Do you believe all students deserve to learn and play in schools that sustain the world around them, support their health and well-being, and prepare them to tackle the global challenges of the future?

If yes, join the educators and green building leaders responsible for advancing green schools worldwide.

greenschoolsconference.org
A Global, Virtual Experience

WHERE: Virtual (Global)  
WHEN: June 28-29, 2021  
Preceded by a series of 4 summits for green school leadership affinity groups in February, hosted  
REACH: 1,500+

GSC is the only conference uniting three groups vital to the success of green schools:
- Academic (school leaders, teachers, parents)
- Operations (general school or district administrators, facilities operations management)
- Building Design & Construction (architects, engineers, product suppliers)

“This was my first Green Schools Conference. My architecture firm focuses on educational projects. I can’t imagine NOT GOING to this conference every year now that I’ve gone once.”
— Green Schools Attendee

The premier education and networking opportunity for passionate green schools champions from around the world.

For more information, contact Kasey Page: kpage@usgbc.org, 202-595-3971
# Partnership Opportunities

<table>
<thead>
<tr>
<th>Premier</th>
<th>Platinum</th>
<th>Gold</th>
<th>Silver</th>
<th>Green</th>
</tr>
</thead>
<tbody>
<tr>
<td>USD 12,500</td>
<td>USD 7,500</td>
<td>USD 5,000</td>
<td>USD 3,000</td>
<td>USD 1,250</td>
</tr>
<tr>
<td>5 Full-Conference Passes + 4 Scholarship Passes</td>
<td>4 Full-Conference Passes + 3 Scholarship Passes</td>
<td>3 Full-Conference Passes + 1 Scholarship Pass</td>
<td>2 Full-Conference Passes</td>
<td>1 Full-Conference Pass</td>
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## Choose Your Sponsorship Journey:

Pick the opportunities below that achieve your objectives. The total cost will determine your sponsorship level & the number of complimentary passes. Early bird pricing: sign on by March 31, 2021 to receive a 10% discount. USGBC Members discount reflected separately.

## All sponsors receive the following benefits:

- Branding on event website
- Branding on event participant guide
MAXIMIZE THOUGHT LEADER MOMENTS

KEYNOTE
- USD 13,500
- Members: USD 12,150

Open or close the 2021 Green Schools Conference
- 3-5-minute sponsor introduction (or video) to general session
- Sponsored content at usgbc.org
- USGBC introduction and 5-minute meet-and-greet with speaker
- List of registrants who opt-in
- Additional branding on event participant guide
- Recognition in event agenda, online

THOUGHT LEADER INTERVIEW:
- USD 5,000
- Members: USD 4,500

Sponsor representative interviews a GSC speaker or green school leader (including youth speakers).
- Exclusive interviewer role: sponsor can propose potential interviewees*
- Link to interviewer bio on the website
- Branding on event schedule

*Subject to USGBC approval
SESSION SPONSOR

- USD 4,500
- Members: USD 4,050

Provide spoken remarks or video introducing session. Sponsor more than one at a discount!

- Provide 1-3 minutes of opening remarks for your 60-minute session of choice*
- List of session registrants who opt-in, and their company affiliation
- Recognition and link to bio of sponsor representative (moderator role may be possible)
- Additional branding on event participant guide, schedule

*Topic selection first-come, first-serve

COFFEE CHAT LEADER

- USD 4,500
- Members: USD 3,600

Sponsor a breakout room for attendee affinity groups or important topics. Suggested topics include:

- Healthy Schools & COVID Response (ex: green cleaning, IAQ and HVAC best practices, hygiene, furniture, and partitions)
- Zero Waste (focus on food waste)
- Outdoor Classrooms & Schoolyards
- Building Design for Social Equity
- Building Design for Sustainability Education
- Renewable Energy, Battery Storage, and Electrification
- Electric School Buses
- Sustainability Curriculum & Green Workforce Opportunities
- Sponsorship representative moderates conversation during the break
- Branding on promotional materials and event schedule
- Opportunity to send attendees rewards (please inquire for details)
BOOST YOUR BRAND

ON-DEMAND ACCESS SPONSOR

- USD 7,500
- Members: USD 6,750

Provide attendees 24/7 access to conference sessions. Maximize brand visibility every time an attendee accesses a session, post-conference.

- Branding on event microsite and link to profile in session description on Education@USGBC
- Recognition in post-show promotional materials
- Additional branding on event participant guide

REGISTRATION SPONSOR

- USD 10,000
- Members: USD 9,000

Every attendee, speaker, and special guest registers online. Receive exclusive branding and recognition on all registration-based communications.

- Prominent brand positioning on registration website
- Brand recognition in all registration e-mails
- List of all attendees, who opt-in, and their company affiliation

SPONSORED EMAIL

- USD 1,750
- Members: USD 1,575

Showcase your company’s leadership in green schools by promoting a product or solution via email, distributed* by USGBC to event registrants

- Custom HTML content (200 words or fewer written by sponsor, distributed by USGBC)
- Can be filtered on attendee type or location

* Email distribution date is first-come, first-serve
ELEVATE EVENT EXPERIENCES

AWARD CEREMONY SPONSOR
• USD 5,000
• Members: USD 4,500

Leave a lasting impression with conference-goers and award winners as the exclusive end-of-show Awards Ceremony Sponsor.
• Exclusive branding at the virtual event
• Congratulate award winners on behalf of your company
• Branding on event schedule
• Recognition on any promotional materials

Welcome guests to the room, and introduce award-winners to attendees
• Branding on event schedule
• Recognition on any promotional materials

WELLNESS BREAK SPONSOR
• USD 2,500
• Members: USD 2,250

Give attendees a mental and physical boost!
• 1-3-minute activity introduction by sponsor (potential for sponsor to suggest activity)
• Branding on event schedule
• Sponsor concludes event with a 1-minute brand plug/call to action and direction for next event

AWARD CONVERSATION SPONSOR
• USD 2,000
• Members: USD 1,800

Provide an introduction in this breakout room designed for attendees to engage with and pose questions to the event’s award-winners.
• Exclusive branding at the virtual event
• Provide 1-2 minutes of introductory remarks,
EXTEND YOUR REACH AND SAVE!

USGBC has several events throughout the year that will allow you to fortify your brand through multiple touchpoints very cost-effectively. Bundle your 2021 Green Schools Conference sponsorship with one of the following events and – AND receive a 10% discount on the total cost*.

USGBC LIVE, JUNE 8-10, 2021

An inaugural global, virtual conference focused on USGBC, USGBC Live combines the expertise of the largest community of green building leaders with the data, insights, stories and leadership of the thousands of LEED and green building projects around the globe to produce insightful and engaging conversations about the future of buildings, cities and communities.

Content will include coming trends, what USGBC members are doing for safe building re-entry in a post-pandemic world, shifts occurring in 2021, and the LEED journey toward LEED Zero (net-zero emissions & waste), LEED Positive (LEED’s vision to become restorative), and LEED v4.1, and complementary products like Arc and other GBCI programs. A variety of sponsorship opportunities will fit every objective and budget.
EXPERT CHATS HOSTED BY USGBC, WEEKLY EVENTS THROUGHOUT 2021
These leading-edge digital events are presented by experts, practitioners, and users who provide technical support on LEED, GBCI, and Arc products. Sample topics include: “Healthy People in Healthy Places Equals a Healthy Economy,” “TRUE, PEER, SITES, Arc Core Concepts and Power User Briefings,” and “Post-Pandemic Building Re-Entry Strategies.” Presenting sponsorships ($3,000) and Supporting sponsorships ($750) provide a variety of branding and thought leadership benefits.

GREEN BUILDING CAREERS WEBSITE AND CAREER DEVELOPMENT OUTREACH, FALL 2021
USGBC is well-placed to offer gold-standard resources for careers in green building. A Green Building Careers microsite will be the foundation. An event featuring video interviews with green building professionals will bring the website content to life. Virtual sessions with students exploring sustainability, building sciences, environmental sciences, and construction trades offer direct access to leaders in the green building community.

*Contact sponsorship@usgbc.org for sponsorship details and pricing.*