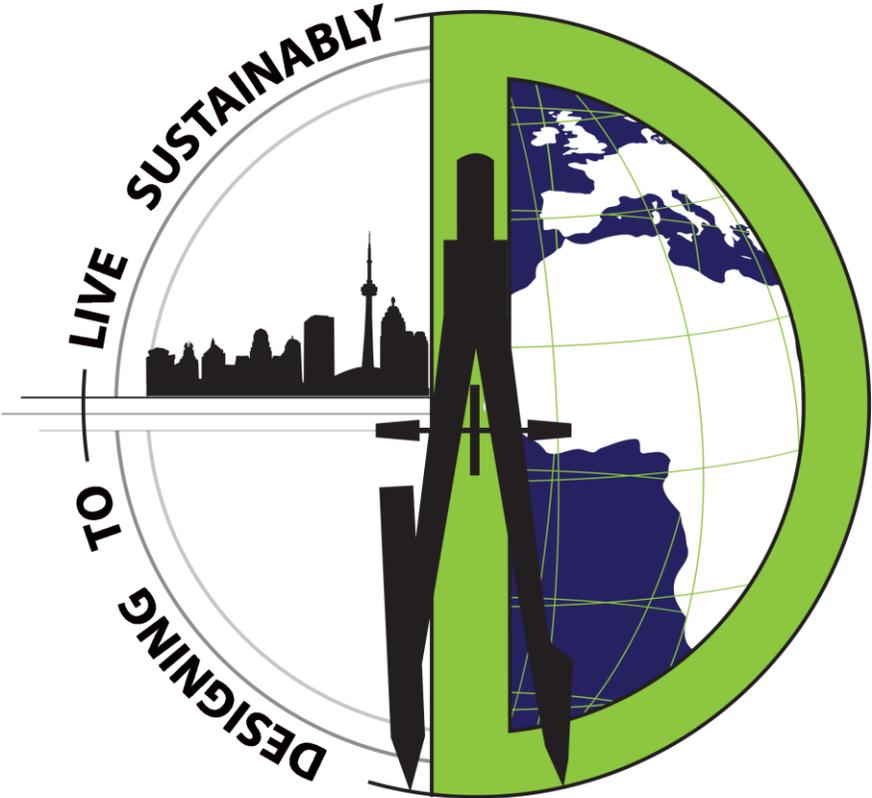


Designing to Live Sustainably



2015 Sponsorship Packet

Proud to be a program of
KEEP WESTERN NEW YORK BEAUTIFUL

DESIGNING TO LIVE SUSTAINABLY

Consciously challenging the conventional paradigm

Dear Friend,

It is increasingly evident that our society, as a whole, needs to demonstrate more concerted efforts to achieve sustainable living. Design to Live Sustainably (d2ls) is a burgeoning nonprofit environmental advocacy group with the expressed interest of furthering this social imperative.

Founded in 2009, d2ls seeks to inspire public action within our shared bi-national bioregion through nurturing individual ideas, manifested and conceptual. We strive to serve as the vehicle through which great ideas can receive the support and financial means to come to fruition through community networking. In the past, we used our d2ls competition as the vehicle for entrants to receive funding and attention from both the government and private companies in the greater Western New York area. This past year, the competition focused on the City of Buffalo, and how it may be possible to use its comparative advantages to “Leapfrog” cities with considerably less open space. Several entrants, apart from the winners, have had their projects receive greater attention from the exposure gained through last year’s awards Gala. For example, a group of students known as Queen City Rail Trails entered the competition last year and through perseverance and good design, assisted in getting part of their project built. However, success stories such as this, along with many others, are only made possible through the collaboration and contribution of our sponsors.

We look for sponsors who possess values similar to our own; social responsibility, environmentally consciousness, and bettering of the community. We need your help to broaden the scope of our networked community to help facilitate even greater progress this year. With your donation, we will be able to host learning seminars, community walk through events, and a variety of additional programs to enhance awareness and foster ingenuity. As a sponsor, we offer both cross marketing as well as the opportunity to build an advantageous relationship with d2ls. If you are interested, please respond to Crystal Surdyk at d2lsbuffalo@gmail.com for further information regarding our organization and the range of possibilities for your company as a d2ls sponsor.

Thank you for your time and consideration. We look forward to hearing from you soon.

Sincerely,

Crystal Surdyk
Project Manager
Designing to Live Sustainably (d2ls)
716.697.3782
crystalsurdyk@gmail.com
www.d2lsbuffalo.com

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Our Mission

To nurture a culture of economic, social, and environmental responsibility within the greater Buffalo-Niagara community.

Community is characterized by having a “feeling of fellowship with others, as a result of sharing common attitudes, interests, and goals.” Commonly, people can clearly describe the sense of belonging and pride that is innate with living in a community. These individuals can also offer the greatest insight into ways the community can improve.

Designing to Live Sustainably (d2ls) looks to harness that unbridled creativity and nurture it with the help of their greater community, providing information, connections, and funding where possible. We serve as the vehicle through which ideas can be realized and implemented within the Buffalo-Niagara community. Our greatest example of this vehicle was our City of Buffalo inspired design competition “Imagine Buffalo: A conversation on leapfrogging overbuilt cities” in May 2013 at CEPA Art Gallery in downtown Buffalo. The 2013 competition was the beginning of a conversation that we endeavor to continue and grow.

Overview

2013 marked the inaugural year of the Designing to Live Sustainably [d2ls] competition, which called for designs for the City of Buffalo. It sought entrants to select a location within the city and to answer the following question: “How would you design a space in the City of Buffalo to promote living sustainably in a neighborhood there, and for the City of Buffalo as a whole?”

Social and economic justice are prerequisites to living sustainably.

We have begun a dialogue that crosses cultural, racial and economic divides through a sharing of ideas, concepts and designs. Through the collective efforts of the competition entrants, projects discover their potential for synergy, partnering and collaboration, offering a road map into our future.

Our 2015 competition will expand to the Buffalo Niagara Region. It acknowledges that there will be effects from climate change that impact everyone on the planet, everyone in the USA, and everyone in our bioregion.

Thus, ***OUR RESPONSIBILITY TO FUTURE GENERATIONS (OR2FG) - Preparing for the effects of climate change***, is launched.

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The Competition

Bringing preparedness to the Buffalo-Niagara Region presents an opportunity to thrive, not just survive. If we do prepare both our physical and societal infrastructure the region could continue to build on the revitalization it is already experiencing and see –to use an overused word, but one most appropriate—a renaissance. A once Queen City could be so again.

Designing to Live Sustainably [d2ls] invites anyone with an idea that could contribute to the region's planning for the effects of climate change to join in this competition. Whether an architect, planner, designer, student, developer, business person, elected official or none-of-the-above to take part in this radical collaboration and collectively improve the Buffalo-Niagara bioregion.

Challenge the prevailing paradigm.

We believe that the d2ls competition serves as a catalyst to the formation of a new paradigm for urban land use/building and a more equitable relationship between urbanized areas and their rural environs. The goal of d2ls is to stimulate novel and useful innovative and sustainable design. The entries are a vehicle with which to foster inspiration for a dynamic, adaptive new vision for our future sense of place.

It builds on initiatives already in place, such as Buffalo Green Code and One Region Forward, referencing and deriving inspiration from other design competitions.

d2ls recognizes that no amount or degree of only physical preparedness will be enough when the impacts create the most stress. Surviving and thriving will require upgrading our societal infrastructure too. If we don't build on our humanity and caring ways of sharing and helping each other, we'll experience the chaos likely to be the case if we don't act according to our highest principles.

OR2FG mission: To collectively embrace **our responsibility to future generations** by doing more than merely coping with the effects of climate change, but by designing built environments and policies that allow us to thrive.

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Competition Categories Include:

- Public Participation, Policy & Governance
- Transportation & Walkability
- Agriculture & Food Justice
- Sustainability in Business
- Design Innovation
- Building Reuse, Retrofits & Preservation

Additional information and criteria will be listed on our website as parameters for the 2015 competition are established.

How can you help d2ls? Donor v. Sponsor

As a nonprofit organization, Design to Live Sustainably needs **your help** to fulfill its purpose. We are currently planning our next community involvement event. All donations are greatly appreciated for the improvement of our shared community. We are also looking for companies interested in lasting relationships. As a d2ls **Sponsor**, we have incremental ways of showing our appreciation for your commitment to the preservation and improvement of our communities as well as the opportunity for hands on involvement.

We are interested in identifying interested sponsors who have ethical business policies and goals congruent with our own; social responsibility, community building, environmental conservation, sustainability, etc. Our goal is to create a network within our community to connect like-minded companies and organizations with individual members. We are open to enabling sponsors the ability to become more involved in our events as well, including designing a category within the Competition.

Additionally, as mentioned, we offer social media and marketing exposure incrementally proportionate to Sponsors' desired involvement. Categorized on the following page, Sponsors may select from our variety of commitments and work with us accordingly to utilize what advantageous opportunities we can offer your organization.

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Per your generous support of d2ls, you can expect the following opportunities from us;

Rachel Carson Sponsor (\$5,001 or more)

Dedicated to Ms. Carson, an American marine biologist and conservationist accredited with advancing the global environmental movement with her writings.

- Prominent display of company name and logo presented at events
- Full-Page Ad in competition program booklet
- Promotion in all d2ls event marketing efforts
- Company name and logo prominently displayed on the d2ls web site with link
- Special recognition at Awards Gala

Frederick Law Olmsted Sponsor (\$2,501-\$5,000)

“Nature first, second and third; architecture after a while.”

- Prominent display of company name and logo presented at event
- Half-Page Ad in competition program booklet
- Promotion in all d2ls event marketing efforts
- Company name and logo prominently displayed on the d2ls web site with link

Wangari Maathai Sponsor (\$1,001-\$2,500)

“It's the little things citizens do. That's what will make the difference. My little thing is planting trees.”

- ¼ page ad in competition program booklet
- Promotion in all d2ls event marketing efforts
- Company name and logo displayed on the d2ls web site with link

Margaret Mead Sponsor (\$501-\$1,000)

“Never doubt that a small group of thoughtful, committed people can change the world. Indeed, it's the only thing that ever has.”

- 1/8 page ad in competition program booklet
- Promotion in all d2ls event marketing efforts
- Company name and logo displayed on the d2ls web site with link

Lester Milbrath Sponsor (\$100-\$500)

“You can never do merely one thing.”

- Name listed in printed marketing materials
- Name listed on d2ls web site

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Please select the Sponsorship Level you wish to contribute and amount.

Rachel Carson Sponsor _____

Frederick Law Olmsted Sponsor _____

Wangari Maathai Sponsor _____

Margaret Mead Sponsor _____

Lester Milbrath Sponsor _____

Other _____

**If you would like your logo displayed, please send a digital copy to:
d2lsbuffalo@gmail.com.**

Name: _____

Company Name: _____

Address: _____

City: _____ State: _____ Zip: _____

Phone: _____ Email: _____

Please fill out this form and send it, along with a **check/money order** made out to:
Keep Western NY Beautiful

**Attn: D2LS
c/o Keep Western NY Beautiful
144 Heritage Drive
Tonawanda, NY 14150**

A receipt will be emailed to the address provided once the payment has been processed. We thank you for your support and help to make this project reality!