

Businesses *for the* BAY

Providing a forum for businesses to make their voices heard, share best practices, highlight accomplishments, and facilitate volunteer opportunities for employees...

By Business, For Business

- Recognize Business Innovation and Achievement
- Link Sustainability and Chesapeake Bay Goals
- Harness the Power of Employee Engagement
- Business-Based Steering Committee
- Build a Collaborative Network
- Share Information



Mission Statement

Businesses for the Bay (B4B) encourages businesses in the Chesapeake Bay watershed to take voluntary and measurable actions to support protection and restoration of the Chesapeake Bay and help the public understand the valuable role of the business community in sustaining the health of the Bay and its watershed.

Reasons to Join the B4B Membership Association

- Network with other business leaders
- Support of the Alliance for the Chesapeake Bay
- Take voluntary and measurable actions and accomplish environmental sustainability goals
- Share lessons learned, success stories, and best practices
- Enhance business social responsibility
- Participate in professional development opportunities
- Connect with local NGOs, governments, & watershed groups
- Build recognition
- Engage employees



Who should join?

- Businesses
 - In the watershed
 - All sizes
 - All sectors
 - With or without sustainability goals
 - Employee interest a plus

CHESAPEAKE BAY WATERSHED



Ways to Join *Businesses for the Bay*

- Be a Member
- Be a Sponsor
- Be a Networking Partner



B4B Membership Requirements

- Must be a business
- In compliance, or working towards compliance, with all applicable environmental regulations and requirements
- Commit to actions that go above and beyond requirements
- Pledge to actively participate and encourage employees to volunteer
- Commit to at least one Action tied to the Chesapeake Bay Watershed Agreement
- Membership application
- Membership fee



B4B Membership Levels & Benefits

Gold

5 Actions Fulfilled Annually

- ✓ Personalized Support
- ✓ Program-specific Press Releases
- ✓ Ability to Post Articles on the B4B LinkedIn Community
- ✓ Discounts to Alliance and B4B events
- ✓ Recognition on Alliance Websites
- ✓ Inclusion in B4B Press Releases
- ✓ Inclusion in B4B Annual Report
- ✓ B4B Membership Certificate
- ✓ Invitation to B4B Networking Events and Meetings
- ✓ Free B4B Stickers
- ✓ Use of the B4B Logo

Silver

3 Actions Fulfilled Annually

- ✓ Discounts to Alliance and B4B events
- ✓ Recognition on Alliance Websites
- ✓ Inclusion in B4B Press Releases
- ✓ Inclusion in B4B Annual Report
- ✓ B4B Membership Certificate
- ✓ Invitation to B4B Networking Events and Meetings
- ✓ General Support
- ✓ Free B4B Stickers
- ✓ Use of the B4B Logo

Bronze

1 Action Fulfilled Annually

- ✓ Recognition on Alliance Websites
- ✓ Inclusion in B4B Press Releases
- ✓ Inclusion in B4B Annual Report
- ✓ B4B Membership Certificate
- ✓ Invitation to B4B Networking Events and Meetings
- ✓ General Support
- ✓ B4B Stickers
- ✓ Use of the B4B Logo

B4B Membership Levels are Action-Based

Example Actions to Achieve Vision

of an environmentally and economically sustainable Chesapeake watershed

Decrease impervious surfaces
Keep trash out of waterways
Maintain streambanks and shorelines



Install or maintain wildlife habitat structures
Plant native trees
Control non-native, invasive species



Protect wildlife corridors
Protect land in a voluntary conservation easement
Acquire new land, with the purpose of conservation



Manage and protect cold, clean streams
Conduct a Flood Vulnerability Analysis



Create or sustain a "green team"
Provide environmental education opportunities
Participate in Project Clean Stream



Photos Courtesy of Chesapeake Bay Program

Businesses for the Bay Founding Members (80 Actions)



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Businesses
for the **BAY** 

Sustainable program support.....

Annual B4B Membership Fees

1-50 employees: \$200
51-100 employees: \$500
101-1000 employees: \$1,000
>1001 employees: \$2,000
Bundle Discount*: \$5,000

*** businesses with multiple facilities in the watershed**



B4B Sponsorship Levels & Benefits

In addition to or instead of Membership

Leadership Sponsor

\$10,000 Annual Contribution

- ✓ Recognition as a Chesapeake Business Forum Sponsor
- ✓ Logo on B4B Promotional Materials
- ✓ 4 Free Meeting Registrations
- ✓ Personalized Support
- ✓ Speaker Opportunities

Partner Sponsor

\$5,000 - \$9,999 Annual Contribution

- ✓ Recognition as a Chesapeake Business Forum Sponsor
- ✓ Logo on B4B Promotional Materials
- ✓ 2 Free Meeting Registrations
- ✓ Personalized Support

Supporting Sponsor

\$1,000 - \$4,999 Annual Contribution

- ✓ Recognition as a Chesapeake Business Forum Sponsor
- ✓ Logo on the B4B Sponsors Website

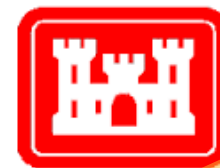


B4B Networking Partners

- Includes governmental and non-profit organizations
- Participate in *Businesses for the Bay* events
- Network with other businesses
- Raise awareness
- FREE



www.VirginiaGreenTravel.org



US Army Corps
of Engineers®



Contact Info

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Visit:

<http://businesses.allianceforthebay.org>

Join our LinkedIn Group:

<https://www.linkedin.com/groups/8433450>

