Thank you for expressing interest in the Adelaide Sustainable Building Network (ASBN). We are passionate advocates for sustainable and regenerative built environments in South Australia. This prospectus will tell you more about ASBN and the opportunities that are available to support our critically important work.

With a consistent presence in SA spanning 13 years, ASBN have become an industry and community go to for knowledge and networking by sustainability experts, professionals and the 'sustainability curious'.

Sponsorship and association with the ASBN is a great opportunity to stand out from other built environment product and service providers. There is no other organisation in SA that is solely focused on sustainability across the built environment fields.
We are currently supported by the most progressive organisations who are delivering solutions to sustainable and regenerative built environments for our great state. Through ASBN, these organisations find a place to amplify their passion for sustainability, to give back to community and to be identified as leaders in this space.

Our cumulative audience of over 9100 professionals and members of the public are deeply interested in learning about and implementing projects which can regenerate people and planet.

Your support enables us to empower others with knowledge, including like-minded businesses, individuals and networks supporting action on climate change through design and building. It also enables us to produce our Green Book guide, host educational events, create new digital content and develop new projects to progress sustainable and regenerative practices in SA.
WHAT OTHERS SAY

The ASBN continue to be the beating heart of all things Sustainable in the Adelaide planning, design and construction space. The team has **ENERGY, PASSION and COMMITMENT**. GOODHOUSE are only too happy to provide sponsorship each year. We have had many business hits through our association with the ASBN and the terrific **GREEN BOOK**. Great **exposure**, terrific events, **good people**.

Mark Thomas  |  Director  |  Goodhouse Architecture
Sponsor since 2016
Our organisation is making constant strides as an authority on ecologically positive action and sustainable design in SA. Every year we work to raise the profile of organisations doing incredible work in the sustainability space. By becoming an annual sponsor, we offer your organisation an opportunity to become an active participant in our movement driving a regenerative future in SA.

Becoming an annual sponsor of the ASBN gives your organisation access to targeted marketing through ASBN. Brand awareness will expand amongst individuals (professionals and general public) and businesses active in combating climate change. This brand awareness is facilitated through our events, social media, newsletters and digital content. We offer three tiers of sponsorship packages, all including premium positions in our highly valued Green Book, plus many other perks.
WHAT OTHERS SAY

The ASBN makes a **real difference**. The ASBN team brings **energy** and **connection** and has grown a large network, making the **sharing** of sustainability knowledge, ideas and learning easy. That's why, as both sponsors and sustainability practitioners, we support the ASBN.

**Paul Davy** | Director | dsquared Consulting
Sponsor since 2015

Register Your Interest Here
## INCLUSIONS SUMMARY

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<thead>
<tr>
<th>SEED $1250</th>
<th>NURTURE $2500</th>
<th>THRIVE $4500</th>
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<tr>
<td><strong>Green Book Print</strong>&lt;br&gt;Full page listing</td>
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<td><strong>ASBN Digital</strong>&lt;br&gt;Logo recognition on all ASBN videos. Smallest &amp; low priority</td>
<td><strong>ASBN Digital</strong>&lt;br&gt;Logo recognition on all ASBN videos. Mid size &amp; mid priority</td>
<td><strong>ASBN Digital</strong>&lt;br&gt;Logo recognition on all ASBN videos. Largest &amp; first priority</td>
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<td><strong>ASBN Digital</strong>&lt;br&gt;ASBN Blog feature article on case study or service promotion</td>
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### INCLUSIONS SUMMARY

- **SEED $1250**
  - Green Book Print: Full page listing
  - Green Book Online: Profile included in directory
  - Social Media: 1x dedicated post across all ASBN platforms per annum
  - ASBN Digital: Logo recognition & hyperlinks on Sponsor’s website page
  - ASBN Digital: Logo recognition on all ASBN Newsletters sent out monthly
  - ASBN Digital: Logo recognition on all ASBN videos. Smallest & low priority

- **NURTURE $2500**
  - Green Book Print: Full page listing
  - Green Book Online: Priority placement of profile
  - Social Media: 2x dedicated post across all ASBN platforms per annum
  - ASBN Digital: Logo recognition & hyperlinks on Sponsor’s website page
  - ASBN Digital: Logo recognition on all ASBN Newsletters sent out monthly
  - ASBN Digital: Logo recognition on all ASBN videos. Mid size & mid priority

- **THRIVE $4500**
  - Green Book Print: Full page listing
  - Green Book Online: Profile placed on landing page
  - Social Media: 4x dedicated post across all ASBN platforms per annum
  - ASBN Digital: Logo recognition & hyperlinks on ASBN Sponsor website page
  - ASBN Digital: Logo recognition on all ASBN Newsletters sent out monthly
  - ASBN Digital: Logo recognition on all ASBN videos. Largest & first priority
  - ASBN Digital: ASBN Blog feature article on case study or service promotion
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Register Your Interest Here
We are able to add your organisation to our online directory at any time of year, however we only print the paper edition of the Green Book once a year. For inclusion in the paper version, the below are the key dates:

14th November  Expressions of interest close (for inclusion in paper edition)
21st November  Organisation details form submission close (for creating Green Book page listing)
14th December Outstanding invoices cut off (for inclusion in paper edition)
14th December  Listings finalised (proofs reviewed and approved)
1st February   Final book sent to printer
WHAT OTHERS SAY

We have been with the ASBN coming in to our third year and it has been a pleasure to support such a motivated and passionate group of people. Their dedication to educate about the built environment with focus on sustainable and ethical choices is something the building industry needs. We will be continuing our support of the ASBN for the years to come.

Michael Villis | Director | Mirage Homes
Sponsor since 2018
SPONSORSHIP INCLUSIONS

GREEN BOOK

Our Green Book is a beautiful directory of organisations dedicated to providing sustainable outcomes in the built environment. Our print edition is distributed through local cafés, libraries, sustainability centres, councils and other aligned venues. We also have an online version with a searchable directory. The Green Book was first published in 2017 and is fast becoming the go to SA resource to connect with a credible, non green washed, product or service providers.

SEED
Full page listing ($600 value)

NURTURE
Full page listing and full page case study ($1200 value)

THRIVE
Full page listing and full page case study ($1200 value)

SEED
Profile included in directory ($100 value)

NURTURE
Priority placement of profile ($200 value)

THRIVE
Profile placed on landing page ($400 value)
Mirage Homes – Grounded Place

Mirage provides construction and consulting services tailored to work with the client or architect to provide bespoke performance homes and additions.

We like to engage early in the design phase of a project to provide costing and support for the client and architect to avoid build cost issues later in the process. In the early stages we can also add our experience in construction of climate responsive homes to make sure the project reaches the desired performance levels.

Regenerative Actions

- Working to make every project the best it can be to enhance performance and sustainability
- Innovative in new construction methods and products to provide a better result for our builds.
- Quality building with attention to detail for high-end work and well insulated homes.

Warradale 5046
08 8294 2586
michael@mirage-homes.com.au
mirage-homes.com.au

Contact details

Social media links
I’ve worked closely with the ASBN crew over some years now and I’ve always found them to be fiercely dedicated to the cause, I’m continually inspired by the crews continued hard work to connect, build, engage & educate the industry & wider communities around sustainability. I absolutely love this group to the bone!

Steven Dedrick | Business Manager | Endemic Environments
Sponsor since 2018
Social Media

**Facebook**
- 3641 followers
- Men: 36.1%
- Women: 63.9%

**Instagram**
- 1467 followers
- Men: 43.7%
- Women: 56.3%

**LinkedIn**
- 2015 followers

**SEED**
1x dedicated post across platforms / annum

**Nurture**
2x dedicated posts across platforms / annum

**Thrive**
4x dedicated posts across platforms / annum

**Major Age Demographic**
- 25-50
- 65% of followers are Millennials and Gen X generations.

**Top LinkedIn Industries**
1. Architecture & Planning
2. Civil Engineering
3. Construction
4. Higher Education
5. Government

63%
Of LinkedIn followers hold Senior or Managerial Level positions indicating they are mostly decision makers.
2024 SPONSORSHIP PROSPECTUS

BRAND AWARENESS

THRIVE
Instagram Live chat for brand / service / product awareness and promotion. An opportunity to showcase company leaders and corporate personality. Up to 10 minutes. ($500 value)

ALL TIERS
Logo recognition of Sponsors across ASBN:
- Website
- Newsletters
- Video Outro Credits
- Event Slides

NURTURE
Company paraphernalia displayed at in-person events ($200 value)

THRIVE
Company paraphernalia and prominent banner allowed to be displayed at in-person events ($400 value)
2024 SPONSORSHIP PROSPECTUS

BRAND AWARENESS

THRIVE
Video interview with Director / Manager to discuss company, values and services / products. Shared on ASBN social media & YouTube Channel. Up to 15 minutes, $750 value.

ALL TIERS
Digital badge to utilise across commercial applications

THRIVE
ASBN Blog feature article on case study or service promotion & newsletter feature. ($250 value)

Register Your Interest Here
Green Adelaide sponsors the ASBN because they champion of sustainable built environments through innovative, creative and professional events and resources. They are leaders in strengthening existing networks for real actions with wisdom, personality, and a good dose of humour. They are responsive to all our needs and queries as sponsors, always adaptable and solutions orientated.

Christy Spier | Adaptive Communities Coordinator | Green Adelaide 
Sponsor since 2016
EVENTS

ALL TIERS
Complimentary tickets to all online events. ($300 value)

SEED
Complimentary ticket to 1x in-person event. ($50 value)

NURTURE
Complimentary tickets to 4x in-person events ($200 value)

THRIVE
Complimentary tickets to all in-person events ($400 value)

Register Your Interest Here
We host an annual series of events sharing specialist knowledge, improving awareness around sustainability and showcasing innovative projects.

We annually compile, edit and publish our Green Book, a directory of SA organisations providing solutions toward sustainable built environments.

We constantly innovate to improve our impact and offering. In 2021 we are participating in an esteemed digital outreach mentoring program and will be recruiting our first paid staff member.

We record all of our events in video or audio format and host them on our YouTube, Vimeo and podcast platforms. Content used across social media for digital engagement.
If sponsorship isn't going to meet the needs or capacity of your organisation, we still offer the opportunity to be part of our Green Book community. We want as many organisations as possible to be able to access this directory as a way to demonstrate their credibility as a sustainability-focused service or product provider. This increases the value and relevance for those who are using the Green Book to find assistance for their next project.

Green Book only participants receive a half page listing in the paper edition of the book, as well as an entry on our dedicated online directory.
WHAT OTHERS SAY

As a SA headquartered and Australian owned manufacturer of premium insulation products we are proud to support ASBN.

Apart from core value synergies, we appreciate the passion and commitment that ASBN brings to the complex issues of Sustainability and Regeneration.

It’s always a pleasure to meet like minded professionals at ASBN gatherings and we value the opportunities that our sponsorship brings across a broad range of considerations.

Andreas Weiler | Ametalin
Sponsor since 2017
2024
SPONSORSHIP PROSPECTUS

ABOUT US

VISION

People and planet thriving in regenerative built environments.

MISSION

We promote, educate and connect to empower South Australians toward realising sustainable and regenerative practices within the built environment.

VALUES

ENERGISING - We are inspirational, engaging and fun!

PROFESSIONAL - We provide high quality education and networking, which is engaging, relevant, respectful and appropriate.

DIVERSE AND INCLUSIVE - Everyone is welcome. We bring together people from a diverse range of disciplines and interests offering services, insider knowledge, work opportunities or simply community connections.

COLLABORATIVE - The collective is bigger than the sum of it's parts. We actively seek opportunity to connect, work with others and share knowledge.

AGILE - We openly explore change and react quickly to shifting needs and priorities.

EMPATHETIC - We activate our hearts to engage with people on an authentic and human level.

Register Your Interest Here
The Adelaide Sustainable Building Network (ASBN) is a volunteer run not-for-profit organisation which advocates the uptake of sustainable and ecologically regenerative practices within all industries linked to the built environment. It was started in 2010 by a passionate cohort of industry professionals and students, with the aim to share specialist knowledge, improve awareness around sustainability in urban environments and showcase innovative South Australian projects that work towards sustainable futures.

SOCIALS

- **1474** newsletter subscribers
- **1467** followers
- **3641** followers
- **2015** followers
We didn’t call ASBN a network by accident. Building a strong web of people who are passionate about sustainable built environments is at the core of everything we do. Over 70% of ASBN attendees surveyed affirmed that they “have expanded their networks, made a valuable connection or struck a collaboration at an ASBN event”.

Our events and Green Book act as a conduit to connect peers to peers, business to business, the general public with professionals, trades with professionals and everyone else in between!

Our organisation brings together a diverse range of professional fields and community groups through events, lectures, workshops and projects. This multidisciplinary exposure is what we believe will foster collaboration between businesses, networks and individuals to make our sustainable future a reality.
OUR COMMUNITY

INDUSTRY PROFESSIONALS
- Architects
- Landscape Architects
- Interior Designers
- Furniture Designers
- Engineers
- Energy Assessors
- Sustainability Consultants
- Builders
- Tradespeople
- Manufacturers
- Waste Professionals
- Planners
- Developers
- Project Managers
- Industry Advocacy Groups

GOVERNMENT
- State Government Politicians
- Mayors
- Council Members
- State and Local Government Staff
- Project Managers

EDUCATION
- University Staff and Head of Departments
- University Researchers
- Primary and Secondary Teachers
- Principles
- Students

GENERAL PUBLIC
- Homeowners
- Local Businesses
- Entrepreneurs
- Artists
- Sustainability Enthusiasts
- Environmental NFP/NGOs
- Environmentalists
- Activists
- Elders
- Youth
WANT IN?

We look forward to discussing sponsorship or Green Book opportunities with you further. We know you will appreciate the business opportunities, perks, connections and enjoy becoming part of the ASBN community.

We aim to collaborate with organisations whose core values align with those of the ASBN. Final approval of sponsorship or Green Book lies with the ASBN committee.

If you have any questions or feedback or would like to discuss further then please contact Ken or Kerry (details below). Or use the QR code below to register your interest and we will be in contact soon!

Ken Long
ASBN Chairperson
m: 0416447248
e: info@adelaidesbn.com.au

Kerry Reed
ASBN Executive Director
m: 0408086576
e: info@adelaidesbn.com.au

Register Your Interest Here