



2017 Green Sports Alliance Summit

Call for Proposals

June 27-June 29, 2017 | Golden 1 Center – Sacramento, CA

Submission Deadline: November 18, 2016

Event Summary & Mission:

The annual Green Sports Alliance Summit is the world's largest and most influential gathering for the sports community to unite around sustainability. The event brings together hundreds of industry stakeholders to learn and share better practices and the latest innovations in greening operations, advancing the supply chain and engaging fans.

The [Green Sports Alliance](#) leverages the cultural and market influence of sports to promote healthy, sustainable communities where we live and play. We do so by inspiring sports leagues, teams, venues, their partners and millions of fans to embrace energy efficiency & renewables, sustainable food systems, waste reduction, water efficiency, safer chemicals and other environmentally preferable practices. Alliance members represent more than 370 sports teams and venues from 20 different sports leagues and 14 countries.

2017 Summit Theme:

PLAY GREENER: *Engaging Fans, Athletes & Communities*

We are excited to host our 7th annual Summit in Sacramento at the Golden 1 Center, home of the Sacramento Kings. This year we will focus on mobilizing our members and partners to bring about positive environmental and social impact across their fan-base and surrounding communities. Main stage sessions will prepare green sports stakeholders to leverage their influence by collaborating with athletes and engaging fans and communities inside and outside of sports venues to create measurable and lasting change.

Topics:

Engagement

>> Platforms, initiatives, programs, partnerships and communications designed to mobilize and activate athletes, fans, and communities around sustainability.

Marketing & Sponsorship

>> Compelling, unique and brand-aligned team and venue marketing initiatives, new sponsorship assets and sponsorship activations around environmental and social initiatives.

Venue Operations

>> Innovative and effective solutions for developing, implementing and measuring projects/initiatives that promote more sustainable operations and management at sports venues.

Collegiate Sports

>> Addressing the needs, challenges, solutions and partnerships in sports greening initiatives in collegiate athletics and recreation programs.

Public/Private Sector Collaboration

>> Partnerships and programs between the public and private sector that are advancing sustainability at the team, venue, league and event level while creating positive impact across communities.

Session Types:

The Alliance is encouraging proposals for innovative sessions that emphasize participation, feature case studies, and contribute to the creation of an informative and exciting Summit program. We will give priority to proposals that highlight case studies directly from a sports entity; discuss successes and challenges; and allows the audience to connect with and learn about important topics in a new way.

Presentations and Panel Discussions (60-75 min)

Presentations and panel discussions provide stories and discussion with diverse perspectives around a particular topic followed by audience Q&A facilitated by a moderator. Prior to the panel discussion, each panelist delivers a brief presentation related to the session topic that provides the audience with a high-level overview of a project or initiative. *A maximum of four panelists (plus a moderator) will be accepted for this session type.*

Mini-Charette (60-90 min)

In a mini-charette, moderators will introduce a theme and set up problem statements for discussion in small groups. Participants will share their solutions and takeaways, and moderators will recap discussions. Moderators will pull together a report of actionable steps discussed that can be shared after the Summit.

Workshops (60-90 min)

Workshops are expanded sessions centered on clearly defined goals and impart attendees with specific skills, solutions, and strategies through hands-on training. Attendees should leave with action-oriented tools and resources. *Proposals for Workshops require a session outline, content description, proposed agenda and timing, additional speakers and interactive learning examples.*

Breakout Tours (90-120 min)

Are you located in the Sacramento area? This session type is an opportunity to provide a structured and educational tour of a local site with a connection to sports greening. The tour could be of a sports/recreational facilities or sustainability-related sites (e.g. local farm, recycling facility, etc.). Tours should go beyond an overview of the site and provide opportunities for learning and discussion. *Breakout tours will take place on June 27th and we will work with you to coordinate transportation to and from Golden 1 Center.*

Submission Requirements:

Please submit the following through our [online submission form](#) for all proposals:

- >> **Title:** (10 words maximum) The session title is the hook. Be sure to submit a creative title that accurately describes your session content.
- >> **Topic:** Please choose from the list of session topics explained above.
- >> **Session Type:** Please choose from the list of session types explained above.
- >> **Abstract:** (200 words max) Session abstracts or descriptions should address the 2017 Summit Theme, **PLAY GREENER: Engaging Fans, Athletes & Communities**, discuss the primary topic, goal of the session, the target audience, and any essential background information. This description will appear in the Green Sports Alliance Summit program.
- >> **Session Outline:** (500 words max) Please include a description of the proposed session agenda and timing, and additional speakers (as necessary). Preference will be given to session formats that emphasize creativity.
- >> **Relevant Audience(s):** Please indicate the target audience: facility operators, marketing & sponsorship representatives, community relations representatives, team and venue executives, brands, vendors, etc.
- >> **Learning Level:** Please indicate the audience for your proposed session.
 - **Rookie – For first season green sports players:** Provides general information and introductory understanding of the topic. The session will share new information without substantial action outcomes for the attendee.
 - **Veteran – Not their first green sports rodeo:** Requires the attendee to be more engaged and produce more tangible outcomes. Offers more in-depth material or explanation by the presenters/speakers and the opportunity for the attendee to interact with the material and be engaged in using the information in their work.
 - **All-Star – For those at the top of their green sports game:** Requires the attendee to be able to complete a definitive action for the session. The session program needs to allow for opportunity for the attendees to gain new knowledge, practice its application, and be able to apply the information on their own.
- >> **Learning Objectives:** Please list 3-4 lessons/insights the audience will take away from your proposed session and be able to use in their work.
- >> **Speaker Details:** Including name, title, company, email address & phone number, session roles (e.g. panelist, presenter, moderator, facilitator), bio (100-250 words), and 1-3 examples of speaking experience (event, presentation title, length, date, and audience size).

>> Submitter's Contact Information: The "submitter" is the individual completing the online form, and who will be responsible for confirming and coordinating with applicable speakers and answering any logistical questions about the submission, regardless of whether they are the proposed speaker/presenter.

Review Criteria:

Green Sports Alliance will use the following criteria as a means for evaluating proposals:

- Represents an innovative contribution to a timely and important topic of interest in the sports greening movement (sample topics noted above).
- Expertise and experience of presenters, as demonstrated by presenter bios, speaking experience and replicability of case study.
- Originality and commitment to enhancing sustainability learning of leaders in the sports industry.
- Highlights both successes and challenges and provides the audience with key takeaways.

Program Policies, Guidelines and Expectations:

All proposals must be complete, comprehensive, and deemed timely to the audience. The Green Sports Alliance may alter a presentation, increase and/or reduce the number of presenters, request content changes or additions, select alternate presenters from among those proposed, and/or combine the submitted proposal with other proposed proposals, at its sole discretion. All participants will be contacted independently to confirm their submittal.

Diversity across gender, race, discipline, industry, and geographic representation is a priority for Green Sports Alliance in developing the Summit program, and will be given considerable weight when evaluating proposals.

Presentations are not meant to be a platform for business promotion. Green Sports Alliance requests that all proposals are centered around educational outcomes, including practice sharing, idea exploration and dissemination of tools, resources and actionable steps. If a presentation relates to a specific business, product, technology, or project, the emphasis must be on the underlying research or innovation process, with the objective of providing insight that attendees can apply to their own work.

*The Summit supports the annual work of the Green Sports Alliance. Registration is required for all submitted speakers. **In appreciation for their contribution to the success of the 2017 Green Sports Alliance Summit, speakers will be eligible to register for full Summit registration at a discounted rate.**

Registration discount codes will be provided upon proposal acceptance.

ALL SPEAKERS MUST BE REGISTERED BY APRIL 17, 2017

How to Submit:

Please submit all proposals through our [online submission form](#). Proposals must be submitted through the online submission form for consideration.

Review and Selection Process Timeline:

October 19, 2016: Call for Proposals issued

DEADLINE EXTENDED December 9, 2016: Deadline for proposal submissions

January 4, 2017: Accepted session notification begins

February 1, 2017: Final session notifications

March 15, 2017: Deadline for speaker bios (200 words) and headshots submitted to Green Sports Alliance to confirm participation

April 17, 2017: Deadline for speaker registration (***registration required**)

May 8-June 9, 2017: Session planning calls will be organized and held in preparation for the Summit

June 19, 2017: Deadline for presentation files due to Green Sports Alliance

June 27-29, 2017: 2017 Green Sports Alliance Summit | Sacramento, CA

Questions? Please email info@greensportssummit.org

[Click here to see the 2016 Green Sports Alliance Summit Event Report to view the complete program and speaker line-up from Houston.](#)