



PAC12
TEAM GREEN

**PROMOTIONAL
PARTNER
OVERVIEW**



JUNE 21-22, 2023
SUSTAINABILITY CONFERENCE

ABOUT PROMOTIONAL PARTNERS

What is the Pac-12 Sustainability Conference?

Consistent with its reputation as the Conference of Champions, the Pac-12 is the first collegiate sports conference to convene a high level symposium focused entirely on integrating sustainability into college athletics and across college campuses.

All of the Pac-12 athletic departments have committed to measuring their environmental performance, developing strategies and goals to reduce their impact, monitoring their progress, and engaging fans and communities in greener practices. The Pac-12 Sustainability Conference signals an elevated approach to enhancing sustainability efforts within collegiate athletics departments, designing new collective initiatives, and sharing best practices to transform college sports into a platform for environmental progress.

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Who participates as Promotional Partners?

Promotional Partners are regional non-profits, business associations and community organizations that work to promote the topic of sustainability to their networks through newsletters, website, social media and community events.

What does it mean to be a Promotional Partner?

Promotional Partners help spread the word about The Pac-12 Sustainability Conference through an in-kind, cross promotional agreement. The partnership supports the shared goal of improving sustainability in the Pac-12 community. Our mission is to spread information, resources and best practices, while fostering a solutions-based spirit that will create positive, lasting change in the community.



PARTNERSHIP DETAILS

Partner Benefits:

- Complimentary ticket to attend the Pac-12 Sustainability Conference for every dedicated email sent out promoting the Conference
- Logo inclusion in the following marketing collateral:
 - Your logo (linked) displayed in the Promotional Partners section on the Pac-12 Sustainability Conference Website
 - Inclusion of your materials (200) on the Promotional Partner table or a promotional pop-up banner on-site at the event (optional – you provide)
 - Inclusion on Promotional Partner Thank You Sign on-site at Pac-12 Sustainability Conference
 - Custom discount code for your network for 30% off full conference registration for the conference
 - For every (10) tickets sold using your custom discount code, Pac-12 Sustainability Conference will provide your organization (1) additional complimentary ticket

Partner Commitments:

- Send a dedicated email inviting your email list to join you in attending the Pac-12 Sustainability Conference, which includes your custom discount code. (We can create a custom promotion for your use by request to **sponsorship@pac-12sustainabilityconference.com**)
- Include Pac-12 Sustainability Conference in email newsletters to your email list
- Promote the Pac-12 Sustainability Conference on your social media channels 2-3 times in the months leading up to the event

*Terms are negotiable per your organization's restrictions and/or capabilities for promotion.

CONFIRM TODAY

Sustainability Conference Contact

Email: noel@pac-12sustainabilityconference.com

Website: pac-12sustainabilityconference.com

Event Details

June 21-22, 2023 | Sustainability Conference

