



**THE HANLEY AWARD**  
FOR VISION & LEADERSHIP  
IN SUSTAINABLE HOUSING

**May 17, 2012**  
Washington, D.C.

## **EVENT PROSPECTUS**

### **PROGRAM OVERVIEW**

Hosted by BUILDER, EcoHome and The Hanley Foundation, this esteemed annual awards program honors individuals who have demonstrated extraordinary, lasting and far reaching contributions to the advancement of sustainable housing in the United States.

Noteworthy candidates represent professionals in residential construction, technical research, product development, educational outreach, environmental advocacy, governmental policy and related areas. Nominees are individuals or groups who have made deep, long-standing, and influential commitments to sustainability, and who have made significant and lasting contributions to the widespread implementation of environmental building concepts, techniques, and innovations.

One recipient is honored and presented with \$50,000 — the largest annual award ever established in the residential housing industry recognizing significant achievement in this crucial area. The program receives in-depth editorial coverage in EcoHome (March/April) and BUILDER (May) in print and online. In addition, the recipient will be honored at The Hanley Award Dinner on May 17, 2012 during the AIA 2012 National Convention and Design Exposition in Washington, D.C.



### **PARTNERS**

**BUILDER**, the leading media brand in residential construction, seeks to inspire readers and viewers by chronicling success through innovation in home building. With a 34-year tradition of journalism excellence, it is a trusted source for builders, architects, and other industry professionals.

**Builder**

the highest levels of clarity, accuracy, and credibility to the architects, builders, and remodelers who rely on our content for professional guidance.

**EcoHome's** award-winning coverage of certified green building projects and products cuts through the confusion surrounding product selection, and delivers

**ecohome**

**The Hanley Foundation** supports people and programs working to improve education, health care, the environment, and housing, as well as a variety of humanitarian issues. The Foundation was created in 1999 in Washington, D.C. by Michael J. Hanley, co-founder and retired CEO of Hanley Wood LLC.

## AUDIENCE

The Hanley Award Dinner is an invite-only event for a VIP audience of “who’s who” in sustainability and construction. Attendance provides high-impact networking and idea exchange with the nation’s most innovative and inspirational green leaders. Previous company attendees include:

a.k.a. Green  
Acuity Brands  
AECOM  
AKA Green  
Alliance for Environmental Sustainability  
Alternative Cut - Press  
Antenna Group, Inc.  
Arbor South Architecture  
ARBOR SOUTH ARCHITECTURE, PC  
Architecture 2030  
Arizona House of Representatives  
Barley & Pfeiffer Architects  
BBR  
BCD  
Bensonwood Homes  
BMCA  
BNIM  
BOSTIK, INC.  
BPM  
Building Knowledge  
BuildingGreen  
CALMAC Mfg. Corp  
CB Richard Ellis  
CMPBS  
Columbia Housing Authority  
ConSol  
Contects  
Cook + Fox  
Council of Large Public Housing Authorities  
CTI  
Daikin AC (Americas), Inc.  
Davis Energy Group, Inc.  
Design AVenues LLC  
Discovery Channel  
e3 Bank  
E3 Building Sciences  
Eckerd College  
Elfant Wissahickon  
Elizabeth A. Tippin, Law & Business  
Energy Reduction Inc.  
Ennead Architects  
Farr Associates  
FORE Solutions  
Global Green USA  
Good Energies  
Green Building Certification Institute  
Green Dream  
Green Science Policy Institute  
Green Street



## AUDIENCE (cont'd)

GreenCraft Builders LLC  
GreenHomeGuide.com  
Greening Urban LLC  
Habitat for Humanity International  
Harvard Joint Center for Housing Studies  
Hays + Ewing Design Studio  
Hays+Ewing Design Studio  
HBA of Greater Dallas  
HBA of Portland  
Healthy Building Network  
HOK  
Home Depot Foundation  
Home Energy Group, LLC  
Honeywell International  
Hunt Building Company  
Integral group  
Integrative Design Collaboration  
InterfaceRAISE - Former USGBC Chair  
International Living Building Institute  
International Trade Administration  
Intisol Group  
Jay Hall & Associates  
Kampala city council  
Kaplan Thompson Architects  
KB Home  
Lake/Flato Architects  
LaLiberte Online, Inc.  
Lassiter Diversified Investment Company  
LEED Management Services  
Lend Lease  
LightLab Sweden AB  
Linnean Solutions  
Little River Carpentry, LLC  
LivingHomes  
Make It Right  
McDonald Construction and Development, Inc.  
McGuireWoods LLP  
Medium Plenty  
Meredith Corporation  
Meridian Group  
Mission Housing Development Corporation  
MITHUN  
Mungo Construction LLC  
NACCE  
National Building Museum  
National Low Income Housing Coalition  
National Realty & Development Corp. (NRDC)  
NELSON  
New Buildings Institute  
Northeast Green Building Consulting  
Northeast Natural Homes  
NRDC Residential  
O'Brien & Company  
Onion Flats  
Organic Think Inc  
Pacific Northwest National Laboratory  
Pacific University  
Pan American Health Organization  
Perkins + Will  
Planet Green  
PorterWorks, Inc  
Pulte Group  
Pulte Homes  
Redwood Investments  
RESNET  
Rosendin Electric, Inc.  
Salt River Materials Group  
Senator of New Mexico  
SERA Architects  
Seville Consulting  
Shelton Group  
Sherwood Associates  
Siegel & Strain Architects  
Skanska USA Building  
Sonic Board System  
Southface  
Southface Energy Institute  
Steven Winter Associates  
SunBrook Partners  
Susanka Studios  
Sustainable Alternatives Consulting Inc.  
Sustainable Design Consulting, LLC  
Sustainable Futures  
Terrapin/Bright Green, LLC  
The Agora Group  
The Home Depot Foundation  
The Oak Hill Fund  
The Tower Companies  
U.S. Army  
U.S. Environmental Protection Agency  
U.S. Green Building Council  
University of Oregon  
U.S. Green LLC.  
USA TODAY  
USDA - Rural Development  
UW Milwaukee  
Verified Green  
Wakeland HDC  
Walsh Sustainability  
Wells Fargo Home Mortgage  
WG Yates Construction  
Wight & Company

## Enhanced media integration and coverage in 2012

With the combined strength of both BUILDER and EcoHome covering and hosting and the awards program in 2012, the inspirational story of the esteemed award recipient — and the program itself — will reach even more home building professionals across the market.

In addition, the investment in a larger, more focused PR effort surrounding the program will elevate the award, recipient, prize, partners and sponsors across residential construction and beyond with greater impact.



## SPONSORSHIP

**The Hanley Award for Vision & Leadership in Sustainable Housing is one of the industry’s most-respected and highly-publicized programs. Sponsorship provides high-impact connections with America’s “green elite” and reinforces your sustainable message across the print and online platforms of leading home building brands — BUILDER and EcoHome.**

	TITLE SPONSORSHIP \$30,000 net (4 available)
<b>CATEGORY EXCLUSIVITY:</b> Opportunity to exclude all national competitors from sponsorship in a single building product category	✓
<b>SPONSOR ATTENDEE PASSES:</b> Complimentary registration for sponsor executives to attend the event (does not include travel or hotel expenses)	4
<b>VIP SEATING:</b> Reserved seating for sponsor executives at VIP tables during the event	✓
<b>SPONSOR PROMOTION:</b> Prominent logo placement on all attendee marketing efforts	✓
<b>SPONSOR RECOGNITION:</b> Sponsor recognition on onsite signage, during the awards presentation and in event slides	✓
<b>PRINT ADVERTISING:</b> Spread print ad placement in EcoHome (March/April) and BUILDER (May) aligned with editorial coverage of the awards program	✓
<b>NEWSLETTER PLACEMENTS:</b> One newsletter sponsorship of BUILDER Business Update aligned with Hanley Award coverage (distributed to 85,000 home building professionals) <b>AND</b> one newsletter sponsorship of EcoHome Update aligned with Hanley Award coverage (distributed to 65,000 green-focused home building professionals)	✓
<b>ONLINE PROMOTION:</b> Co-sponsorship of The Hanley Award section of EcoHomeMagazine.com (April – June 2012); includes 300 x 100 and 300 x 250 ad placements in rotation	✓
<p><b>TV PROMOTIONS:</b> One week mini-sponsorship of BUILDER TV featuring interviews with the award recipient and Hanley Award founder, Mike Hanley <b>AND</b> two week sponsorship of EcoHome TV featuring a sponsor interview focused on their sustainability platform; sponsor will be interviewed in D.C. prior to The Hanley Awards; approx. 2 minute segment that will be played along with coverage of the award and recipient</p> <p><b>TV Player Console</b> Sponsor pre-roll and post-roll video ads (15 second maximum) Sponsor logo and link fixed on TV player console Sponsor medium rectangle ad unit (300 x 250) Sponsor advertorial unit including up to 500 characters of text and multiple links</p> <p><b>Home Page promotion</b> Fixed promotional box, top right of page Video image linking to video player console Sponsor’s logo linking to sponsor’s website</p> <p><b>Dedicated promotion to e-Newsletter subscribers</b> One sponsor ad (includes 180 x 150 image, 10 word headline and 50 words of text) Video image linking to video player console to drive traffic Sponsor logo linking to sponsor’s website Delivered to 85,000 BUILDER and 65,000 EcoHome readers per episode</p> <p><b>BUILDER Business Update e-Newsletter promotion</b> Minimum of three BUILDER Business Update promotions; includes sponsor logo (136 x 28) and link (85,000 subscribers)</p> <p><b>EcoHome Update e-Newsletter promotion</b> Two EcoHome Update promotions; includes sponsor logo (136 x 28) and link (65,000 subscribers)</p>	✓

\* Sponsorship is limited and available on a category-exclusive, first-come, first-served basis.



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**CONTRACT**

I hereby reserve my company's sponsorship of the 2012 Hanley Award for Vision and Leadership in sustainable Housing. Sponsorship of the event can not be canceled, and sponsorship is not reserved until receipt of signed contract. Sponsor will be invoiced within 30 days of receipt of signed contract. Payment is due upon receipt of invoice, and all payments must be received no later than 90 days prior to the event.

Sponsorship level:

Title (\$30,000 net)

\_\_\_\_\_  
 Company name

\_\_\_\_\_  
 Primary POC name  YES  NO  
 Agency

\_\_\_\_\_  
 Title

\_\_\_\_\_  
 Address

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

\_\_\_\_\_  
 E-mail address

\_\_\_\_\_  
**Signature**

\_\_\_\_\_  
**Date**

\_\_\_\_\_  
**Haney Wood RSM initial**

**SUBMIT COMPLETED CONTRACT TO:**  
 Michael Boyle, Associate Publisher  
 Hanley Wood Business Media  
 One Thomas Circle, NW Suite 600  
 Washington, D.C. 20005  
 T : 773.824.2402 F: 202.785.1974  
 mboyle@hanleywood.com

## AGREEMENT

This Agreement ("Agreement"), along with the Sponsor Contract, form the Contract for Sponsorship ("Contract") between Hanley Wood ("Hanley Wood" or "HW") and the company identified on the Contract ("Sponsor"). In the event of a conflict between the Agreement and the Sponsor Contract, the Agreement shall prevail.

### I. PAYMENT

Sponsorship is not reserved until receipt of signed contract. Sponsor will be invoiced within 30 days of receipt of signed contract. Payment due on receipt of invoice and all payment must be received 90 days prior to event. Contracts are non-cancellable. All payments made to HW are deemed fully earned and nonrefundable and made in consideration for the expenses incurred by HW, HW's lost or deferred opportunity to provide sponsorship opportunities to others and the potential effect of the cancellation on the Event. Sponsor acknowledges that the precise amount of damage suffered by HW in the event of Sponsor's cancellation would be difficult if not impossible to calculate, and that the amounts retained by HW under this Section are a reasonable estimate of such damages and are not, and should not be construed as, a forfeiture or penalty of any kind.

### II. PROMOTION

Sponsor hereby gives permission to HW to use Sponsor's company name and logo in a listing of sponsors on promotional pieces for the Event. By execution of this Contract, Sponsor consents on behalf of itself and its participating employees, agents and representatives to the inclusion of the name, voice, likeness, trademarks, trade name, trade dress and other proprietary characteristics of such person in any photographs, motion picture or video or audio recording made with the permission of HW; provided that no such proprietary characteristics shall be used in a manner that implies endorsement by any party. Sponsor's use of HW's name, trademarks, logos or copyrighted materials (including the name of the Event) is not permitted without the prior written consent of HW.

### III. CONFLICTING MEETING & SOCIAL EVENTS

In the interest of the success of the entire Event, Sponsor agrees not to extend invitations, call meetings, or otherwise encourage absence of Event delegates, visitors and other exhibitors from the Event or exhibit hall during the official hours of the Event.

### IV. INDEMNIFICATION

Sponsor shall indemnify, defend and hold Hanley Wood LLC (and its officers, directors, shareholders, agents, representatives, affiliates, partners, employees and agents harmless from and against all claims, liabilities, damages, demands, costs, fees, other expenses, suits, proceedings, actions and causes of action of any and every kind and nature (including reasonable attorneys' fees) payable or paid by the indemnified party to a third party (collectively, "Claims") arising out of, in connection with or as a result of the Event and the use of the Sponsor's logo or trademarks by Hanley Wood LLC as authorized herein, other than Claims arising out of or in connection with the Hanley Wood LLC Materials, or Hanley Wood's gross negligence or willful misconduct.

### V. DISCLAIMER OF REPRESENTATIONS AND WARRANTIES/LIMITATIONS OF LIABILITY

Except as expressly set forth herein, Hanley Wood LLC hereby disclaims all representations and warranties of any kind or nature, express or implied, including without limitation any warranty of merchantability, fitness for a particular purpose or non-infringement. In no event shall Hanley Wood LLC be liable to Sponsor for any direct, indirect, incidental, consequential, special, punitive, or exemplary damages, costs, expenses, losses or lost profits arising out of or in connection with the Event. The provisions of this section shall apply regardless of the form of action, damage, claim, liability, cost, expense, or loss, whether in contract, statute, tort or otherwise.

### VI. MISCELLANEOUS

Each party represents and warrants to the other that (i) this Agreement has been duly authorized, executed and delivered by it, (ii) it has the full power and authority and is free to enter into this Agreement and to perform its obligations hereunder, (iii) this Agreement constitutes its valid and binding obligation, enforceable in accordance with its terms, (iv) the making of this Agreement does not violate any agreement, right or obligation existing between it and any other person, firm or corporation, and (v) it has all licenses and permits necessary to perform its obligations under this Agreement.

All notices, statements and payments to be sent to the parties hereunder shall be addressed to the parties at the addresses set forth below or at such other address as the parties shall designate in writing from time to time. All notices shall be in writing and shall either be served by personal delivery (to an officer of each company), mail, or facsimile (if confirmed by mail or personal delivery of the hard copy), all charges prepaid. Except as otherwise provided herein, such notices shall be deemed given when received.

Sponsor may not assign the Agreement or any of its rights or obligations hereunder without the prior written consent of Hanley Wood LLC. Hanley Wood LLC may not assign the Agreement and/or any of its rights or obligations hereunder without the prior written consent of Sponsor. Any assignment, transfer or other conveyance in violation of the foregoing shall be null and void. This Agreement shall be binding upon all successors and permitted assigns of the parties.

The entire understandings between the parties hereto relating to the subject matter hereof are contained in this Agreement and the schedules attached hereto which are hereby made a part of this Agreement, and this Agreement supersedes all prior and contemporaneous communications and agreements with respect to such subject matter. There are no representations, warranties, terms, conditions, undertakings or collateral agreements, express, implied or statutory, between the parties other than as expressly set forth in this Agreement. This Agreement cannot be changed, modified, amended or terminated except by an instrument in writing executed by both parties.

No waiver, modification or cancellation of any term or condition of this Agreement shall be effective unless executed in writing by the party charged therewith. No written waiver shall excuse the performance of any act other than those specifically referred to therein and shall not be deemed or construed to be a waiver of such terms or conditions for the future or any subsequent breach thereof.

There is no relationship of agency, partnership, joint venture, employment, or franchise between the parties. Neither party shall have any right, power or authority to obligate or bind the other in any manner whatsoever, except as provided for in this Agreement, and nothing herein contained shall give or is intended to give any rights of any kind to any third persons.

This Agreement shall be governed by and construed in accordance with the laws of the United States of America and the State of New York excluding the conflict of laws principles thereof. Each party hereby irrevocably and unconditionally accepts, and agrees to submit to, the exclusive jurisdiction of any state or federal court in the State of New York in respect of any dispute arising out of, based upon, or relating to, this Agreement.

If any provision of this Agreement or any part, portion or the scope of any such provision is or becomes or is deemed invalid, illegal or unenforceable under the applicable laws or regulations of any jurisdiction, then either such provision or part, portion or scope shall be deemed amended to conform to such laws or regulations without materially altering the intention of the parties or it shall be stricken and the remainder of this Agreement shall remain in full force and effect.

Sponsor may terminate this Agreement and its sponsorship of the Event only in the event of a material breach of this Agreement by Hanley Wood LLC. Each party shall be relieved of the obligations hereunder to the extent that performance is delayed or prevented by any cause beyond its reasonable control, including without limitation, acts of God, public enemies, war, civil disorder, fire, flood, explosion, labor disputes or strikes or any acts or orders of any governmental authority. If Hanley Wood LLC cancels the Event due to an act of God or other similar Event, Hanley Wood LLC shall refund to Sponsor all payments made by Sponsor with respect to such Event, minus all costs and expenses incurred by Hanley Wood LLC relating to such Event.

This Agreement may be executed in counterparts, each of which shall be deemed an original Agreement for all purposes and which collectively shall constitute one and the same Agreement. A facsimile copy of any such executed counterpart shall be deemed an executed original.

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IN WITNESS WHEREOF, the parties hereto have signed this Agreement as of the date written below.

Hanley Wood, LLC

SPONSOR

\_\_\_\_\_  
Print Name

\_\_\_\_\_  
Print Name

\_\_\_\_\_  
Signature

\_\_\_\_\_  
Signature

\_\_\_\_\_  
Date

\_\_\_\_\_  
Date