

UK and Ireland

Awarding sustainability excellence since 2004



In association with



Partnership Opportunities

The **ONLY** education sector-specific sustainability awards scheme

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.

CONTACT US



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2030 Climate Action
2023 Highly Commended - University of Plymouth

Why Get Involved?

About the Green Gown Awards



In association with



Established in 2004, delivered by the EAUC, and judged by industry experts, the Awards have become synonymous with rewarding sustainability excellence within the higher and further education sector. Now in their 20th year, they continue to be the leading recognition of sustainability best practice, encouraging others to take responsibility in creating a better world and inspiring a new generation of leaders.

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 open in April, undertake a rigorous 2-stage judging review, culminating with winners being announced and celebrated at the prestigious Awards' Ceremony which takes place in November. As one of our partners, your involvement spans an 18-month timeline of influence and value.

There are several sponsorship options available. We are flexible in our approach and if you would like a more-tailored sponsorship option, then please do contact us directly.



Hear from our Headline Partner - UK Research and Innovation (UKRI)

"I am pleased that UKRI are sponsoring the Green Gown Awards UK & Ireland for 2022-2024. These prestigious awards recognise valuable sustainability initiatives taking place across the higher education sector. UKRI is committed to supporting environmental sustainability across the research and innovation sector and, in partnership with universities and colleges, helping research and innovation reach net zero. I look forward to celebrating all those whose exciting projects are highlighted by the Awards."

Alison Robinson, Deputy Executive Chair & Director of Corporate Affairs for the Natural Environment Research Council, part of UKRI

Why Get Involved?

What involvement means to you



In association with



Leadership

Your business will be positioned as a supporter and 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 social media, newsletters, website coverage, strategic partners, editorials and the Awards Ceremony.

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.



Present an Award at the Ceremony

Awards Ceremony sponsor board

Networking opportunities

Why Get Involved?

What recognition means to the institutions



In association with



Professor Steve West, Vice Chancellor

"Winning this prestigious award is a fantastic endorsement of UWE Bristol's exceptional commitment to sustainability and of the efforts of many staff and students.

It validates our efforts to inspire and motivate others to practice sustainability and responsibility."



Sustainability Institution of the Year
2023 Winner - University of the West of England, Bristol

Dr Tim Whitaker, Principal and CEO

"We couldn't be prouder to have won this prestigious award, we are driving forward digital technology with a great sense of urgency and moral duty. We know that this focus on digital through a sustainability lens is fundamental to everything we do. Enabling us to build the skills our students need to become the very best guardians and custodians of a sustainable future world."



Digital Futures
2023 Winner - Askham Bryan College

Professor Shitij Kapur, President & Principal

"King's College London's food and drink spaces are at the heart of our campuses, in the heart of London and we are proud to be leading the way for nutritious, delicious, sustainable food. As part of our Climate & Sustainability Action Plan we encourage sustainable, low-carbon diets through our catering operations."



Campus Health, Food & Drink
2023 Winner - King's College London

The Awards Ceremony

Who Attends?



In association with



Our Awards' Ceremony includes a networking reception and gala dinner, as well as the greatly anticipated Awards' Ceremony, bringing together the who's who in the sustainability and education sectors. It offers a fantastic networking opportunity to meet, discuss, and celebrate with like-minded sustainability professionals, peers, and decision makers. Sponsorship packages include tickets to attend the event and present.

Attendees include:

- 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 – sector experts
- Senior faculty staff and students driving sustainability projects
- Heads of buildings, utilities, estates, campus and operations managers.



Green Gown Awards

Partnership for the Goals



In association with



18 months of influence and value as a Green Gown Awards Partner



17 PARTNERSHIPS FOR THE GOALS



Awards partnership offers a unique opportunity to associate your brand with global-impacting sustainability innovation from universities, colleges and students.

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.

320+



More than 320 of the who's who in the sustainability and education sectors attend our Awards Ceremony

13,000



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

94,000



@greengowns

More than 94,000 X (formerly Twitter) impressions on the night of and day following the 2023 Awards Ceremony

105,100



More than 105,100 page views for the Green Gown Awards website in 2023

Headline Partnership

EAUC Member: £12,000
Non-Member: £14,000 (rates do not include VAT)



In association with



As Headline Partner of the Green Gown Awards UK and Ireland, 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 and logo on all Ceremony materials
- Two places on the virtual judging panels, providing excellent networking opportunities with the key representatives in education and sustainability sectors and panel member/chair of the stage 2 lunchtime forum
- Promotion as a Headline Partner on the Finalists' and Winners' online pages including a dedicated page, communicated widely to all post-16 education senior management, including Vice-Chancellors and Principals
- Complimentary table for 10 at the Awards Ceremony with one of these tickets valid for a VIP head table
- Access to all entrants and attendee lists
- 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

OUR USP

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.



Sustainability Champions 2023 - Winners

(L) Staff - Lisa McGovern, City of Glasgow College
(R) Student - Hazel Mooney, University of Leeds

Category Partnership

EAUC Member: £6,000
Non-Member: £8,000 (rates do not include VAT)



In association with



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

- 'In association with' status for your chosen category
- One place on the virtual judging panels, providing excellent networking opportunities with the key representatives in the education and sustainability sectors
- 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, Vice-Chancellors and Principals
- Complimentary tickets for 5 at the Awards Ceremony
- Access to all entrant and attendee lists for your category
- The opportunity to host webinars relating to the category Finalists with associated marketing and logos.



Student Engagement
2023 Finalist - University of Cumbria

Categories

- **2030 Climate Action#**
- **Benefitting Society#**
- **Campus Health, Food and Drink**
- **Creating Impact#**
- **Digital Futures**
- **Diversity, Equity & Inclusion in Sustainability#**
- **Money for Good**
- **Nature Positive#**
- **Next Generation Learning and Skills#**
- **Reporting with Influence**
- **Research with Impact**
- **Student Engagement#**
- **Sustainability Champion**
- **Sustainability Institution of the Year#**
- **Tomorrow's Employees**

Blue font = category SOLD

Categories are subject to change and will be confirmed in late March 2024.

See website for categories still available for partnership.

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

OUR REACH

The Green Gown Awards
UK and Ireland finalists
represent a combined
reach of over:

- 4.5 million+ students
- 500,000+ staff
- Annual turnover of £43bn+

Awards Ceremony Sponsor

Opportunities

Varied pricing below (rates do not include VAT)



In association with



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. Sole Awards Ceremony Sponsor: EAUC Member £7,000 / Non-Member £9,000

Single Packages

Awards' Reception Sponsor:

EAUC Member - £3,000 Non-Member - £4,000

- Company logo included as Awards Ceremony sponsor
- Promotion as Welcome Reception Sponsor in the bar area (your sustainable branding)
- Two complimentary tickets to the Awards Ceremony.

Awards' Ceremony Bursary:

EAUC Member - £3,000 Non-Member - £4,000

- Company logo included as sponsor on online Ceremony page and Awards Ceremony media
- Two complimentary tickets to the Awards Ceremony
- The bursary supports up to 5 Finalists to attend the Awards Ceremony, who would otherwise not have a budget to attend. Your guests will be seated with you at your table.

Awards' Sustainable Dinner Sponsor:

EAUC Member - £3,000 Non-Member - £4,000

- 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.



Campus Health, Food & Drink
2023 Highly Commended - Keele University



Awards Ceremony - November 2023
Titanic Hotel, Liverpool

Partnership Opportunities

Want to secure a package?



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CONTACT US



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Delivered by



ABOUT

The EAUC is a membership organisation for educational institutions and companies.

We exist to lead and empower the post-16 education sector to embed sustainability in everything it does: equipping learners for their lives and shaping society for the better.

The EAUC's key deliverables include the Green Gown Awards UK & Ireland, the International Green Gown Awards and the EAUC's Annual Conference. For more information on the EAUC, please visit www.eauc.org.uk



EAUC Annual Conference

25 - 26 June 2024

University of Winchester

Discounts available for joint partnership opportunities for 2024.

Please get in contact 01275 266004 or eaucconference@inanyevent-uk.com



For ultimate exposure to both the Higher & Further Education sector in the UK and Ireland, we have the partnership package for you in 2024! Showcase your product or service to the sector's key thinkers, decision-makers, and policyholders.