membership Certificate
- Invitation to B4B Networking Events and Meetings
- General Support
- Free B4B Stickers
- Use of the B4B Logo

## Bronze
- 1 Action Fulfilled Annually
- Recognition on Alliance Websites
- Inclusion in B4B Press Releases
- Inclusion in B4B Annual Report
- B4B Membership Certificate
- Invitation to B4B Networking Events and Meetings
- General Support
- B4B Stickers
- Use of the B4B Logo
6 Businesses for the Bay Founding Members (34 Actions)

EcoLogix Group
An Environmental Strategy Firm

InClime

Lockheed Martin

Luck Companies™
IGNITING HUMAN POTENTIAL

Smithfield
Good food. Responsibly.

Stormwater Maintenance & Consulting
www.swmaintenance.com | www.mdswn.com

Businesses for the Bay
Benefits of B4B Sponsorship Levels

**Leadership Sponsor**
- $10,000 Annual Contribution
- Recognition as a Chesapeake Business Forum Sponsor
- Logo on B4B Promotional Materials
- 4 Free Meeting Registrations
- Personalized Support
- Speaker Opportunities

**Partner Sponsor**
- $5,000 - $9,999 Annual Contribution
- Recognition as a Chesapeake Business Forum Sponsor
- Logo on B4B Promotional Materials
- 2 Free Meeting Registrations
- Personalized Support

**Supporting Sponsor**
- $1,000 - $4,999 Annual Contribution
- Recognition as a Chesapeake Business Forum Sponsor
- Logo on the B4B Sponsors Website

NEW!!!
Many thanks to Luck Ecosystems, 2016 *Businesses for the Bay* Partner Sponsor!

Generous Sponsorship donations are used to host annual Chesapeake Business Forums, provide Alliance staff with the time and building tools necessary for the implementation and continued development of the *Businesses for the Bay* program, and help build and support the network of businesses involved with *Businesses for the Bay* through outreach, recruitment, partnership building, promotion, and marketing.
Businesses for the Bay Likely Sponsors

• Keith Campbell Foundation
  – $40,000/year 2 year pledge of support for building the capacity of the Businesses for the Bay program

• Arthur W. Perdue Foundation
  – Businesses for the Bay request for $10,000 Leadership Sponsor

• Scotts Miracle-Gro Company and Restore America’s Estuaries
  – $20,000 per year for 4 years (includes Businesses for the Bay request for $10,000 Leadership Sponsor, Project Clean Stream, Chesapeake Forest Fund, and RiveWise Communities)

• Dominion and the Dominion Foundation
  – $5,000-$10,000 for 2016

• Your Company!
Businesses for the Bay Launched early 2016!

- Website: [http://businesses.allianceforthebay.org/](http://businesses.allianceforthebay.org/)
- iContact email sent out and shared by partners
- February 2016 B4B Press Release was picked up!
- Flyer created
- Other marketing materials in the works
- Altria’s CreateAthon VERY helpful
- Maryland Stream Restoration Association presentation completed January 2016
Businesses for the Bay in the Near Future!

• Choose Clean Water Coalition annual conference – helping with at least one session May 24, 2016 (Annapolis)
• 3 Chesapeake Business Forums (Spring & Summer 2016)
  – Maryland/DC, Pennsylvania, Virginia
• Upcoming Presentations
  – Chesapeake Bay Program Management Board - March 10, 2016
  – Chesapeake Bay Local Government Advisory Committee (LGAC) - March 25, 2016
  – Environment Virginia Conference - April 6 or April 7, 2016
  – Silver Spring Green/ Green Wheaton joint meeting - potential
  – Anne Arundel Chamber of Commerce's Environmental Committee - potential
  – Montgomery County Department of Environmental Protection - potential
You can help reach our *Businesses for the Bay Goals*!

• Alliance Board Members invited to apply for **FREE** 2016 B4B Membership
  – sign on as a Founding Member by April 1, 2016
• B4B Sponsorship!
• Spread the word to your partners (Social Media, Newsletters, Emails, Word of Mouth)
  – Corinne can send lingo
  – Networking Partners
• Join our LinkedIn group and **Participate**!
• Include B4B in your exhibits
  – Corinne can give you promotional marketing items
• Other Ideas?
Contact Info

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http://businesses.allianceforthebay.org

Join our LinkedIn Group:
https://www.linkedin.com/groups/8433450