

## 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 Chicago River Blue, Friends' new program for river-friendly development.

Established in 2010, Chicago River Blue educates, encourages, and rewards landowners, developers, architects, and designers who employ river sensitive tactics when they develop or redevelop sites along the Chicago and Calumet river systems.

This new initiative utilizes web-based resources to provide guiding principles and ideals, a best practices wiki (coming soon), and the annual Blue Ribbon Awards to make sensitive river-edge development accessible to everyone.

By choosing to support the program, you contribute to responsible riverfront development and your company will be promoted on Friends' website in our Green Directory as a resource for the host of design professionals and planners who will utilize the site and apply for the Blue Ribbon Award each year.

#### Who

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

#### When

Chicago River Blue Green Directory listings are 12 month subscriptions effective from the date of payment and posting. Commitments made by May 28, 2010 receive additional benefits.

#### Where

Supporters are showcased online at [www.chicagoriver.org](http://www.chicagoriver.org) under Chicago River Blue and with the award application information for the Blue Ribbon Awards.

#### How

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

#### 2010 Winners

##### Blue Ribbon Award

[Richard M. Daley, Mayor](#),  
City of Chicago

##### Silver Ribbon Awards

Village of Glenview, [West Fork Corridor Habitat Project](#), Glenview, Ill.

Wolff Landscape

Architecture: [Whole Foods Market Lincoln Park](#), Chicago

##### Green Ribbon Awards

Fay's Point, LLC & OKW  
Architects: [Fay's Point](#),  
Blue Island

Ross Barney Architects:

[Chicago Main Branch Riverwalk](#), Chicago

Skidmore, Owings and Merrill: [Chicago Riverwalk Main Branch Framework Plan](#), Chicago



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**GREEN DIRECTORY OPPORTUNITIES**

**Cerulean - \$750**

- ❖ Company listing with contact detail at [chicagoriver.org](http://chicagoriver.org) with your company's logo and a 100 word service description
- ❖ Contact listing and service description in 2011 Blue Ribbon Award event program
- ❖ Company listing in two electronic news briefs sent to over 3,000 river supporters

**Cobalt - \$500**

- ❖ Company listing with contact detail at [chicagoriver.org](http://chicagoriver.org) with your company's logo
- ❖ Contact listing in 2011 Blue Ribbon Award event program
- ❖ Company listing in one electronic news briefs sent to over 3,000 river supporters

**Indigo - \$250**

- ❖ Company listing with contact detail at [chicagoriver.org](http://chicagoriver.org)

**Introductory Benefits**

Supporters committed at the Cobalt level and higher by May 28, 2010 will receive a bonus showcase period of six weeks and be included in the 2010 Blue Ribbon Awards program at Friends' 2010 Big Fish Ball June 9, with honorary chairs Governor Pat Quinn, Chicago Mayor Richard M. Daley, and Merchandise Mart Properties, Inc. President Chris Kennedy.

Awardees will be celebrated at this premier event and Blue Ribbon level winners will receive two complimentary tickets.

**Contact**

John Quail, Director of Watershed Planning  
Friends of the Chicago River, 28 E. Jackson, Chicago, IL 60604  
T. (312) 939-0490, ext. 20  
F. (312) 939-0931  
E. [jquail@chicagoriver.org](mailto:jquail@chicagoriver.org)

OR

Stephen Prassas, Chicago River Blue  
Prassas Landscape Studio  
T. (312) 467-1330  
F. (312) 467-1332  
E. [stephen@prassaslandscapestudio.com](mailto:stephen@prassaslandscapestudio.com)

A portion of your subscription may be tax deductible. Call John Quail for information about deductibility.

**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: 2,800 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



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**GREEN DIRECTORY COMMITMENT FORM**

**1) Contact Information**

Contact Person \_\_\_\_\_

Organization or Company Name \_\_\_\_\_

Address (Street, City, State, ZIP) \_\_\_\_\_

Phone: \_\_\_\_\_ Fax: \_\_\_\_\_

E-Mail \_\_\_\_\_

**3) 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.

**2) Listing Details**

Contact Person     Same as above.     New (see detail below)

\_\_\_\_\_

Phone: \_\_\_\_\_ Fax: \_\_\_\_\_

E-Mail \_\_\_\_\_

Web address \_\_\_\_\_

Service description and logo included

**Please return this form to:**

John Quail,  
Director of  
Watershed  
Planning

Friends of the  
Chicago River

28 East Jackson  
Suite 1800  
Chicago IL 60604

T. (312) 939-0490,  
ext. 20  
F. (312) 939-0931

OR

Stephen Prassas,  
Chicago River Blue

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