



LEED-registered Grunewald  
Center for Science & Technology at  
PERC member Clarion University



Solar panel installation at PERC  
member school Mercyhurst College.



PERC member West Chester  
Univ. Environmental Health  
students assess stream quality.

*We believe that higher education is in a unique position of leadership in sustainability. We believe that the United States' actions on sustainability will greatly influence the promulgation of sustainability around the planet. PERC is uniquely positioned to make a significant impact as both one of the country's oldest and one of its most active statewide organizations working on sustainability in higher education. Your contributions of funds, time and talent will truly help underwrite our future—the future of PERC, its campuses, Pennsylvania and by extension, the world.*



Solar array powering much of the Campus  
Square building at PERC member HACC.



Member school Dickinson College environmental  
studies students work at the College Farm.



## Sponsorship Benefits

In addition to the altruistic rewards of helping to underwrite a sustainable future, being a PERC sponsor provides a variety of opportunities to connect your company with the people leading Pennsylvania's campus sustainability movement, including sustainability officers, faculty, administration and facilities personnel. There are two types of sponsorship: *Annual* and *Event*. As we'll detail later in this document, there are multiple avenues for connection in either type of sponsorship.

- Networking
- Education
- Promotion
- Marketing
- Educational opportunities
- Input into PERC
- Moving sustainability forward

## Who are We?

The Pennsylvania Environmental Resource Consortium, or PERC, is comprised of over fifty member and affiliated Pennsylvania colleges and universities (see list of specific institutions in Appendix A) working to build a more sustainable future on their campuses, throughout Pennsylvania and around the world. PERC participants include member representatives and their colleagues from a variety of campus roles including faculty, sustainability staff, administration and facilities management as well as people from PERC's sponsors.

## Our Mission Statement

*PERC enables Pennsylvania's colleges and universities to share knowledge and take action towards a sustainable future.*

## History

PERC was founded in 2000 and during its



Center for Sustainability at PERC member school Penn State University, University Park.

first decade amassed an impressive string of organizational accomplishments. PERC's achievements range from being instrumental in the introduction of wind power to Pennsylvania, to partnering in solar development on campus, to GHG inventories for campuses and surrounding municipalities to stream remediation to student engagement in recycling competitions—and much more. A more detailed account of PERC's historic achievements is included at the end of this document as Appendix B. In early 2010, PERC began a strategic organizational development plan called ReVision 2010 as described on our website: [www.pagreencolleges.org](http://www.pagreencolleges.org). Alternatively, document describing that process is available on request.

## Sponsorship Types

There are several ways to sponsor PERC's efforts at this writing: Event Sponsorship, Annual Sponsorship and a variant on the Annual: the Sustaining Annual. A summary of each type follows...

### Event Sponsorship overview

Event sponsors support a particular event. They receive a number (the specific number varies with the chosen sponsorship level) of free registrations to the event allowing for networking. Sponsors are identified visually on all communications regarding the event (email, signage, program handouts) and recognized orally during the event. A contact list of all attendees is provided to each sponsor. (See the Event Sponsorship chart (blue heading) later in this document for specifics and differentiation between levels.)

**"I've been to... lots of conferences that are all talk and no resolve to act. This was different... Also,(keynote speaker) Tony Cortese was hugely inspiring."**

Nadine Kolowrat, Associate Director, Swarthmore College

### Annual Sponsorship overview

The annual sponsorship is designed to allow the sponsor to become more fully involved in PERC on a continuing relational basis. Annual sponsors have many of the same privileges as colleagues from PERC member institutions, like full access to the website, including the members-only section, ability to post a profile about you and your expertise and the ability to add a page to the PERC about your organization. Depending on the level of sponsorship, Annual Sponsors are given a variety of promotional opportunities throughout the year, including in many cases Event Sponsorship. The event sponsorship alone can also, in some levels, justify the investment in annual sponsorship. Annual sponsors are able to effectively share news about their industry, including new trends, products and other solutions to



Student residents of member school Franklin & Marshall's Sustainability Theme House.



sustainability. Annual sponsors also receive free registration for all PERC events—conferences and webinars. (The number of people from an organization with privileges varies by sponsorship level.) Many sponsoring organizations will find that they are able to justify the sponsorship fees based on this benefit alone—they find investing in a PERC annual sponsorship saves money when compared to registering for each PERC event. In addition to the networking opportunities provided by events, annual sponsors are encouraged to serve on PERC teams, to enhance the depth of their connections in the organization. All sponsors are given recognition on the PERC Sponsors page and some levels have logo placement on other site pages as well. And each PERC Sponsor is eligible to participate in the Sponsor Council, a three time per year meeting with the Executive Director to seek input about PERC from its Sponsors. (See the Annual Sponsorship chart (green heading) later in this document for specifics and differentiation between levels.)

**The presenters’ content quality was on par with that of a national-scale conference.”**

John C. Dernbach, Widener University’s PERC Representative and author of *Agenda for a Sustainable America*, referring to a spring 2010 PERC conference.

## Sustaining Annual Sponsorship overview

The Annual Sustaining sponsorship contains all of the benefits and opportunities listed above, but offers more iterations of each. For example, instead of receiving a Top Level event sponsorship for one or three conferences, for example, the Sustaining Sponsorship is guaranteed to be one of the Top Level sponsors for every event PERC holds throughout the year. In addition to first placement on the PERC Sponsor Page, PERC’s Sustaining Sponsors will have logo placement on the home page (up to four sponsors can place logos on the home page on a “rank/seniority” basis) or other highly trafficked PERC page. (See the Annual Sponsorship chart (green heading) later in this document for specifics and differentiation between the Sustaining Annual and other annual levels.)

## Additional Opportunities at half-price

Sponsors will receive first offering of any additional promotional opportunities. All such additional opportunities will be offered to current sponsors at half-price before offering to non-sponsors at full price. One exception to this is the Sustaining Sponsor, who will already receive any and all added promotional opportunities at no cost during the period of their Sponsorship.



Planting a green roof at Swarthmore College, a PERC member school.



Member school Millersville University students participate in Green Lancaster.

## Sponsorship Level specifics

The two tables that follow spell out the differing benefits for each level of both Event (Blue headings) and Annual (Green headings) Sponsorships.

### PERC Event Sponsorships Underwriting Opportunities

Bronze	Gold	Platinum
Logo on banner identifying your organization as a supporter.	Larger logos on banner w/ identity as a Gold supporter.	Largest logos on banner w/ identity as a Platinum supporter.
Oral acknowledgement during conference.	Oral acknowledgement during conference.	Oral acknowledgement during conference.
Supporting organization's contact information in conference packet.	Supporting organization's contact information in conference packet.	Supporting organization's contact information in conference packet.
Contact information for all registered attendees.	Contact information for all registered attendees.	Contact information for all registered attendees.
PERC "Support Thank You" on site for two weeks preceding and one month following conference. Logo w/ "tagline" and Link.	PERC Website: "Gold Support Thank You" on site for six weeks surrounding conference. Logo w/ "tagline" and Link.	PERC Website "Platinum Support Thank You" on site for six weeks surrounding conference. Logo w/ "tagline" and Link.
	¼ page display opportunity in conf. handout (from supplied art).	Full page display opportunity in conf. handout (from supplied art).
		Opportunity to include your supplied branded item (pen, lanyard, etc.) in conference packet.
	Space for an information table.	Space for information table with added room for "off-table" display.
Tiered* presentation of your logo included in pre-conference communications.	Tiered* presentation of your logo included in pre-conference communications.	Tiered* presentation of your logo included in pre-conference communications.
Half price sponsorship of PERC conferences during the year.	Half price sponsorship of PERC conferences during the year.	Half price sponsorship of PERC conferences during the year.
Free registration for one person from your organization to attend the conference.	Free registration for two people from your organization to attend the conference.	Free registration for up to five people from your organization to attend the conference.
<b>\$1,500</b>	<b>\$3,000</b>	<b>\$5,000</b>

\* "Tiered presentation" of logos refers to the practice of giving more prominence graphically to the larger donors.

## PERC Annual Sponsorships Underwriting Opportunities



	Silver	Gold	Platinum	Sustaining
<b>PROMOTION</b>				
Sponsor Webinar (your content, PERC promoted)		1	2	5
Sponsor Spotlight --opportunity to introduce your business at conferences and events (time varies)		2	3	All
Logo on PERC Home page (maximum 4 logos on a seniority, highest level basis-“overflow” logos displayed on PERC page of sponsor’s choice)			X	X
Logo/ link on website: PERC Sponsors recognition page	X	X	X	X
Logo on Membership page		X		X
Listing in Member Directory-promoting your areas of expertise.	X	X	X	X
Conference Leader Sponsor (Number of events) **		1	3	All
Conference Sponsor **	2	2	All	(n/a)
Webinar Sponsor (# of webinars per year)		1	1	All
½ price additional sponsor opportunities	X	X	X	Free
<b>NETWORKING/ EDUCATION/ CONTACT</b>				
Access to Member-only portion of website	X	X	X	X
Profile page on PERC website and/or link to your site	X	X	X	X
Twice a year meeting with PERC Executive Director for input and feedback.	X	X	X	X
Opportunity to serve on relevant PERC committees.	X	X	X	X
Notice of PERC and PERC related events.	X	X	X	X
<b>MARKETING</b>				
Table/ display space at conference		1	3	All
<b>PARTICIPANTS</b>				
# of free registrants to PERC conferences (per conf.)	3	5	8	15
# of free “log-ons” to PERC webinars (per webinar)	3	5	8	15
# of free “log-ons” to PERC’s members-only site	3	5	8	15
<b>Underwriting Investment:</b>	<b>\$3,000</b>	<b>\$5,000</b>	<b>\$8,000</b>	<b>\$15,000</b>

\*\* The conference sponsor portion of the Annual Sponsorship is much like the standalone event sponsorship: Sponsors have their logos showcased on conference banner, any accompanying publications and on the event page on website (Leader Sponsors’ logos are more prominent), and Sponsors are thanked at beginning and end of conference. The “Leader Sponsor” is much the same as the Platinum level of event sponsorship.



Students at Penn State-Erie, a PERC member school, study water quality.



Classes in bio and environmental studies use the Ursinus College Wetland for field study.



Solar scholars program at PERC member Bucknell University.



## APPENDIX A: PERC Institutions

PERC is comprised of the following member, affiliated and PHE-FRC\* colleges and universities:

Albright College	PERC Affiliate School
Allegheny College	PERC Member School
Bloomsburg University of PA	PERC Affiliate School
Bucknell University	PERC Member School
Cabrini College	PHE-FRC
Carnegie Mellon University	PERC Affiliate School
Chatham University	PERC Member School
Cheyney University of Pennsylvania	PERC Affiliate School
Clarion University of Pennsylvania	PERC Affiliate School
Delaware Valley College	PERC Affiliate School
Dickinson College	PERC Member School
Drexel University	PERC Affiliate School, PHE-FRC
Duquesne University	PERC Affiliate School
East Stroudsburg University	PERC Affiliate School
Eastern University	PHE-FRC
Edinboro University of Pennsylvania	PERC Affiliate School
Elizabethtown College	PERC Member School
Franklin & Marshall College	PERC Member School, PHE-FRC
Gannon University	PERC Affiliate School
Gettysburg College	PERC Member School
HACC Gettysburg	PERC Member School
HACC Lancaster	PERC Member School
HACC Lebanon	PERC Member School
HACC York	PERC Member School
Harrisburg Area Community College	PERC Member School
Juniata College	PERC Affiliate School, PHE-FRC
Keystone College	PHE-FRC
King's College	PERC Affiliate School, PHE-FRC
Kutztown University of PA	PERC Affiliate School
Lafayette College	PERC Affiliate School
Lebanon Valley College	PERC Member School
Lehigh University	PERC Affiliate School, PHE-FRC
Lock Haven University	PERC Affiliate School
Lycoming College	PERC Member School, PHE-FRC
Mansfield University	PERC Member School
Mercyhurst University	PERC Member School, PHE-FRC
Messiah College	PERC Member School, PHE-FRC
Millersville University of Pennsylvania	PERC Member School, PHE-FRC
Montgomery County Community College	PERC Member School
Montgomery County Community College-West	PERC Member School
Moravian College	PERC Affiliate School
Penn State Abington	PERC Member School



Penn State Altoona	PERC Member School
Penn State Beaver	PERC Member School
Penn State Berks	PERC Member School
Penn State Brandywine	PERC Member School
Penn State DuBois	PERC Member School
Penn State Erie, Behrend College	PERC Member School, PHE-FRC
Penn State Fayette	PERC Member School
Penn State Greater Allegheny	PERC Member School
Penn State Harrisburg	PERC Member School
Penn State Hazleton	PERC Member School
Penn State Lehigh Valley	PERC Member School
Penn State Mont Alto	PERC Member School
Penn State New Kensington	PERC Member School
Penn State Schuylkill	PERC Member School
Penn State Shenango	PERC Member School
Penn State Wilkes-Barre	PERC Member School
Penn State Worthington Scranton	PERC Member School
Penn State York	PERC Member School
Pennsylvania State University	PERC Member School
Philadelphia University	PERC Affiliate School
Robert Morris University	PERC Member School
Saint Francis University	PERC Affiliate School
Saint Joseph's University	PERC Affiliate School
Shippensburg University	PERC Member School, PHE-FRC
Slippery Rock University	PERC Affiliate School
Susquehanna University	PERC Member School
Swarthmore College	PERC Member School
Temple University	PERC Affiliate School, PHE-FRC
University of Pennsylvania	PERC Affiliate School
University of Pittsburgh	PERC Affiliate School
University of Pittsburgh-Johnstown	PHE-FRC
University of the Sciences	PHE-FRC
Ursinus College	PERC Affiliate School, PHE-FRC
Valley Forge Christian College	PHE-FRC
Villanova University	PERC Member School
West Chester University	PERC Member School
Westminster College	PHE-FRC
Widener School of Law	PERC Member School
Wilkes University	PERC Affiliate School, PHE-FRC
Wilson College	PERC Member School
York College of PA	PERC Affiliate School

*\*PHE-FRC = PA Higher Ed Food Recovery Challenge participant*

## APPENDIX B: PERC Accomplishments

### PA Higher Ed Food Recovery Challenge (PHE-FRC)

PERC, in partnership with the U.S. EPA and Sustaining Sponsor Sodexo, created this unique initiative to minimize food waste, alleviate hunger, and reduce greenhouse gases. In 2015, PERC won the EPA's national Endorser of the Year award for creating this unique program.

### Wind Power Market Development

PERC, along with its member schools, was responsible for the initial creation of a market for wind power in Pennsylvania.

### Greenhouse Gas Inventory & Reduction

PERC developed a program on Greenhouse Gas Inventories and Reduction Strategies to share experiences among schools to achieve very aggressive GHG reduction goals.



PA Higher Ed  
Food Recovery Challenge

### Sustainable Development Network for PA

PERC convened 12 institutions within PERC--institutions that have resolved to support sustainable development activities in numerous communities in Pennsylvania.

### Municipal Greenhouse Gases Inventories and Reduction Strategies

Six PERC schools worked with approximately 25 municipalities on developing and executing municipal approaches to Greenhouse Gas Inventories and Reduction Strategies.

### Energy Efficiency

PERC's Climate Change and Clean Energy committee organized and executed eight well-received workshops on Energy Efficiency over the course of two years.

### Solar Power Development

PERC has been instrumental in developing Solar Power: PERC worked with the Sustainable Energy Fund of Central Eastern Pennsylvania to create and fund the Solar Scholars Program. SEF recently described it as one of their most successful programs.

### Watershed Protection

PERC obtained a \$300,000 grant from EPA to four PERC schools to assess the impacts of lack of land use controls on PA watersheds.



Solar Scholars