



(Re)imagine Our Home

For the past three years, the sustainability world has turned to Arizona each February to focus on collaboration and innovation among businesses, thought leaders, students, families and global citizens from all walks of life to (re)imagine a better world at the **Sustainability Solutions Festival**.

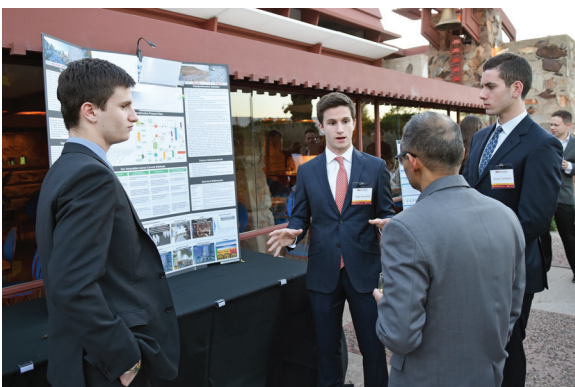
This series of events has engaged more than 41,000 people thanks to a dynamic partnership between three sustainability pioneers - Arizona State University, The Sustainability Consortium and GreenBiz Group.

With diverse events held at iconic Phoenix venues including Arizona Science Center and Desert Botanical Garden, the 2017 Sustainability Solutions Festival looks to once again expand its audience and challenge participants to continue to (re)imagine the planet as our home.

In 2017, the Festival will:

- Partner with GreenBiz Group to bring more than 700 of the world's top sustainability executives to the Valley for GreenBiz 17.
- Return to Arizona Science Center to engage more than 3,000 students and family members in sustainability exhibits and activities.
- Collaborate with 400 higher education presidents and sustainability professionals through Second Nature's Presidential Climate Leadership Summit.
- Celebrate the next generation of sustainability leaders with a diverse array of exciting and informative events throughout the week.
- Demonstrate how participants can make individual commitments that make positive impacts on our world.

Join us February 2017 to (re)imagine our home.



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2017 SIGNATURE EVENTS



DATE	EVENT	LOCATION
Friday, Feb. 3	<i>Night of the Open Door</i>	ASU Downtown Campus
Monday, Feb. 13 - Wednesday, Feb. 15	<i>Second Nature 2017 Presidential Climate Leadership Summit</i>	Tempe Mission Palms
Tuesday, Feb. 14	<i>GreenBiz University</i>	ASU Tempe Campus
Tuesday, Feb. 14 - Thursday, Feb. 16	<i>GreenBiz 17</i>	JW Marriott Desert Ridge Resort
Wednesday, Feb. 15	<i>Sustainability Solutions Celebration</i>	Phoenix
Friday, Feb. 17	<i>Night of the Open Door</i>	ASU Polytechnic Campus
Monday, Feb. 20	<i>Sustainability Solutions Family Day</i>	Arizona Science Center
Saturday, Feb. 25	<i>Night of the Open Door</i>	ASU Tempe Campus

This schedule is subject to change. More community partner events will be added leading up to the Festival.

PARTICIPANT ENGAGEMENT

The 2016 Sustainability Solutions Festival distributed free reusable stainless-steel water bottles to 2,280 attendees at multiple events, including Family Day and Night of the Open Door at ASU, to engage them in sustainability practices at their home, school or office. Each bottle was printed with waste and water usage and data to illustrate how using a reusable water bottle instead of plastic disposable bottles can make an immediate positive impact on our world.

Attendees were invited to complete an activity passport at selected Festival events in order to receive their free bottle.



(re)imagine a better world

- **17 million** barrels of oil are used to produce plastic water bottles annually.
- Bottled water costs up to **2,000** times the cost of tap water.
- At least **24%** of bottled water is tap water.
- More than **60 million** plastic bottles end up in landfills and incinerators every day.
- Only **1 in 5** plastic bottles actually are recycled.
- Plastic bottles take up to **1,000** years to start to decompose.

According to The Water Project, it is estimated that 3 liters of water are needed for every 1-liter bottle of water produced. If each Festival attendee uses their bottle just once, their actions will save the world an estimated 5,057 liters of water!

MEDIA/SOCIAL MEDIA PRESENCE



Strategic marketing and outreach developed for the 2016 Festival led to more than **26,600 attendees** and an estimated **7.5 million impressions** across traditional and digital media. With regular promotion by GreenBiz, local media engagements with Outfront Media, National Public Radio and Bear Essential News for Kids and the joint communications efforts of Arizona State University, the Festival was able to promote its theme of “(re)imagine our future” and drive its audience to message awareness and partner support.

MEDIA COVERAGE

- Local news channels throughout the Festival included a live morning-long remote on Family Day at Arizona Science Center and a live midday segment to promote Night of the Open Door on Channel 12 (NBC affiliate) and a weekend morning segment on Channel 10 (FOX affiliate). Additional coverage of events from the Festival were provided by AP/Cronkite News Service, Green Living AZ, Sustainable Brands, TriplePundit, GreenBiz and Environmental Leader.

MARKETING

- 4.5 million impressions were delivered through four electronic billboards and two light rail stations in the greater Phoenix region.
- 1 million impressions were delivered through four issues of Bear Essential News for Kids to K-8 students, teachers and families throughout Arizona.
- 279,000 impressions from 60 promotional radio spots placed with local NPR stations KJZZ and KBAQ for a two-week run from February 8-21 (per the Arbitron rating for February 2016).
- Approximately 45,000 auto and pedestrian passers daily* (1.4 million total impressions) viewed large-scale banners that were positioned on the ASU Tempe campus.

WEB + SOCIAL MEDIA (#sustival)

- 7,233 site visits by 5,940 unique users on the Festival web page, sustainabilityfestival.asu.edu, between January 1 and February 26. Partner and sponsor logos are prominently featured on the Festival page.
- 221,113 impressions across 4,437 social media interactions on Facebook and Twitter.

** Estimates per municipal and regional traffic data*

2016 SPONSORS

presenting sponsors



Sustainability Solutions Festival

ASU Walton Sustainability Solutions Initiatives
ARIZONA STATE UNIVERSITY

BRANDING



SPONSORSHIP LEVELS

(re)imagine a better world for all and demonstrate your commitment to sustainability. Arizona State University, the nation's leader in sustainability education, invites you to join us as a sponsor for the 2017 Sustainability Solutions Festival to help celebrate innovative sustainability solutions and those who create and implement them. With more than 41,000 participants and 10.5 million media impressions over the Festival's first three years, the opportunities for impact are infinite.

	Logo in event advertising	Event signage recognition	Logo on volunteer t-shirt	Logo on Festival website	GreenBiz 17 conference pass	Tickets to Sustainability Solutions Celebration
Sustainability Solutions Festival						
Co-Sponsor \$50,000	●	●	●	●	3	10
Presenting \$40,000	●	●	●	●	1	6
Gold \$15,000	●	●	●	●	-	6
Silver \$10,000		●	●	●	-	2
Bronze \$5,000		●		●	-	1
Premium Partner additional \$10,000	Special exposure and financial support at signature events					
In-kind	Benefits depend on value of contribution and status of partner					

Additional custom sponsorship packages are available (over). If you have any questions, please contact **Kelly Saunders** at 480.965.4353 or at kelly.r.saunders@asu.edu.

CUSTOM SPONSOR PACKAGES

Sustainability Passport Sponsorship Opportunities

- **\$20,000 Reusable Water Bottle Sponsor:** Your company's logo featured on stainless steel water bottles distributed to attendees who complete the Sustainability Passport (one available).
- **\$15,000 Tote or T-Shirt Sponsor:** Your company's logo will be featured on the bags or t-shirts (sponsor's choice) that will be distributed to attendees at Sustainability Solutions Family Day (two available).
- **\$2,500 Sustainability Solutions Kit Sponsor:** Your company's logo featured in event signage and opportunity to provide a solutions focused giveaway item (up to 10,000 qty).

February 15th: Sustainability Solutions Celebration

- **\$30,000 Beverage Sponsor:** Your company's logo featured at all beverage stations and cocktail napkins (cash only, cannot accept in-kind).
- **\$15,000 Stage Sponsor:** This includes entertainment introduction and naming of the stage.
- **\$7,500 Transportation Sponsor:** This will support transportation of guests from GreenBiz 17 and Second Nature Presidential Climate Leadership Summit to the Sustainability Solutions Celebration location. Logo featured on event signage and in the buses.
- **\$5,000 Centerpiece Sponsor:** Your company's logo featured on each centerpiece throughout the event.

February 20th at Arizona Science Center: Sustainability Family Day

- **\$50,000 Free Admission Sponsor:** Title sponsorship for the day and your company's logo on every ticket, as well as company mention in earned media and marketing of the event.