



## 2010 Sponsorship Opportunities

We invite you to support one or more of the following interconnected activities of the Cities Programme:

- Managing projects in engaged cities identified by the UN Cities Programme as responding to a complex or seemingly intractable issue in their locale;
- Implementing a methodology for understanding issues of urban sustainability, that takes the work being done in particular cities and generalizes what has been learned for the benefit of other cities around the world; and
- Developing and extending an information-technology platform of interconnected tools for measuring, monitoring and reporting on sustainability, relevant to the world's cities.

## Mutual Benefits

As a supporter of the UN Cities Programme and its associated activities you will benefit by engaging in an initiative that is already having significant impact, and promises much more. Engagement will extend your public profile and become evidence of the philanthropic generosity and the corporate responsibility of your business. It will:

- Establish a public legacy of commitment in an area of urban sustainability that has evaded easy solutions;
- Profile your company or organization with naming rights and/or ongoing public projection, including on our website and through our *Sustainable Cities* volumes;
- Draw you into networks and direct contact with other committed individuals and organizations; and
- Expose your company or organization to keenly interested, influential persons in environments away from the competition of other everyday commitments.

## Making the Commitment

Members of the Executive of the Cities Programme would be delighted to meet with you to discuss how your involvement, support and/or long-term partnership will meet your objectives of philanthropic engagement, corporate responsibility, public-profile exposure, and networking with like-minded individuals and organizations. The different sponsorship options are guidelines only, and we would be pleased to tailor a sponsorship/partnership agreement that meets your needs.

By deciding now you can achieve one or more of the following:

- Develop a long-term foundational role in an area of social engagement that will make a difference in the world;
- Enter into a partnership that supports a major initiative in a named city; and/or
- Directly influence the direction of the Global Compact Cities Programme as it develops a significant presence in the world.



## Forms of Support

Support can take the form of tax-deductible financial gifts through RMIT University or in-kind support (see the table below).

## Our Commitment to You

As members of the International Secretariat of the Global Compact Cities Programme we make the following commitment:

- To maintain an emphasis on making a difference in the world, while minimizing the administrative overheads and associated costs so that the effects of all donated funds are maximized;
- To support the development of associated research in the field of urban sustainability, and to always seek to test the terms of our engagement including in field projects against a considered and critically-interrogated knowledge-base;
- To ensure that city-based projects and associated research always involve a mutual and carefully-negotiated relationship between practitioners, researchers and other participants, including where relevant, local communities;
- To maintain a duty of care to the people with whom we work to protect privacy and security (where appropriate), to negotiate the boundaries of knowledge, to properly acknowledge sources where public, and to return the outcomes of our work to the people with whom we work in a reciprocal relationship of mutual learning;
- To develop an archive of publicly-available material, accessible for all cities and researchers. Culturally or politically sensitive material and well as commercial-in-confidence intellectual property will remain confidential between individual practitioners/researchers and the people with whom they are working collaboratively. Otherwise, our work aims to be open-source;
- To systematically monitor our activities and report back to our benefactors and members on our ongoing activities in a way that reveals both weaknesses and strengths.



## Levels of Sponsorship

Form of Support	Description	Benefits	Requirements
Foundation Partner	A Foundation Partner/Sponsor, either individual or corporate, is the highest formal level of sponsorship of the Global Compact Cities Programme. Urban sustainability.	<ul style="list-style-type: none"> <li>• An ongoing legacy in the crucial area of urban sustainability;</li> <li>• Ongoing public recognition in all Cities Programme literature and websites, with active public promotion of your foundational support, including hyperlinks to your website, display of your logo, etc.;</li> <li>• Co-naming rights (in perpetuity) for any software tools developed through the Partnership;</li> <li>• Distribution of your literature at Cities Programme meetings and forums;</li> <li>• Ongoing reception of all publications of the Programme;</li> <li>• Ongoing invitations and complimentary registrations for all Programme events;</li> <li>• Facilitated networking with interested others;</li> <li>• Nomination of one person from your organization on the International Secretariat Advisory Council; and</li> <li>• Tax deductibility through the RMIT University Foundation for the cash component of the support.</li> </ul>	<ul style="list-style-type: none"> <li>• Become a signatory to the ten principles of the Global Compact (not relevant for individuals);</li> <li>• Contribute an initial amount of \$100,000, and then \$10,000 per annum for the term of the partnership.</li> </ul>
Innovating Partner	An Innovating Partner/Sponsor—either individual or corporate—is a major supporter of the Cities Programme and the second-highest level of sponsorship.	<ul style="list-style-type: none"> <li>• Public recognition in all Cities Programme literature and websites, with active public promotion of your major support, including hyperlinks to your website, display of your logo, etc.;</li> <li>• Co-naming rights (in perpetuity) for any software tools developed through the Partnership;</li> <li>• Ongoing reception of all publications of the Programme;</li> <li>• Ongoing invitations and complimentary registrations for all Programme events;</li> <li>• Nomination of one person from your organization on the International Secretariat Advisory Council; and</li> <li>• Tax deductibility through the RMIT University Foundation for the cash component of the support.</li> </ul>	<ul style="list-style-type: none"> <li>• Become a signatory to the ten principles of the Global Compact (not relevant for individuals);</li> <li>• Contribute an initial amount of \$50,000 or equivalent in-kind, and then \$10,000 per annum, or equivalent in-kind, for the term of the partnership.</li> </ul>
Supporting Partner	A Summit Supporter/Sponsor—either individual or corporate—is a third-level supporter of the Cities Programme.	<ul style="list-style-type: none"> <li>• Recognition in all Cities Programme literature and websites, with active public promotion of your support, including hyperlinks to your website, display of your logo, etc.;</li> <li>• Ongoing reception of all publications of the Programme;</li> <li>• Ongoing invitations and complimentary registrations for all Programme events; and</li> <li>• Tax deductibility through the RMIT University Foundation for the cash component of the support.</li> </ul>	<ul style="list-style-type: none"> <li>• Contribute \$10,000 per annum, or equivalent in-kind, either to the overall Programme or to the project of a particular city.</li> </ul>