

Chicago River Blue People, Water, and Wildlife: Blue Principles for River Design

BE A PART OF THE GREEN DIRECTORY



Overview

Friends of the Chicago River invites you to showcase your work and support ours through the Chicago River Blue Green Directory. Established in 2010, the Chicago River Blue program educates, encourages, and rewards landowners, developers, architects, municipalities, educational organizations, and designers who employ river sensitive tactics when they develop sites along the Chicago and Calumet river systems.

As a benefit to Chicago River Blue sponsors or organizations wishing to be recognized for their green practices, Friends' launched the Green Directory as a web-based resource for the host of design professionals and planners who will reference our site for their developments and possibly apply for the Blue Ribbon Awards in recognition of excellence in river-friendly development and design.

Who

Any individual, organization, or corporate professional services provider, contractor, or supplier interested in supporting river-friendly development and getting their name in front of decision-makers committed to sustainable riverfront development is invited to be a part of the Green Directory. This includes but is not limited to architects, engineers, general contractors, landscape designers, nurseries, landscape, construction and architectural suppliers, or stormwater BMP specialists.

GREEN DIRECTORY OPPORTUNITIES

Cerulean - \$750

- ❖ Company listing with contact detail at chicagoriver.org with your company's logo and a 100 word service description
- ❖ Contact listing and service description in the upcoming Blue Ribbon Award event program distributed at the Big Fish Ball (all subscribers will be included in the 2012 program)
- ❖ Company listing in two electronic news briefs sent to over 3,000 river supporters
- ❖ Company name posted to Friends' Facebook Wall and a Tweet to thank you for your support

Cobalt - \$500

- ❖ Company listing with contact detail at chicagoriver.org with your company's logo
- ❖ Contact listing in upcoming Blue Ribbon Award event program (all subscribers will be included in the 2012 program)
- ❖ Company listing in one electronic news briefs sent to over 3,000 river supporters
- ❖ A Tweet to thank you for your support

Indigo - \$250

- ❖ Company listing with contact detail at chicagoriver.org

A portion of your subscription may be tax deductible. Contact Kim Rice for more information.

EXPOSURE

Website: 3,000

The epicenter of Chicago River Blue and the resources needed for award-worthy planning and projects that will benefit the Chicago River; designed for designers, developers and decision-makers

E-Communication: 3,000 x 2

Promotional electronic messages sent bi-annually to promote Chicago River Blue and the Blue Ribbon Awards

Event Program: 450

Distributed to the Big Fish Ball's prominent and diverse group of corporate, civic, and community leaders and used for broader promotional purposes throughout the subsequent 12 months

Social Media: over 1,200

Be seen by Friends' growing Facebook and Twitter fan base through News Feeds and Tweets

THE DETAILS

Subscriptions: 12 months

Online listings are effective from the date of payment and posting

Where: www.chicagoriver.org

Showcased under Chicago River Blue and with award application information for the Blue Ribbon Awards

How: It's easy

Fill out the attached form and send it with your payment and, if applicable, a 100-word service description and a web-quality logo to Friends of the Chicago River

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GREEN DIRECTORY COMMITMENT FORM



Contact Information

Contact Person _____

Organization or Company Name _____

Address (Street, City, State, ZIP) _____

Phone _____ Fax _____

Email _____

Return this form to:

Green Directory Subscription
FRIENDS OF THE
CHICAGO RIVER
28 E. Jackson Blvd., Suite 1800
Chicago, IL 60604
Fax: (312) 939-0931

Level of Support and Payment Information

Cerulean -- \$750 Cobalt -- \$500 Indigo -- \$250

My check made payable to Friends of the Chicago River is enclosed.

Please charge \$ _____ to my credit card. (Select one):

American Express Discover MasterCard VISA

Card number _____

Expiration date _____ 3-4 digit security code _____

Name on card and/or billing address if different than above

We will send a check separately. Expect it in approximately _____ weeks.

Listing Details

Contact Person Same as above New (see detail below)

Phone _____ Fax _____

E-Mail _____

Web address _____

Service description and logo included

For questions or additional
information, please contact:
Kim Rice
Policy and Planning Coordinator
Phone: (312) 939-0490, ext. 15
Email: krice@chicagoriver.org