

Partnership Opportunities and Benefits

Over the past 20 years, Second Nature has engaged hundreds of college presidents and their institutions in sustainability, climate mitigation, and resiliency, forming one of the most successful voluntary greenhouse gas emissions reduction efforts in the world. Together with our partners, we have supported this very active network in reducing greenhouse gas emissions. Second Nature’s network of institutions is leading research on climate and its effects, preparing students to be wiser consumers and more valuable employees, and helping to create new markets and jobs in the 21st Century economy by making their campuses more sustainable and resilient in the climate of today and tomorrow.

Effective working partnerships between higher education and businesses that share these goals are essential to the success of both sectors. As partners with us, and members of Second Nature, you can effectively promote your climate leadership in the higher education sector and beyond, support the development of a strong green economy, share your expertise and vision, and demonstrate commitment to sustainability to millions of students and alumni. We welcome your organization to our high-visibility national network of leading colleges and universities pursuing sustainable solutions for a positive global future.

Opportunities and Benefits

See accompanying table for pricing

	Leader	Supporter	Affiliate
Meeting and Events	Two complimentary registrations for SN sponsored events and eligibility to host side events	One complimentary registration for SN sponsored events and eligibility to host side events	Invitation to attend SN sponsored events that include college Presidents
Annual Engagement	Opportunity to participate in an annual review of Second Nature’s programs, products and services	Same as Leader	Same as Leader



	Leader	Supporter	Affiliate
Website Visibility	Logo and short company description on the Second Nature website with reciprocal link to sponsor's website	Same as Leader	Same as Leader
Logo Usage	Authorization to use the SN logos online and in company literature	Same as Leader	n/a
SN Online Events	Opportunity to offer one webinar per year; logo to appear on all webinars	Same as Leader	n/a
Spotlights in SN Newsletters	Invitation to author two articles in SN's newsletter, branded sponsorship of that issue and social media promotion of articles	Invitation to author one article in SN's newsletter, and branded sponsorship of that issue	n/a
GreenBiz Leadership Blog	Opportunity to submit one post per year in a corporate leadership blog series "@edu," in GreenBiz	Same as Leader	n/a
Publications	Inclusion of logo and company description in all publications	n/a	n/a
Recognition	Recognition and additional text in SN Annual Report	Recognition in SN Annual Report	n/a

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	Leader	Supporter	Affiliate
Customized Opportunities	Eligibility to plan customized opportunities (up to 10 hours of senior staff time) to co-sponsor events, expert panels, publications, pilot project, and other activities	n/a	n/a
Council Participation	Eligibility to participate and engage in regular meetings of councils or working groups that provide direction and advice on SN's programs	n/a	n/a
SN Leadership Exchange	Opportunity to invite SN leadership to present at corporate strategic planning events and workshops	n/a	n/a

Pricing Structure

Annual Gross Revenue	Leader	Supporter	Affiliate
< \$ 1 M	\$10,000	\$5,000	\$2,000
\$ 1 M - \$9.9 M	\$15,000	\$6,000	\$3,000
\$ 10 M - \$ 49.9 M	\$20,000	\$7,000	\$4,000
> \$ 50 M	\$25,000	\$10,000	\$5,000

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