



2011 Corporate Sponsorship

Explanation of program and benefits

“The Responsible Endowments Coalition plays a central and important role in educating students and the university community about the importance of having their investments reflect the mission and value of the their educational institution. REC's work has encouraged universities to become more responsible investors through shareholder engagement and community investment, and Walden Asset Management is proud have been a long-time supporter of REC's annual conference.” - **Tim Smith, Walden Asset Management**

Greetings,

Thank you for your interest in partnering with the Responsible Endowments Coalition in our mission to support the growth of responsible investment on college and university campuses across the country.

Enclosed, you will find information about the Responsible Endowments Coalition and the different ways that you can lend your support to REC's exciting projects and innovative work while receiving significant exposure for your firm.

There are several levels of sponsorship opportunities available to help to ensure that you and your firm have the chance to positively impact the next generation of social activists and leaders. To learn more about the Responsible Endowments Coalition, read on, or visit our website www.endowmentethics.org. However you decide to support our work, know that your investment will have a high rate of return.

Sincerely,



Dan Apfel
Executive Director



**Effective Responsible Investment
Committees Workshop**
Columbia University, February 25, 2011

Your sponsorship supports a wide variety of REC programs and initiatives:

Sponsoring travel and housing scholarships for students to attend REC's conferences and workshops

Creating resources and materials that are made available free of charge to REC constituents

Supporting the intensive summer training institute for activists and REC Student Organizers

Supporting the regional organizing work of REC's dynamic team of Student Organizers working at schools across the country

Enabling REC staff and student organizers to present at industry conferences like SRI in the Rockies, AASHE, CERES, and Take Action! for Impact Investing

Enabling REC to conduct regional and national conferences for students, trustees and administrators

Why is Corporate Sponsorship of REC a wise investment for your firm?

- Prominent exposure through nationwide distribution of e-newsletter, web presence and on-site event materials and signage
- Positive industry recognition for your participation in building awareness of the importance of responsible investment in higher education
- Connect with the next generation of social change activists, job seekers and other like-minded responsible investment firms
- Identify your company as an important resource and partner for colleges and universities across the country

REC Events to Sponsor

Conferences and Workshops

For the past seven years, the Responsible Endowments Coalition has been hosting student, trustee and administrator events with the specific goal of moving colleges and universities to adopt responsible investment policies, see below.

8th Annual National Conference

Each October REC hosts its signature event, our National Conference, with more than 100 students and representatives of 40 universities. Held in New York City, this event features experts from the responsible investment and community investment industries on issues of shareholder engagement including proxy voting and resolution filing as well as endowment and investment transparency, and local community investment.

Regional Conference and Workshops

REC often hosts or participates in local and regional conferences and workshops, including one in the Spring, Summer and Winter of 2011.

Sponsorship opportunities are available at the following levels:

The earlier you sponsor, the earlier your firm logo is posted on REC's website! Sign up today!



\$10,000 – Annual Presenting Sponsor (1)

- Firm profile, logo and link on REC website for one year (Partners & Event pages)
- Outside back cover full-page color advertisement in National Conference Program
- Color logo in Regional and Local workshops that fall within the 12 month period
- Attribution of support, logo and link in **ten** REC newsletters
- Acknowledgement in keynote address at all REC events across the country



\$5,000 – Lead Sponsor (2)

- Firm profile, logo and link on REC website for one year from date of sponsorship
- Inside cover half page color advertisement in National Conference Program
- Color logo in Regional and Local workshops that fall within the 12 month period
- Attribution of support, logo and link in **four** REC newsletters (Feb. Sept. Oct., Nov.)
- Acknowledgement in keynote address at all REC events across the country



\$1,500 – Activist

- Large firm logo and link on REC website for six months from date of sponsorship
- Quarter page color advertisement in National Conference Program
- Firm name in Regional and Local workshops that fall within the 12 month period
- Attribution of support, logo and link in **two** REC newsletters (Sept. Oct.)



\$500 - Organizer

- Firm logo and link on REC Website for the fall conference season (Sept. – Dec.)
- Color firm logo in National Conference Program
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REC's Online Presence – Statistics

Newsletter Distribution – 2,000 and growing

Facebook – 500 Friends and growing

Twitter – 40 followers and growing

Website Hits Per Month – 1000 and growing

Participants – 100 at National Conference, 50 at Other Events

(REC does not endorse the products or work of any firm or sponsor)

2010 Sponsors

Lead Sponsor



Activist



Organizer



Previous Conference Participants include

- Spelman College
- Barnard College
- UCLA
- Luther College
- UC Berkeley
- Brown University
- Carleton College
- Seattle University
- University of New Mexico
- Princeton University
- Drew University
- American University
- The New School
- Vassar College
- Goshen University
- Colorado College
- Washington University
- Columbia University
- Dartmouth University
- Mt. Holyoke College
- Bard College
- Princeton University
- Middlebury College
- Wesleyan University
- Pomona College
- American University
- Fordham University
- University of Michigan
- Stanford University
- Duke University
- University of Toronto
- University of Southern California
- Georgetown University
- Guilford College
- Hampshire College
- New York University
- University of Texas at Austin
- Yale University
- University of British Columbia
- Howard College
- Brandeis University
- University of Pittsburgh
- Tufts University
- Haverford College
- Loyola University of Chicago
- Macalester College
- American University
- Drew University
- Swarthmore University
- Bryn Mawr College
- University of Pennsylvania
- Amherst College
- Dartmouth University

- **YES, I want to partner with REC!**



Company Name: _____

Contact Name: _____

Address: _____

City: _____ State: _____ Zip: _____

Work Phone: _____ Email: _____

We are pleased to sponsor the Responsible Endowments Coalition at the following level:

- **(\$10,000) – Presenting Sponsor (1)**

- **(\$5,000) – Lead Sponsor (2)**

- **(\$1,500) – Activist**

- **(\$500) – Organizer**

Payment Information:

To receive Corporate Sponsorship Benefits, please fill out the form above and mail or email it to Annie McShiras, Responsible Endowments Coalition, 33 Flatbush Ave, Fifth Floor, Brooklyn, NY 11217 or annie@endowmentethics.org. For more information, please call her at 215-564-2201.

