

SPONSORSHIP

Prospectus



OVERVIEW

The Go Green Initiative (GGI) is an advocacy organization focused on eliminating harmful toxins from our children's learning environment.

When we think about our children learning and growing into smart and well rounded young adults, we rarely stop to consider the environmental conditions in which they learn. And yet, the reality for many of them is that there are pollutants at school that impact their ability to learn. These contaminants are everywhere, in communities of all economic strengths.

We work to improve lifelong outcomes for children in communities most impacted by environmental harm by advancing environmental health, safety, and sustainability at school. We partner with district administrators, school stakeholders, and student leaders to improve the quality of the air, water, and food at school while conserving school and community resources.

WHY SPONSOR GGI?

Greener Schools, Healthier Kids

Support Go Green programs and initiatives that make a difference at schools: clean air, clean drinking water, and conserving energy.

Make a Real Impact

Contribute directly to improving lifelong outcomes for students through green projects and educational initiatives that make a measurable difference.

Align with Sustainability Goals

Show your commitment to families and schools by supporting efforts to improve the learning environment for children.

Connect with an Engaged Audience

Connect with a community of organizations that value children's health, education, and the environment in which they learn.

SPONSORSHIP OPPORTUNITY

starting at

\$10,000

annually

Becoming a GGI sponsor means your organization plays a crucial role in helping to improve the learning environment for students across the country. Your contribution supports key GGI programs that improve indoor air quality, reduce greenhouse gas emissions, conserve energy, and provide clean drinking water. Studies have shown a strong connection between an improved learning environment and better learning outcomes for students. Your support helps us continue to make a difference for students across the United States.

Over 3,500 schools / Over 2.5 million students / 190,000+ teachers / Programs in all 50 states / Initiatives in over 70 countries
EPA multi-year grant recipient / 2023 SoCal Gas Climate Champion / Over \$100,000 in grants given to teachers and students

YOUR SPONSORSHIP PACKAGE INCLUDES:

1. BRAND VISIBILITY

GGI WEBSITE: Your logo will be displayed on the GGI website's "Donors and Partners" page, where it will include a short description of your organization and a link to your website. It will also appear at the bottom of our home page as part of our "Partners Spotlight".

SOCIAL MEDIA: Your social media feeds will be connected with GGI, where your organization will be tagged in posts and highlighted to our thousands of followers, which include educators, public officials, and industry members.

MARKETING MATERIALS: Sponsors have additional brand exposure opportunities with GGI's programs:

- GGI Academy (website)
- GGI Guidebook (print/digital)
- GGI Radio (internet)
- GGI e-newsletters (multiple platforms)

SPECIAL EVENTS: Sponsor recognition include special events where your logo may be displayed in event marketing, signage, and/or event banners. Top-level supporters may have the opportunity to speak as part of GGI's presentation at the annual NSBA conference.

2. MAKE A DIFFERENCE

ADVOCACY: Your sponsorship supports GGI's efforts to advocate for improving the learning environment for children in schools throughout the country. This means helping school districts be more proactive in addressing environmental-based issues at schools, helping them adopt better policies and practices, and providing them a map on how to do the work.

Our Five Core Programs



to **improve the indoor environment** and **conserve natural resources**

3. CONNECT TO GGI's EXPERTISE

PUBLICATIONS: GGI is creating materials that will serve as a roadmap for addressing school environmental issues throughout the U.S.A. and beyond. The GGI Guidebook's content comes from EPA and federal government agencies. It guide organizations doing this work, will be available to download at no cost, and come in many different languages. The GGI Academy will standardize the trainings involved in all aspects of improving the environment in schools. Sponsors will be highlighted by having their name and/or logo included, along with a link to their website (if available).

For more information on how to become a sponsor, please contact:

Jill Buck, Founder/CEO / Jill@GoGreenInitiative.org / (925) 289-0145

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YOUR SPONSORSHIP BENEFITS BY LEVEL:

	GGI Sponsor Benefits	Green Supporter	Sustainability Partner	Clean Community Advocate	Eco- Champion
GGI website	logo on website home page (footer)			✓✓✓	✓✓✓
	logo on "About/Donor" page	✓✓✓	✓✓✓	✓✓✓	✓✓✓
	logos linked to sponsor website		✓✓✓	✓✓✓	✓✓✓
	banner ad (# of months)		2	4	6
e-newsletter & social media	logo on e-newsletter		✓✓✓	✓✓✓	✓✓✓
	sponsor article (# of months)	✓✓✓	✓✓✓	✓✓✓	✓✓✓
	social media connection	✓✓✓	✓✓✓	✓✓✓	✓✓✓
	sponsor tagged on social media post			✓✓✓	✓✓✓
	sponsor content pushed by GGI (# of posts)		2	4	6
GGI Academy	logo on website home page (footer)			✓✓✓	✓✓✓
	logo on "Sponsor" page		✓✓✓	✓✓✓	✓✓✓
	logos linked to sponsor website		✓✓✓	✓✓✓	✓✓✓
	banner ad (# of months)			3	6
	logo and listing on "Vendor" page		✓✓✓	✓✓✓	✓✓✓
GGI Radio	Sponsor logo on GGI media promotion				✓✓✓
	Sponsor mentioned on GGI Radio show			✓✓✓	✓✓✓
	"One Minute Update" from sponsor during show			✓✓✓	✓✓✓
GGI Guidebook	logo listed on all printed publications			✓✓✓	✓✓✓
	logo listed on "Sponsor" page on website			✓✓✓	✓✓✓
	logo linked to sponsor website			✓✓✓	✓✓✓
	logo and listing on "Vendor" page			✓✓✓	✓✓✓
other benefits	guest speaker at national/regional conference *				✓✓✓
	guest speaker at GGI Annual Recognition event *				✓✓✓
	tickets to GGI Annual Recognition event *		2	4	8
Sponsorship Donation		\$10,000	\$25,000	\$50,000	\$75,000

GGI helps School Districts address these issues



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