



# GAME ON!

## THE FUTURE OF SPORTS & SUSTAINABILITY

### 2020 Green Sports Alliance Summit COMMUNITY PARTNER OVERVIEW

## 2020 SUMMIT OVERVIEW

The 10<sup>th</sup> annual **Green Sports Alliance Summit** will continue the tradition of the world's largest and most influential gathering for the sports community to unite around sustainability. Each year the Summit brings together hundreds of leaders from professional sports teams, collegiate programs, venue management companies, and other pioneers in environmental stewardship to exchange the latest thinking around greening the sports industry and engaging fans and communities.

In 2020, Minneapolis' U.S. Bank Stadium, home of the Minnesota Vikings, will host hundreds of leaders and executives from well recognized teams, venues, leagues, brands and NGOs.

## Community Partnership Program

As an integral part of our Summit, the Green Sports Alliance partners with value-aligned organizations to help broaden the reach of the Alliance and the advancement of the sports greening movement.

Through mutually-beneficial, cross-promotional partnerships, these nonprofit and government community partners help promote the annual Summit by sharing valuable opportunities with their networks and demonstrating their collaboration with our organization. We work with community partners to cross promote our organizations and encourage attendance at the upcoming Summit.

## Past Community Partners



## 2020 SUMMIT COMMUNITY PARTNERSHIP

As a Community Partner, your association or organization will receive the following benefits and will be held responsible for the following commitments:

### Benefits

- Custom discount code provided for your organization's members and network to attend the 2020 Green Sports Alliance Summit and save \$75 off normal registration rate (after Early Bird Rate ends – March 13, 2020).
- Your logo and website link will be featured in the Community Partners section of the Alliance website and your logo will be included in the Summit digital signage.
- Your confirmed Community Partnership will be announced on Alliance social media platforms, in addition to the sharing of relevant news related to your organization (as provided by Community Partner).
- Opportunity to share your organization's promotional material at the 2020 Green Sports Alliance Summit Community Partner table
- Upon receiving verification of completed commitments, you will receive one complimentary ticket to attend the Summit.
- If your custom discount code sells four or more Summit tickets, you will be provided with an additional complimentary Summit ticket.
- Optional benefit: provide relevant guest blog post content to be shared on Alliance's website and via social media, pending approval by Alliance.

### Commitments

- Email a high-resolution .jpg and/or .png file of your logo with transparent background to the Alliance for promotion of your involvement on the Alliance website and Summit digital signage
- Send one Green Sports Alliance Summit dedicated email to your network in the months leading up to the Summit. Custom content can be created for you upon request.
- Include a promotional feature about the Green Sports Alliance Summit a minimum of three (3) times to your email lists in the months leading up to the Summit.
- Add the 2020 Green Sports Alliance Summit to your internal and external event calendars.
- Showcase your support of the Green Sports Alliance Summit five (5) times via social media (Facebook, Twitter, LinkedIn, Instagram, etc.) to your followers in the months leading up to the Summit & follow the Green Sports Alliance on all social media platforms.

# INTERESTED IN 2020 GREEN SPORTS ALLIANCE COMMUNITY PARTNERSHIP?

## SUMMIT COMMUNITY PARTNERSHIP

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### **Partner Review Policy:**

*All organizations interested in Green Sports Alliance Summit Community Partnership will be reviewed by the Alliance Partnership Committee to ensure alignment with the Green Sports Alliance mission.*

