UK and Ireland
Sponsorship Opportunities

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King's College London - Highly Commended 2018 Benefitting Society Award
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 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
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.

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.

Marketing and Branding
Your business will receive formal recognition in all Green Gown Award marketing materials. This will include Press and media coverage with strategic partners and sector magazines such as University Business.

Keele University – Highly Commended 2016 Learning and Skills Award

University of Plymouth–Winner 2016 Sustainability Reporting Award

The Students' Union at UWE – Winner 2018 Student Engagement Award
Headline Sponsorship
EAUC Member: £10,000; Non-Member: £12,000 (rates do not include VAT)

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

- EXCLUSIVE ‘in association with’ status – you will be the sole sponsor 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
- Verbal mention on the night from the Awards Ceremony host and logo on all Ceremony materials
- Two places on the Stage 1 and 2 judging panels, providing excellent networking opportunities with the key representatives in the education and sustainability sectors (subject to any conflict of interests)
- Promotion as a Headline Sponsor on the printed full colour Finalists’ Brochure, and electronic Winners’ Brochure, distributed widely to all post-16 education senior management, including Vice-Chancellors and Principals - including full page back cover advertisements in both the Finalists’ and Winners’ Brochures
- Complimentary table for 10 at the Awards Ceremony (worth £1,740) with one of these tickets valid for the VIP head table
- Access to all entrants (following 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

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.

University of Salford - Winner 2016 Community Award
Category Sponsorship

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 chosen category (see list of categories below)
- Invitation to be on the Green Gown Awards judging panel, which meets twice a year, 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 post-16 education senior management, including Vice-Chancellors and Principals (including full page advertisements in both the Finalists’ and Winners’ Brochures)
- Complimentary tickets for 5 at the Awards Ceremony (worth over £875)
- Access to all entrant and attendee lists for your category (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

Categories are:

- Benefitting Society#
- Campus Health, Food and Drink
- Campus of the Future
- Enterprise
- Next Generation Learning and Skills
- Research with Impact
- Student Engagement#
- Sustainability Institution of the Year#
- Tomorrow’s Employees
- Reporting with Influence
- Outstanding Leadership Team of the Year
- Sustainability Champion
- Money for Good
- 2030 Climate Action

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

See website for categories still available for sponsorship

The Green Gown Awards UK and Ireland represent over one million students, 172,000 staff and a combined annual turnover of £15bn
As a Green Gown Awards sponsor 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 sponsorship offers a unique opportunity to associate your brand with global-impacting sustainability innovation from universities, colleges and students.

- More than 350 of the who’s who in the sustainability and education industries attend our Awards Ceremony
- More than 13,000 contacts from the education and sustainability sectors mailed 10 times for each Awards year
- More than 50,000 Twitter impressions received for Tweets posted on Awards Night alone
- More than 54,000 page views for the Green Gown Awards website each year
Awards Evening Ceremony
Sponsor Opportunities

Providing unique opportunities on the evening to associate your organisation with this prestigious event. Either become the Sole Awards Ceremony Sponsor (this contains all four 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

Finalists’ Brochure Sponsor: EAUC Member - £2,000 Non-Member - £3,000
- Complimentary 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 over £350)

Awards’ 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
- Two complimentary tickets to the Awards Ceremony (worth over £350)

Awards’ Table Decorations: EAUC Member - £2,000 Non-Member - £3,000
- Complimentary half page full colour advertisement in the Finalists’ Brochure
- Promotion as sustainable table decoration sponsor in the Finalists’ Brochure
- Two complimentary tickets to the Awards Ceremony (worth over £350)
- 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
- Complimentary half page full colour advertisement in the Finalists’ Brochure
- Prominent promotion as the Awards Sustainable Dinner Sponsor, including a 50 word description of your organisation, in the Finalists’ Brochure and Guest Directory, a copy of which is given to each guest
- Two complimentary tickets to the Awards Ceremony (worth over £350)

University of Southampton - Highly Commended 2016 Student Engagement Award
Want to Find Out More?
Sponsoring 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:

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