

APRIL 4, 2018



gogreen

# COMMUNITY PARTNER OVERVIEW

# OUR FOCUS

## WHAT IS THE GOGREEN CONFERENCE?

The GoGreen Conference is a high-level sustainability event for business and government. Our mission is to empower decision makers to create positive change at their organizations by spreading proven best practices, strategies, tools, and visionary ideas to achieve sustainability and social equity.

The GoGreen Conference was founded in 2008 and is organized by Social Enterprises, Inc. annually in Portland and Seattle.

## WHO PARTICIPATES AS COMMUNITY PARTNERS?

Community Partners tend to be regional non-profits, business associations and community organizations that work to promote the topic of sustainable business and local events to their networks through newsletters, website, social media and community events.

## WHAT DOES IT MEAN TO BE A COMMUNITY PARTNER?

Community Partners help spread the word about GoGreen Portland through an in-kind, cross promotional agreement. The partnership supports the shared goal of building a stronger, more sustainable regional economy and culture. Our mission is to spread information, resources and best practices, while fostering a solutions-based spirit that will create positive, lasting change in the community.

## THEMES



Equity & Social  
Justice



Climate & Energy



Green Building,  
Green Workplace

# PARTNERSHIP LEVELS

## Champion Level

- 1 Complimentary Ticket to attend GoGreen Seattle.
- Inclusion in the following marketing collateral:
  - Your logo (linked) displayed in our Community Partner section on the GoGreen Seattle Website (top-tier placement)
  - Twitter shout outs about your events, announcements and programming from @GoGreenConf (≈ 2000 followers) (as provided)
  - Inclusion of your materials (200) on the GoGreen Seattle Community Partner table on-site at the event (optional)
  - Inclusion on digital Thank You signage featuring Community Partners on-site at GoGreen Seattle
- Customized promotional code for your membership and network to save 30% on registration for GoGreen Seattle.
- For every 10 tickets sold using your custom promotional code, GoGreen Seattle will provide your organization one (1) additional complimentary ticket.

### Commitment

- Send one (1) dedicated email by March 15, 2018 inviting your membership to join you in attending GoGreen Seattle, which includes your custom discount code. (We will send an HTML template to you)
- Include GoGreen Seattle in a minimum of four (4) email newsletters to your membership list.
- Tweet and/or post on Facebook/LinkedIn about GoGreen Seattle a minimum of three (3) times in the month leading up to the event.
- Allow GoGreen marketing materials (postcards, etc.) to be distributed at your locations and/or events (where applicable).

## Catalyst Level

- Inclusion in the following marketing collateral:
  - Your logo (linked) displayed in our Community Partner section on the GoGreen Seattle Website (base-tier placement)
  - Twitter shout outs about your events, announcements and programming from @GoGreenConf (≈ 2000 followers) (as provided)
  - Inclusion of your materials (200) on the GoGreen Seattle Community Partner table on-site at the event (optional)
  - Inclusion on digital Thank You signage featuring Community Partners on-site at GoGreen Seattle
- Customized promotional code for your membership and network to save 20% on registration for GoGreen Seattle.
- For every 10 tickets sold using your promotional code, GoGreen Seattle will provide your organization one (1) additional complimentary ticket.

### Commitment

- Include GoGreen Seattle in a minimum of four (4) email newsletters to your membership list.
- Tweet and/or post on Facebook/LinkedIn about GoGreen Seattle a minimum of five (5) times in the 30 days leading up to the event.
- Allow GoGreen marketing materials (postcards, etc.) to be distributed at your locations and/or events (where applicable).

# PAST COMMUNITY PARTNERS



## Get in Touch!

Caroline Digilio

Email | [caroline@gogreenconference.net](mailto:caroline@gogreenconference.net)

Call | 206.459.0595

Website | [seattle.gogreenconference.net](http://seattle.gogreenconference.net)

## Join The Conversation



[Twitter.com/gogreenconf](https://twitter.com/gogreenconf)



[Facebook.com/gogreenconference](https://facebook.com/gogreenconference)