



Green Gown Awards 2016

SPONSORSHIP AND SUPPORT OPPORTUNITIES 2016



EXCLUSIVE TWO WEEK
LAUNCH PREVIEW
TAKE AN EXTRA 10% OFF
FOR EAUC MEMBERS
– UNTIL 25 APRIL 2016 ONLY



HIGHER EDUCATION
FUNDING COUNCIL
FOR ENGLAND



Supporting the dissemination of the Awards

Awarding Sustainability Excellence
the leading sustainability
awards scheme for UK
universities and colleges



#greengowns

www.greengownawards.org.uk



The Awards offer unique brand association and recognition with senior management in the tertiary education sector



ABOUT THE AWARDS

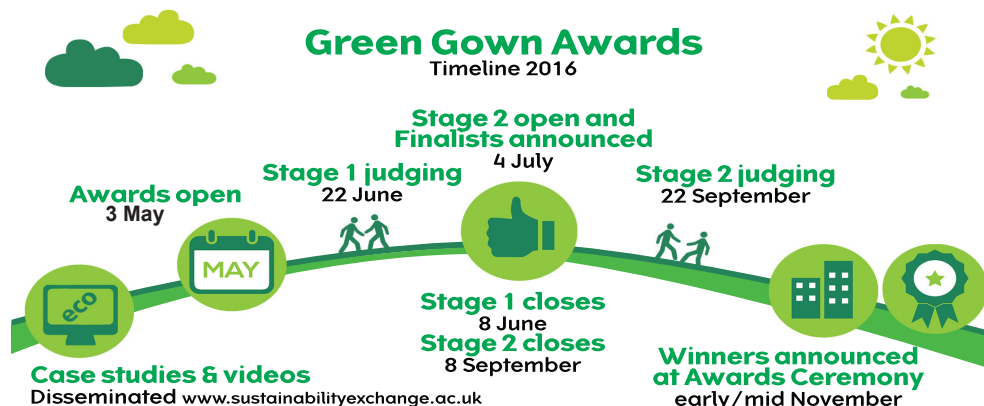
Established in 2004, the Green Gown Awards are the most prestigious recognition of sustainability excellence in the further and higher education sector. They recognise exceptional initiatives being taken by universities and colleges across the UK to become more sustainable.

The Green Gown Awards' USP is its dedication to year long promotion and dissemination of the learning from the Awards by providing case studies, videos and events – ensuring sponsor value is felt long beyond the Awards evening. This is not just another Awards Ceremony - it offers a unique opportunity to promote your organisation to senior management across the tertiary education sector and, working closely with its cross-agency partners, it gives you outstanding value for money by added promotion of your association with the Awards.

What makes our Awards unique?

- The Awards' reputation is growing year-on-year and now in its 12th year of awarding sustainability excellence and sharing best practice
- Categories cover academia, campus management and student/staff achievements
- The Awards provide sector benchmarks for excellence and are well respected by governments, funding councils, senior managers, academics, students and staff
- The added-value, year-round, high profile publications (Finalists' and Winners' Brochures) which carry all the sponsor logos and advertisements ensuring high profile visibility
- Press and media coverage with strategic partners and sector magazines such as University Business
- Since 2011 over 360+ videos and case studies of Awards excellence have been shared with the sector. This provides sponsors with maximum brand exposure with your logo on your category case studies and your logo on the category landing page.

Visit www.sustainabilityexchange.ac.uk



Sponsoring the Green Gown Awards



ACCESS DECISION MAKERS

The Awards provide a means of reaching influential individuals who are responsible for the purchasing of products, services and technologies that enable greener operations within universities and colleges. The Green Gown Awards reach professionals in energy management, facilities, procurement, transport, building services and ICT (among other areas). All sponsors are given maximum exposure throughout the year-long Awards cycle. Sponsors also have an opportunity to present an Award at the prestigious Ceremony and Gala Dinner, attended by distinguished guests, potential clients/customers and policy makers.

ACCESS TO AN EXCLUSIVE NETWORK OF JUDGES

As a sponsor, you are invited to join the judging panel. The 2016 judging dates are:

- Stage 1 - 22 June (virtual meeting - tele-conference)
- Stage 2 - 22 September (King's College London) - networking day and final judging.

The judging panel consists of 100+ representatives from sector organisations. It is their substantial experience in the sector that truly makes the Green Gown Awards sector owned. In 2015, 40% of judges were based in a university or college.

WHY SPONSOR?

- Unique opportunities to obtain year-long exposure to the tertiary education sector through multiple platforms:
 - Event build up
 - Communication around the Stage 1 and Stage 2 launch dates and applications
 - The Awards Ceremony itself
 - Post Awards case studies and videos - showcasing best practice in the sector and encouraging replication
- Position your organisation as a leader in the provision of environmentally-sound products, services and technologies
- Receive extensive exposure and publicity in print and online via the event's media partners including University Business
- Invaluable branding, networking and customer contact opportunities
- Receive a personal invitation for your organisation to join the judging panel enabling access to an elite group and offering an excellent networking opportunity for personal and business contacts (subject to conflict of interest)
- Associate your organisation with environmental improvement, best practice and the promotion of a sustainable future
- Be seen as an innovator and market-leader in your field by sponsoring an award relevant to your product/service range

Sponsoring the Green Gown Awards



KEY BENEFITS

All of our sponsor packages offer the following key benefits:

- Year-long promotion with 'in association with' status
- Logo on all Awards activities including post Awards case studies and videos
- Sector wide promotion through our cross-agency steering group including all the UK funding councils, Association of University Director of Estates (AUDE) and British Universities Finance Directors Group (BUFDG)
- Logo on Green Gown Awards materials – such as Finalists' and Winners' Brochures viewed by all tertiary educational institutions UK wide
- Sponsor logos will be prominently promoted on the Awards night, including on the distributed Finalists' Brochure and Guest Directory and on stage during the Awards presentation itself
- Inclusion in all media partner promotions, such as press activities and University Business
- Marketing promotion includes electronic EAUC Member communication channels such as eNews and mailchimps
- Sustainability Exchange presence with logo on category landing page and individual case studies - www.sustainabilityexchange.ac.uk
- Royalty free use of the Green Gown Awards logo

Visit: www.eauc.org.uk/sponsorship_opportunities

SOCIAL MEDIA EXPOSURE



The EAUC has a broad network of contacts totalling over 5,000 including sustainability strategic partners, Educational Members, Company Members, funding bodies and governmental bodies.

 2,760 followers

UNIVERSITY BUSINESS

University Business covers the entire university business sector and is the voice of higher education. Printed magazine readership: 13,750, 10,500 subscribers and 8,500 (average) unique website monthly visitors.

 2,650 followers



International Green Gown Awards

Awarding sustainability excellence globally



The Awards are internationally recognised and currently operate in the following regions: UK, Australasia, French speaking Europe and Canada and with the partnership with United Nations Environment Partnership (UNEP), this is expanding the Green Gown Awards further across the globe with an emphasis on profiling and learning from the Southern Hemisphere.

There are three international categories:

- Community Innovation
- Continuous Improvement: Institutional Change
- Student Engagement

Regional winners of each of these categories go head-to-head for the coveted International Green Gown Awards.

Contact us to discuss unique International Green Gown Awards sponsorship packages



The GUPES Green Gown Awards call for nomination will be launched in March 2016 and will be open to institutions in each of the 6 UNEP regions - Africa, Asia and the Pacific, Europe, Latin America and the Caribbean, North America and West Asia. Further details will be available soon.



Delivered by our partners Australasian Campuses Towards Sustainability (ACTS), the Awards are open to all tertiary education institutions in Australia and New Zealand and are now in their 7th year. ACTS is a non-profit member based organisation representing higher and further education institutions within Australia and New Zealand.



L'édition francophone des Green Gown Awards

Les trophées des campus responsables are the French speaking edition of the Green Gown Awards. The Awards are open to universities and colleges, schools and specialised institutes in France, Belgium, Switzerland, Luxembourg and French speaking Canada. Now in their 3rd year, the Awards are delivered by our partners, Campus Responsables.

For more information on the International Green Gown Awards, visit

www.eauc.org.uk/international_green_gown_awards

Sponsorship options



1: HEADLINE SPONSOR UNIQUE OPPORTUNITY (ONLY ONE)

EAUC Member £10,000

Non-Member £12,000

Exclusive
opportunities

KEY BENEFITS:

- EXCLUSIVE 'in association with' status – with company logo placed next to the Green Gown Awards logo throughout the 2016 Awards giving high profile and subsequent year-long exposure through the dissemination of the finalists on the Sustainability Exchange
- Present an Award at the Awards Ceremony and a 5 minute speech
- Promotion as a Headline Sponsor on the printed full colour Finalists' Brochure, and electronic Winners' Brochure, distributed widely to all tertiary education senior management, including Vice-Chancellors and Principals
- Complimentary full page back cover advertisements in both the Finalists' and Winners' Brochures (exclusive to Headline Sponsor)
- Logo on the front page of Finalists' and Winners' Brochures
- Verbal mention on the night from the Awards Ceremony host
- Complimentary table for 10* at the Awards Ceremony (worth £1,650*) with one of these tickets valid for the VIP head table
- Two places on the judging panel providing excellent networking opportunities with the key representatives in the education sector (subject to any conflict of interests)
- Access to all entrants (following Stage 1 application deadline) and attendee lists (two weeks prior to the Awards Ceremony)
- Inclusion in all additional PR related activities from Winners and Highly Commended with 'in association with' status logo
- Promotion of organisation's own sustainability related case studies
- The opportunity to host webinars relating to the finalists on the Sustainability Exchange, with associated marketing and logos.

**Tables numbers TBC - depends on the 2016 venue*



Sponsorship options



2: AWARDS CATEGORY SPONSOR

LIMITED TO ONE COMPANY PER CATEGORY

EAUC Member - £5,000

Non-Member - £7,000

KEY BENEFITS:

- 'In association with' status for chosen category (see full list of categories below)
- Invitation to be on the Green Gown Awards judging panel offering excellent networking opportunities (subject to any conflict of interests)
- Presentation of the Category Award at the Ceremony
- Promotion as a Category Sponsor on the printed full colour Finalists' Brochure and electronic Winners' Brochure, distributed widely to all tertiary education senior management, including Vice-Chancellors and Principals
- Complimentary tickets for 5 at the Awards Ceremony (worth £875)
- Complimentary full page advertisements in both the Finalists' and Winners' Brochures (exclusive to sponsors)
- Access to all entrant and attendee lists (post Ceremony)
- Your logo on your category landing page and case studies on the Sustainability Exchange
- The opportunity to host webinars relating to the category finalists on the Sustainability Exchange, with associated marketing and logos
- Promotion of organisation's own sustainability related case study

FOR 2016 THERE ARE 14 CATEGORIES AVAILABLE TO SPONSOR:

Please note that 2016 categories are subject to change and will be confirmed in April 2016

- | | |
|--|-------------------------------------|
| • Best Newcomer [^] | • Research and Development |
| • Built Environment | - Student |
| • Carbon Reduction | - Institution |
| • Community [#] | • Student Engagement [#] |
| • Continuous Improvement - Institutional Change [#] | INDIVIDUAL AWARDS |
| • Enterprise and Employability | • Sustainability Champion Awards |
| • Facilities and Services | - Student |
| • Food and Drink | - Staff |
| • Learning and Skills | • Sustainability Professional Award |
| | • Sustainability Leadership Award |

[^] Only open to new applicants/including those who have not been a finalist before

[#]The winning entry will be put forward for the International Green Gown Awards. See website for categories still available for sponsorship.



3: SOLE AWARDS EVENING CEREMONY SPONSOR

Providing unique opportunities on the evening to associate your organisation with this prestigious event. Either become the Sole Awards Evening Ceremony Sponsor (this contains all the four separate packages below) or simply sponsor just one of the options. Costs for each are outlined below.

Combined package: EAUC Member - £5,000 / Non-Member - £7,000

Great value
“combined
package”
saving you up to
£5000!

SINGLE PACKAGES

3.1 FINALISTS’ BROCHURE SPONSOR

EAUC Member - £2,000 Non-Member - £3,000

- Complimentary full colour inside page advertisement in the Finalists’ Brochure
- Company logo included as a sponsor on Finalists’ Brochure front cover
- Two complimentary tickets to the Awards Ceremony (worth £350)

3.2 AWARDS WELCOME RECEPTION SPONSOR

EAUC Member - £2,000 Non-Member - £3,000

- Complimentary half page full colour advertisement in the Finalists’ Brochure
- Company logo included as a sponsor on Finalists’ Brochure front cover
- Promotion as Welcome Reception Sponsor in the bar area with a table provided to promote your literature
- Two complimentary tickets to the Awards Ceremony (worth £350)

3.3 AWARDS SUSTAINABLE TABLE DECORATIONS

EAUC Member - £2,000 Non-Member - £3,000

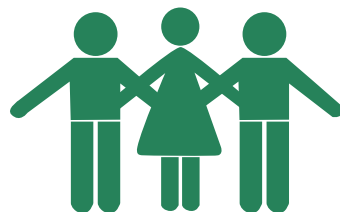
- Complimentary half page full colour advertisement in the official Finalists’ Brochure
- Promotion as the sustainable table decoration sponsor on the printed full colour Finalists’ Brochure, distributed widely to all further and higher education senior management
- Two complimentary tickets to the Awards Ceremony (worth £350)
- (Working with us to provide unique, sustainable table decorations either created by students and/or using local, sustainable resources)

3.4 AWARDS SUSTAINABLE DINNER SPONSOR

EAUC Member - £2,000 Non-Member - £3,000

- Complimentary half page full colour advertisement in the official Finalists’ Brochure
- Prominent promotion as the Awards Sustainable Dinner Sponsor alongside the prestigious Awards Guest Directory and Gala Dinner Menu, a copy of which is given to each guest
- 50 word description of the Sponsor’s organisation on the menu
- Two complimentary tickets to the Awards Ceremony (worth £350)

The Green Gown Awards offer extensive networking and new business opportunities



TYPICAL AWARDS ENTRANTS AND ATTENDEES INCLUDE:

The 12th Awards Ceremony will be held in early/mid November 2016 (date/venue TBC).

They are expected to attract 320+ top-level guests including:

- Vice-Chancellors, Principals, Rectors, Deans and Presidents
- Green Gown Award Judges – international sector experts
- Heads of sustainability, energy, carbon and the environment
- Senior faculty staff and students driving sustainability projects
- Heads of buildings, utilities, estates, campus and operations managers
- Policy and strategy makers, advisors, journalists, press and media

Includes all
Russell Group
Universities

PREVIOUS WINNERS AND FINALISTS INCLUDE

Aberystwyth University	Hull College	Speech and Drama	University of Glasgow
Anglia Ruskin University	Ifs School of Finance	Royal Veterinary College	University of Gloucestershire
Aston University	Imperial College London	Scotland's Rural College	University of Hertfordshire
Ayrshire College	Keele University	Sheffield College	University of Huddersfield
Basingstoke College of Technology	King's College London	South Coast Affinity Group	University of Leeds
Bedford College	Lancaster University	South Devon College	University of Leicester
Belfast Metropolitan College	Lancaster University Students' Union	South Lanarkshire College	University of Lincoln
Blackpool and The Fylde College	Leeds Metropolitan University	South Essex College	University of Liverpool
Bournemouth University	Lewisham College	South Thames College	University of Northampton
Bradford College	incorporating Southwark College	South West College	University of Oxford
Bristol SU	Liverpool Guild of Students	Southend Adult Community College	University of Reading
Canterbury Christ Church University	London College of Fashion	Swansea University	University of Roehampton
Cardiff University	London Metropolitan University	The Manchester College	University of Portsmouth
City College Plymouth	London School of Economics and Political Science	The University of Manchester	University of Salford
City University London	London South Bank University	The University of Northampton	University of Sheffield
Coleg Gwent	London School of Economics and Political Science	The University of Nottingham	University of Southampton
Coleg Sir Gar	London South Bank University	The University of Sheffield	University of St Andrews
Coventry University	Loughborough University	University College London	University of Stirling and University of Stirling Students' Union
Cranfield University	Manchester Adult Education Service	University of Aberdeen	University of Strathclyde
De Montfort University	Manchester Metropolitan University	University of Birmingham	University of Surrey
Dumfries and Galloway College	Nelson & Colne College	University of Bradford	University of the Arts London
Dundee and Angus College	Newcastle University	University of Brighton	University of the West of England
Durham University	North Warwickshire and Hinckley College	University of Bristol	University of the West of Scotland
Edge Hill University	Nottingham Trent University	University of Cambridge	University of Wales Trinity St David
Edinburgh College	Oxford Brookes University	University of Central Lancashire Students' Union	University of Warwick
Emory University (USA)	Plymouth University	University of Chester	University of Worcester
Falmouth Exeter Plus Fife College	Queen Margaret University	University of Cumbria	University of York
Glasgow Caledonian University	Queen Mary University	University of Derby	Uxbridge College
Goldsmiths, University of London	Queen's University Belfast	University of Dundee	Walsall Adult and Community College
Harrow College	Redbridge Institute of Adult Education	University of East Anglia	Walsall College Student Union
Heriot-Watt University	Royal Central School of	University of Edinburgh	
		University of Essex	
		University of Exeter	



Green Gown Awards 2016

Green Gown Awards cross-agency sector steering group

The Green Gown Awards recognise exceptional environmental and sustainability initiatives being undertaken by universities, colleges and the learning and skills sector across the UK.



The Awards are supported and sponsored by a number of organisations during its lifetime and huge thanks go to past and present sponsors.

The Green Gown Awards are administered by the Environmental Association for Universities and Colleges (EAUC) and are governed by a cross agency steering group (see image).

ABOUT THE EAUC AND COMPANY MEMBERSHIP

The EAUC has 30 companies who have joined the Company Membership scheme. This is open to companies of all sizes who wish to better understand the education sector and want to build stronger, longer term relationships with more tertiary education establishments.

Throughout this booklet you will see two prices EAUC Member and Non-Member. EAUC Company Members receive significant discounts on sponsorship. For more information on EAUC Company Membership please contact:

Wayne Talbot, Corporate Relationships Manager 01242 714321 wtalbot@eauc.org.uk



Environmental Association for Universities and Colleges (EAUC)

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www.eauc.org.uk

Delivered by

