



2010 Sponsorship Opportunities

A Unique Sponsorship Opportunity to Associate Your Organisation with THE Leading Sustainability Awards Scheme for UK Universities and Colleges

Why are these Awards Special?

The Green Gown Awards are now in their 6th year and have become THE most prestigious recognition of sustainability best practice in universities and colleges across the UK. Sustainability is moving up the agenda for everyone, and the Green Gown Awards provide the opportunity to recognise and reward sustainability excellence. They have high credibility and recognition within the sector and are gaining in reputation and prestige year on year.

The awards are run and governed by a collaboration of key sector bodies: Universities UK, Guild HE, Higher Education Funding Council for England (HEFCE), Higher Education Funding Council for Wales (HEFCW), Scottish Funding Council (SFC) the National Union of Students (NUS), Association of Colleges (AoC), the Association of University Directors of Estates (AUDE), the British Universities Finance Directors Group (BUFDG), The Higher Education Environmental Performance Improvement Programme (HEEPI), The Higher Education Academy (HEA), The Learning and Skills Council (LSC) and are administered by the Environmental Association for Universities and Colleges (EAUC).

The Awards will be announced at a high profile Awards Ceremony and Banquet, taking place in London at the end of June 2010 (Confirmed details will be available shortly).

Why should you Sponsor?

- The Awards provide a unique opportunity for you to have a high profile, and very positive association, with environmental improvement and social responsibility in UK higher and further education.
- It provides a means of reaching the tens of thousands of managers, academics and sustainability professionals, and hundreds of thousands of students. All sponsors are given maximum exposure throughout the Awards cycle.



- The Awards are presented to the winners at the prestigious Green Gown Awards Banquet which will include distinguished guest speakers and the opportunity to meet key senior representatives within this important sector.
- By sponsoring the Awards you will help set the sustainability standard for university and college excellence within the UK

Who can sponsor?

Organisations within the public and private sector are eligible to sponsor the Awards and there are a number of opportunities that may interest you:

Green Gown Award Sponsorship Opportunities		
Headline Sponsor	<ul style="list-style-type: none"> Unique sponsorship. Headline sponsor status given in all marketing activities/materials. Presentation of an Award at the Awards ceremony (subject to conflict of interest requirements) Verbal mention at the Awards ceremony Full page editorial/advert with logo in the Awards brochure, profiling winning and highly commended entries Logo on display at the Awards ceremony and banquet Logo on Green Gown Awards promotional material, including advertisements and marketing brochures Your logo and web link on the Awards website A place on the judging panel, (subject to conflict of interest requirements) giving networking opportunities with key sector representatives Royalty free use of Green Gown Awards case material and logo (with attribution) Use of the Awards brand on relevant publications A table of 10 at the Green Gown Awards Banquet to be held in London, at the end of June 2010 A full page editorial/advert in the EAUC Conference Programme at the EAUC Annual Conference - 22-24 March 2010 for additional sector exposure (Deadline for submission 29 January 2010, entries after this date cannot be accommodated) 	<p><i>£25,000 plus VAT. One sponsor only</i></p>



Green Gown Awards 2010

<p>Category Sponsor</p>	<ul style="list-style-type: none"> • Logo on display at the Awards ceremony and banquet • Verbal mention at the Awards ceremony • Logo on Green Gown Awards promotional material, including advertisements and marketing brochures • Your logo and web link on the Awards website • A place on the judging panel, (subject to conflict of interest requirements) giving networking opportunities with key sector representatives • Royalty free use of Green Gown Awards case material and logo (with attribution) • Use of the Awards brand on relevant publications • 3 places at the Green Gown Awards Banquet to be held in London, at the end of June 2010 • A quarter page editorial/advert in the EAUC Conference Programme at the EAUC Annual Conference, 22-24 March 2010 for additional sector exposure (Deadline for submission 29 January 2010, entries after this date cannot be accommodated) 	<p><i>£10,000 plus VAT</i></p>
<p>Banquet Welcome Drinks</p>	<ul style="list-style-type: none"> • Your logo and web link on the Awards website • Logo on display at the Awards ceremony and banquet • Royalty free use of Green Gown Awards case material and logo (with attribution) • Use of the Awards brand on relevant publications • Logo on some Green Gown Award Promotional Material • 1 place at the Green Gown Awards Banquet to be held in London, at the end of June 2010 	<p><i>£2,500 plus VAT</i></p>
<p>Sustainability Decorations</p>	<ul style="list-style-type: none"> • Your logo and web link on the Award website • Logo on display at the Awards ceremony and banquet • Use of the Awards brand on relevant publications • Logo on some Green Gown Award Promotional Material • 1 place at the Green Gown Awards Banquet to be held in London, at the end of June 2010 	<p><i>£1,500 plus VAT</i></p>
	<p>Not seen anything to suit you? There are other opportunities to support the Awards. Also we can do a combined package if you wish to sponsor the 2010 EAUC Annual Conference as well. Please contact us for more details at greengown@eauc.org.uk or telephone 01242 714321.</p>	



The 2010 Award Categories are:

- **Carbon Reduction**
This category recognises initiatives which have achieved reductions in the fossil fuel and/or natural resource consumption of buildings, groups of buildings, campuses or further and higher education institutions as a whole.
- **Colleges & Smaller Institutions**
This category encompasses any environment-related initiatives which contribute to sustainable development within the learning and skills sector.
- **Continuous Improvement – Institutional Change**
This category recognises sustained and successful activities to improve the performance of whole further and higher education institutions, campuses, faculties and buildings over a number of years.
- **Continuous Improvement - Specific Area**
This encompasses initiatives which have been sustained over a period of years, supported by long-term investment and/or which span a number of areas. One intention is to provide recognition for 'coalface' initiatives which may not be high profile, nor deliver great benefits in a single year, but which keep on creating benefits.
- **Courses**
This category recognises innovative actions with regard to sustainability in undergraduate, postgraduate and vocational courses in further and higher education institutions.
- **Green ICT**
This category recognises the growing environmental and social importance of ICT within the sector, and more generally. It encompasses actions within all FHE providers to minimise the energy consumption, carbon emissions, waste generation and other environmental impacts associated with ICT use.
- **Research**
This category recognises research activity within universities and colleges which has had tangible effects on practice with regard to mitigation of environmental impacts and/or other areas which fall within the domain of social responsibility.



- **Skills**
This category recognises achievement in the development of skills relevant to sustainability. The main focus of this category is activities which are not connected to undergraduate or postgraduate qualifications, for example apprenticeships, vocational qualifications or short courses for practitioners within HE institutions, FE colleges, and work-based learning providers.
- **Social Responsibility**
This category recognises initiatives by further and higher education institutions which create significant benefits for local communities, disadvantaged groups and society as a whole in the UK or developing countries.
- **Student Initiatives and Campaigns**
This category recognises initiatives developed and/or substantially influenced by students.
- **Sustainable Construction & Refurbishment**
This category recognises new or refurbished buildings, student residences or campuses in further or higher education with good energy and environmental performance.
- **Sustainable Procurement**
This category recognises actions to take greater account of environmental and/or social responsibility issues within procurement of buildings, goods and services.



Green Gown Sponsorship: Expression of Interest Form

Organisation Name		
Address		
Contact name and position		
Telephone		
Email		
I wish to register interest for:		
Headline Sponsor	£25,000	Yes/No*
Category Award: Carbon Reduction	£10,000	Yes/No*
Category Award: Colleges and Smaller Institutions	£10,000	Yes/No*
Category Award: Continuous Improvement - Institutional Change	£10,000	Yes/No*
Category Award: Continuous Improvement – Specific Area	£10,000	Yes/No*
Category Award: Courses	£10,000	Yes/No*
Category Award: Green ICT	£10,000	Yes/No*
Category Award: Research	£10,000	Yes/No*
Category Award: Skills	£10,000	Yes/No*
Category Award: Social Responsibility	£10,000	Yes/No*
Category Award: Student Initiatives and Campaigns	£10,000	Yes/No*
Category Award: Sustainable Construction and Refurbishment	£10,000	Yes/No*
Category Award: Sustainable Procurement	£10,000	Yes/No*
Banquet Welcome Drinks	£2,500	Yes/No*
Banquet Sustainability Decorations	£1,500	Yes/No*
Payment Methods* Invoice / Cheque - payable to EAUC / Online - using a credit or debit card at www.eauc.org.uk		

**Please delete as appropriate. All prices are exclusive of VAT (please note the 2.5% increase in VAT if the form is returned after 31 December 2009, another reason to sign up early!)*

For any queries (or information on a combined package with the 2010 EAUC Annual Conference) please contact Sue Hopkins at greengown@eauc.org.uk or call 01242 714321. Please return this form to the email address above. Please visit the Green Gown Awards website for further information

http://www.eauc.org.uk/green_gown_awards