



Green Gown
Awards

UK and Ireland Partnership Opportunities

*The ONLY sector-specific sustainability awards scheme.
Awarding sustainability excellence since 2004.*



www.greengownawards.org



greengown@eauc.org.uk



[@greengowns](https://twitter.com/greengowns)



Sustainability Institution of the Year
2021 Winner - University of St Andrews



2030 Climate Action
2021 Winner - Bridgend College

About the Green Gown Awards

Established in 2004, the Green Gown Awards UK and Ireland 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 and Ireland to become more sustainable. The ethos of the Green Gown Awards is to ensure the lessons and examples of best practice are shared within the sector and beyond.

The Awards Ceremony* - Who Attends

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

* Should Government/local regulations prevent the Awards Ceremony from taking place as an event, it will be moved to a virtual Awards Ceremony. Sponsorship benefits will be replaced with the virtual sponsorship benefits as outlined herein.

Why Get Involved?

Leadership

Your business will be positioned as a leader in sustainable innovation, championing university and college sustainability excellence in teaching and research, leadership, campuses and employability

Marketing and Branding

Your business will receive formal recognition in all Green Gown Award marketing materials. This will include Press, social media and website coverage with strategic partners and sector magazines

Network Building

We will help you connect with the influential Award applicants and work with you to maximise business value through access to the UK and Ireland Green Gown Award community



Sustainability Champion - Student
2021 Winner - Serena Bashal
Keele University



Enterprise
2021 Winner - Durham University
& Earth Minutes



Benefitting Society
2021 Finalist
Cardiff Metropolitan University

Headline Partnership

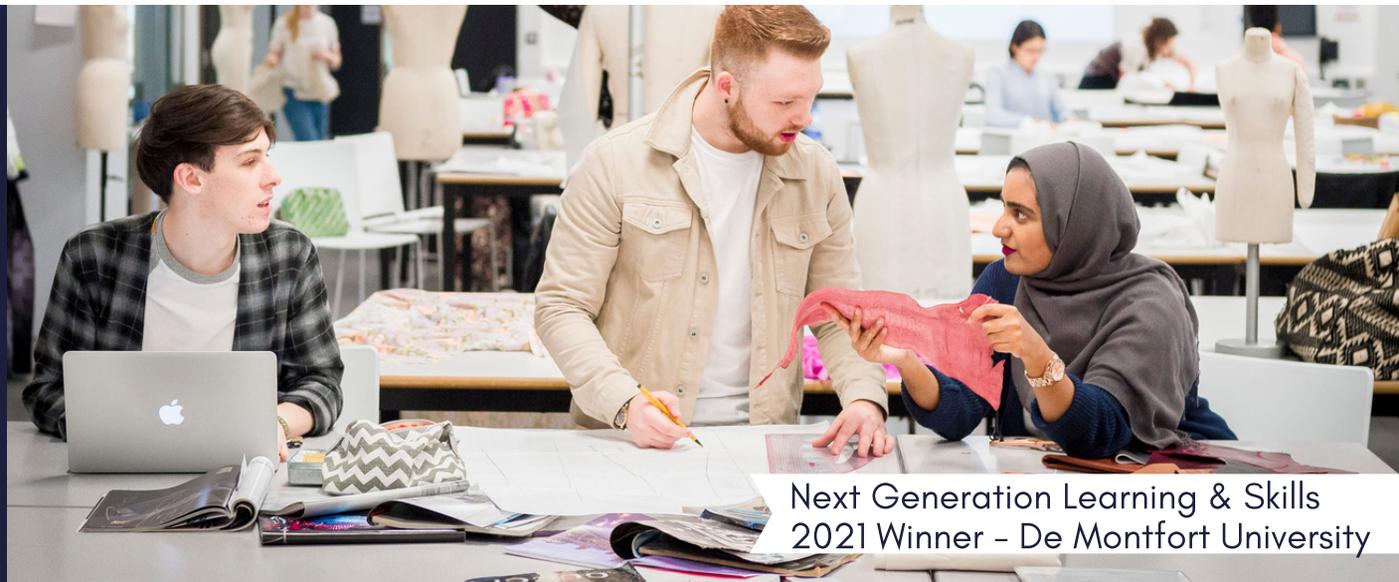
EAUC Member: £10,000; Non-Member: £12,000 (rates do not include VAT)

As Headline Partner of the UK and Ireland Green Gown Awards, you will have:

- EXCLUSIVE 'in association with' status – you will be the sole partner of the UK and Ireland Awards with your logo on all Award communications alongside the Green Gown Award logo
- Present an Award at the Awards Ceremony* and a 5 minute speech or video message
- Opportunity to create up to 2 x 2 minute promo videos to be played during promotional Award activities
- Verbal mention at the Awards Ceremony* on all ceremony materials
- Two places on the virtual judging panel providing excellent networking opportunities with the key representatives in the education and sustainability sectors (subject to an absence of conflict of interest) and member/chair of the stage 2 lunchtime forum
- Promotion as a Headline Partner on the finalists' and winners' pages including our headline sponsor page, communicated widely to all post-16 education senior management including Vice-Chancellors and Principals (logo, video, promo boxes)
- Complimentary table for 10 awards ceremony with one of these tickets valid for the VIP head table (unlimited tickets if it is a virtual Awards Ceremony)
- Access to all entrants (from stage 1 application deadline) and attendee lists (two weeks prior to the Awards Ceremony)
- Inclusion in all external PR related activities from Winners and Highly Commended with 'in association with' status logo
- The opportunity to host webinars relating to the Winners and Finalists, with associated marketing and logos

SOLD

The Green Gown Awards' USP is its dedication to year-long promotion and dissemination of the learning from the Awards by providing case studies, info-graphics, videos and events – ensuring partner value is felt long beyond the Awards evening



Next Generation Learning & Skills
2021 Winner - De Montfort University

Category Partnership

EAUC Member: £5,000; Non-Member: £7,000 (rates do not include VAT)

As Category Partner of the UK and Ireland Green Gown Awards, you will have:

- 'In association with' status for your chosen category (see list of categories below)
- One place on the virtual judging panels, providing excellent networking opportunities with the key representatives in the education and sustainability sectors (subject to any conflict of interests)
- Presentation of your Category Award at the Awards Ceremony*
- Opportunity to create a 2 minute promo video to be played at the Awards Ceremony* / promotion of your category
- Promotion as a Category Partner on the Finalists' and Winners' online pages including a sponsor page, communicated widely to all post-16 education senior management, including Vice-Chancellors and Principals (logo, video, promo boxes on category page)
- Complimentary tickets for 5 at the Awards Ceremony* (15 tickets if a virtual Awards Ceremony)
- Access to all entrant and attendee lists for your category (post Ceremony)
- The opportunity to host webinars relating to the category Finalists with associated marketing and logos



Student Engagement
2021 Highly Commended
Nottingham Trent University

Categories:

- **2030 Climate Action** #SOLD
- **Benefitting Society** #
- **Building Back Better**
- **Campus Health, Food and Drink**
- **Campus of the Future**
- **Enterprise**
- **Equity & Inclusion in Sustainability**
- **Money for Good**
- **Next Generation Learning and Skills** #
- **Reporting with Influence** #SOLD
- **Research with Impact**
- **Student Engagement** #
- **Sustainability Champion** #SOLD
- **Sustainability Institution of the Year** #
- **Tomorrow's Employees**

Categories are subject to change and will be confirmed in late March 2022.

See website for categories still available for partnership.

The winning entry will be put forward for the International Green Gown Awards.

The Green Gown Awards UK and Ireland represent over one million students, 172,000 staff and a combined annual turnover of £15bn

Green Gown Award Category Partnership

18 months of influence and value as a Green Gown Award Category Partner



As a Green Gown Awards partner you will have the opportunity to work closely with Award winners and other sector leaders. Opportunities to advance your brand and show thought leadership include working with Finalists on case studies, webinars, conference workshops, face-to-face meetings and other events. Awards partnership offers a unique opportunity to associate your brand with global-impacting sustainability innovation from universities, colleges and students.

350 

More than 350 of the who's who in the sustainability and education industries attend our Awards Ceremony*

13,000 

More than 13,000 contacts from the education and sustainability sectors mailed 10 times for each Awards year

50,000 
@greengowns

More than 50,000 Twitter impressions received for Tweets posted on Awards Night alone

54,000 @ 

More than 54,000 page views for the Green Gown Awards website each year

Awards Ceremony Sponsor Opportunities**

Providing unique opportunities at the Awards Ceremony* to associate your organisation with this prestigious event. Either become the Sole Awards Ceremony Sponsor (this contains all three of the 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

Single Packages

Awards' Reception Sponsor: EAUC Member - £2,000 Non-Member - £3,000*

- Company logo included as a sponsor on online Ceremony page and Awards Ceremony* media
- Promotion as Welcome Reception Sponsor in the bar area (your sustainable branding)
- Two complimentary tickets to the Awards Ceremony*

Awards' Table Decorations: EAUC Member - £2,000 Non-Member - £3,000*

- Company logo included as sponsor on online Ceremony page and Awards Ceremony* media
- Two complimentary tickets to the Awards Ceremony*
- Working with us to provide unique, sustainable table decorations either created by students and/or using local, sustainable resources)

Awards' Sustainable Dinner Sponsor: EAUC Member - £2,000 Non-Member - £3,000*

- Company logo included as a sponsor on online Ceremony page and Awards Ceremony* media
- Prominent promotion as the Awards Sustainable Dinner Sponsor, including a 50 word description of your organisation, on the Awards Ceremony media
- Two complimentary tickets to the Awards Ceremony*

**only available if the Awards Ceremony is in-person





Research with Impact - Institution
2021 Highly Commended - Lancaster University

Want to Find Out More?

Partnering with the Green Gown Awards UK and Ireland offers a unique opportunity to connect with the creativity and impact of the only sector-specific sustainability awards.

If you are interested in aligning your brand with this unique event, please contact us:



www.greengownawards.org

@greengowns

greengown@eauc.org.uk

Delivered by

