



## MARCH 5-7, 2024 | SANTA FE, NEW MEXICO

The Green Schools Conference (GSC) brings together everyone involved in creating and advocating for green schools, focusing on those leading schools and school systems toward whole-school sustainability. Now in its 14th year, the three-day event provides a platform for the green schools community that inspires and facilitates the progress of the green schools movement.

Don't miss the opportunity to share your sustainability story, network, and connect with 400 attendees who care deeply about achieving more sustainable schools for all.

### WHO ATTENDS?

- School district facilities, sustainability, and capital planning staff
- Green school design professionals and LEED consultants
- Educators and school leaders
- National nonprofits and government partners

### SCHEDULE AT A GLANCE

<b>Pre-Conference</b> Monday, March 4	9:00 am – 1:30 pm	Offsite tours (\$)
<b>Day 1</b> Tuesday, March 5	9:00 am – 12:00 pm	Workshops
	12:30 – 2:00 pm	Lunch
	1:45 – 3:15 pm	Summits
	3:30 – 5:00 pm	Speed greening
<b>Day 2</b> Wednesday, March 6	8:00 – 8:45 am	Open circles
	9:00 – 10:00 am	General session
	10:15 am – 4:00 pm	eXchange showcase
	10:30 – 11:30 am	Education sessions
	11:45 am – 1:00 pm	Lunch
	1:00 – 2:00 pm	Education sessions
	2:30 – 3:30 pm	Education sessions
	4:00 – 6:30 pm	Evening awards reception
<b>Day 3</b> Thursday, March 7	8:00 – 8:45 am	Open circles
	9:00 – 10:00 am	Education sessions
	10:30 – 11:30 am	Hosted expert panels
	12:00 – 1:30 pm	Closing plenary luncheon



## SPONSOR OPPORTUNITY OVERVIEW

Continue on to review detailed benefits for each sponsorship opportunity including attendee reach, event access and thought leadership.

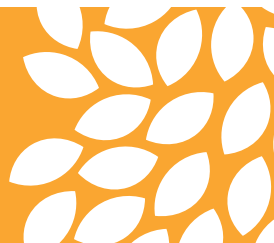
### Demonstrate Expertise

- **Hosted Expert Panel:** Curate and host a 60-minute panel talk with subject matter experts on trending topics during the conference program. These sessions do not compete with core programming and serve as an opportunity for your organization to position itself as a thought leader in the green schools movement  
*\$7,000 | 5 available*
- **Sustainability Tours:** Support attendees as they explore Santa Fe and visit sustainable schools in action during one of the half-day pre-conference tours  
*\$4,000 | 3 available*
- **Workshops:** Introduce one of the five curated 3-hour hands-on and skill-building workshops. Topics include: Grant Writing & Funding, Communication Strategies, Place-based Sustainability Curriculum, Green Infrastructure & Resilience, Student Leadership & Action  
*\$4,000 | 5 available*
- **Summits:** Demonstrate alignment with cutting-edge issues and provide introductory remarks at one of the five, 90-minute topical summits. Topics include: Decarbonization, Environmental Justice, Zero Waste, Climate Action & Advocacy, and Climate Literacy  
*\$4,000 | 5 available*
- **\*SOLD OUT\* School District Sustainability Summit (March 7-8):** Provide short remarks and gain exclusive access to a targeted group of school district decision-makers during this memorable, invite-only summit that immediately follows GSC. Participation in the School District Sustainability Summit is by invitation only and is not included in GSC. However, sponsors of this separate event are recognized as GSC sponsors  
*\$3,000–\$7,000 | 0 available*
- **Education Sessions:** Show leadership on a specific green school topic or presentation by introducing a 60-minute core education session. Topics range from air quality to electric buses to federal funding to climate action planning  
*\$2,500 | 15 available*
- **Sponsored Email:** Promote a success story, case study or product solution to all attendees in an email before or after the event  
*\$1,500 | 5 available*



“It was so nice to have the opportunity to meet and interact with such a diverse group within the education space.”

–2023 GSC exhibitor



## Showcase Thought Leadership

- **\*SOLD OUT\* School District Sustainability Summit (March 7-8):** As the exclusive sponsor for the premiere event for this targeted group of school district decision-makers, provide remarks and network throughout the special, invite-only event that immediately follows GSC  
*\$18,000 | 0 available*
- **Best of Green Schools Award Ceremony and Reception:** Position your company among leaders in the movement and honor their achievements as the exclusive award ceremony and reception sponsor  
*\$12,000 | 1 available*
- **Opening Keynote Session:** Offer remarks as the GSC convenes attendees for an inspiring main stage moment to celebrate the green school's movement and kick off the conference  
*\$10,000 | 1 available*
- **Closing Keynote Session & Luncheon:** Provide remarks and parting thoughts as attendees reflect on their experience during the closing session  
*\$10,000 | 1 available*

**“Great conversation with end users and influencers!”** –2023 GSC exhibitor

## Network And Elevate Your Brand

- **Technology Sponsor:** Choice of exclusive branding opportunity in advance and onsite at GSC, including the registration platform, conference mobile app (~90% participation rate), and onsite Wi-Fi networks  
*Up to \$8,000 | 1 available*
- **Sustainability:** Position your company as a leader in ESG by sponsoring GSC's sustainability efforts such as conference composting  
*\$2,000 | 2 available*
- **eXchange Showcase:** Host a tabletop that spotlights your company's products, services, or solutions in the dedicated eXchange Showcase area on March 6. See more details on page 5  
*\$2,000 | 15 available*
- **Speed Greening:** Connect with conference attendees in focused small-group conversation during this fun and fast-paced networking event. See more details on page 5  
*\$1,500  
\$1,000 as an add-on for eXchange sponsors  
\$500 for nonprofits*
- **Wellness:** Provide conference-goers with a wellness and refreshment break throughout the event  
*\$1,500 or \$4,000 for exclusive sponsorship | 3 available*
- **Equity Scholarship:** Expand access to high-quality, in-person learning and networking for an attendee from underserved communities  
*\$1,500 | 5 available*



USGBC members will receive a 10% discount on all sponsored opportunities.

## SPONSOR BENEFITS

Sponsorship	Price	Conference access	Approx. audience reach	Speaking remarks	Branding on event website, mobile app, signage & mainstage slides
Exclusive District Sustainability Summit Sponsor	\$18,000	3	75	15 min	x
Best of Green Schools Awards Ceremony & Reception	\$12,000	3	400	5min	x
Opening Keynote Session	\$10,000	2	400	5 min	x
Closing Keynote Session & Luncheon	\$10,000	2	400	5 min	x
Technology	\$8,000	2	400	—	x, + branding at registration & Wi-Fi signage
District Sustainability Summit Headliner	\$7,000	2	75	8 min	x
Hosted Expert Panel	\$7,000	2	80	60 min panel session	x
School District Sustainability Summit Supporter	\$5,000	2	75	5 min	x
Sustainability Tours (Pre-conference)	\$4,000	1	40	3 min	x
Workshops	\$4,000	1	80	3 min	x
Summits	\$4,000	1	80	3 min	x
Exclusive Conference Wellness	\$4,000	1	400	—	x
Education Session	\$3,000	1	80	2 min	x
District Sustainability Summit Excursion	\$3,000	1	75	2 min	x
eXchange Showcase & Speed Greening	\$3,000	1, + 1 eXchange only pass	400	—	x
eXchange Showcase	\$2,000	1, + 1 eXchange only pass	400	—	x
Sustainability	\$2,000	1	400	—	x
Speed Greening	\$1,500	1	300	—	x
Wellness Break	\$1,500	1	400	—	x
Sponsored Email	\$1,500	1	400	—	x
Equity Scholarship	\$1,500	1	400	—	x
Speed Greening (nonprofit)	\$500		300	—	x



## NETWORK | BUILD RELATIONSHIPS | SHARE KNOWLEDGE

Engage with conference attendees through two different opportunities designed to help you generate business and make lasting connections.

### eXchange Showcase

Reach a large cross-section of the champions for green and healthy schools with your spot on the eXchange floor. Limited to 15 organizations, these high-profile showcases allow you to connect with attendees during dedicated breaks on March 6. Attendees seek out the eXchange to find services and resources to help achieve their green school goals.

Lead Capture is available exclusively to our eXchange Showcase partners! Purchase Lead Capture to capture, rate, and take notes on each lead and import their information into your CRM. You can customize questions, follow up promptly, and have a real-time understanding of your participation's ROI. Purchase directly from our vendor through the exhibitor portal starting at \$249. No hidden fees or markup. [Watch a demo video of LeadCapture.](#)



### Speed Greening

This interactive and fun 90-minute networking event helps attendees create direct connections with trusted green school resources and solution providers. From electric school bus advisors to climate change curriculum creators, indoor air quality experts, education and training providers, and more, attendees can casually visit representatives of organizations to learn about how their offerings solve challenges and help meet schools' sustainability goals.

	<b>Speed Greening</b> March 5, 3:30 – 5:00 pm	<b>eXchange Showcase</b> March 6, 10:00 am – 5:00 pm
<b>Furniture Provided</b>	One (1) round table with linens, seating for 10 people, one (1) table tent with company logo	One (1) 6-foot table with linens, two (2) chairs
<b>Conference Registration</b>	None	One (1) complimentary conference pass included with Green Level Sponsorship
<b>Additional Staff Passes</b>	None	One (1) eXchange only pass
<b>Listing in Mobile App</b>	Yes	Yes (directing conference-goers to Showcase placement)
<b>Electric Power and Wi-Fi</b>	Wi-Fi provided	Wi-Fi provided. Power available for purchase
<b>Price</b>	<b>\$500 nonprofit/\$1,500</b> <b>\$1,000 add-on for eXchange sponsors</b>	<b>\$2,000</b>