



Benefits

Did you know only 14% of people trust ads? But **78% of people trust other consumers!**

The Law Center has a “consumer” base of close to 600 highly loyal, educated, and sustainably minded members and donors. This valuable – and growing – audience offers fertile ground for peer to peer promotion of your green business.

We don’t invite just anyone to join our partnership – our members know we only partner with businesses that share a vision for clean air, safe water, and healthy land for all New Mexicans.

As a member of the NM Environmental Law Center’s Green Business Partner (GBP) program, you’ll **help us help YOU promote your brand** and the values we share.

Contributions toward your membership may be made monthly, quarterly, or annually. *(All contributions are fully tax deductible under IRS corporate sponsorship regulations.)*

\$250 level [new]

- **Your organization’s logo will be featured** as a Green Business Partner in:
 - 1) the Law Center’s color print newsletter, the **Green Fire Report** (published 3-4 times a year), mailed to more than 550 members, & distributed at occasional events.
 - 2) the Law Center’s digital monthly E-news and occasional messaging alerts.

\$500 level

All of the benefits of the \$250 level, plus:

- **Your logo will be featured** as a Green Business Partner in:
 - 1) a Partner area on our website’s homepage with active links to your website.
 - 2) event materials (we average 8 public and invitational events a year).
- You will be provided with our **NMELC Green Business Partner Icon** (see header above) for discretionary use in your marketing.

\$1,000 level

All of the benefits of the \$500 level, plus:

- **Feature ad in upper right column of our website home page** (*on rotating basis*), with Green Business Partner endorsement.
- **Feature ad in upper right column of at least one NMELC E-news**, our monthly digital publication. (*Full grouping of all Partner logos appears at the bottom of each Enews.*)



2016
New Mexico
Environmental Law Center
Green Business Partner

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\$2,500 level

All of the benefits of the previous levels, plus:

- **Feature column/story in a Law Center *Green Fire Report* print newsletter** spotlighting your business.
- **¼ page full-color ad in the *Green Fire Times**** within 12 months of membership activation (*a \$558 value*).
- **Invitation for two to a private lunch with Law Center attorneys** to get the insider's view of pending environmental cases and issues.

*(*Green Fire Times is a monthly 40-page full color newsprint publication with 20,000 copies distributed throughout north central New Mexico and on the web.)*

\$5,000 level

All of the benefits of the previous levels, plus:

- **Public radio spot** (on either KSFR or KANW) Underwriter Feature Credit in :30 spots for a run of two weeks.

Sample script: "My name is Michelle Mosser, from Grace Communications in Santa Fe. I support the New Mexico Environmental Law Center because... Learn more about the work of the Law Center and their Green Business Partners at nmelc.org."
- **Back Cover Ad as lead newsletter sponsor** in the *Green Fire Report*, the Law Center's color print newsletter.
- **VIP seating for two** at the Law Center's (mostly) annual special event.



For further information, please contact:

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