



GREEN
SPORTS
ALLIANCE

2017 Collegiate Membership Proposal
University of Illinois- Urbana/Champaign



Overview – A Three Tiered Approach

- Who's Involved
- The Case for Sustainability
- Commercial Case for “Green”
- Engagement Opportunities

Who's In... A glance at the B1G



- The Alliance has refocused our growth strategy to service and develop Green Sports in the B1G and associated region.
- Scaling (in a conference or league) ensures the Alliance can offer enhanced service to each school or organization beyond individual support . Examples include:
 - Conference oriented events and content – (eg. Pac12 Sustainability Summit)
 - Organized campaigns for improved amplification and comparison – (eg. NHL Green Week)
 - Friendly Sustainability Competition... why should Athletics have all the fun – (eg. Pac12 Zero Waste Competition)

Existing B1G Alliance Members



Case for Sustainability



The Green Sports Alliance leverages the cultural and market influence of sports to promote healthy, sustainable communities where people live and play. The Alliance inspires professional sports leagues, college conferences, sports governing bodies, colleges, teams, venues, their partners and millions of fans to embrace renewable energy, healthy food, recycling, water efficiency, safer chemicals and other environmentally preferable practices. Alliance members represent nearly 500 sports teams and venues from 15 sports leagues in 14 countries.

Developing cross-departmental partnerships to advance the triple-bottom line



AUBURN
UNIVERSITY

GO PURPLE. 
BE GOLD.
& Green

Integrating Athletics & Sustainability to enhance an already robust department (Internship Program)



Commercial Case for “Green” - Operations

The Alliance also works with almost 50 Corporate Partners, who look to engage in sponsorships and partnerships with sports teams and university athletics....

Operational Opportunities – Penn State University



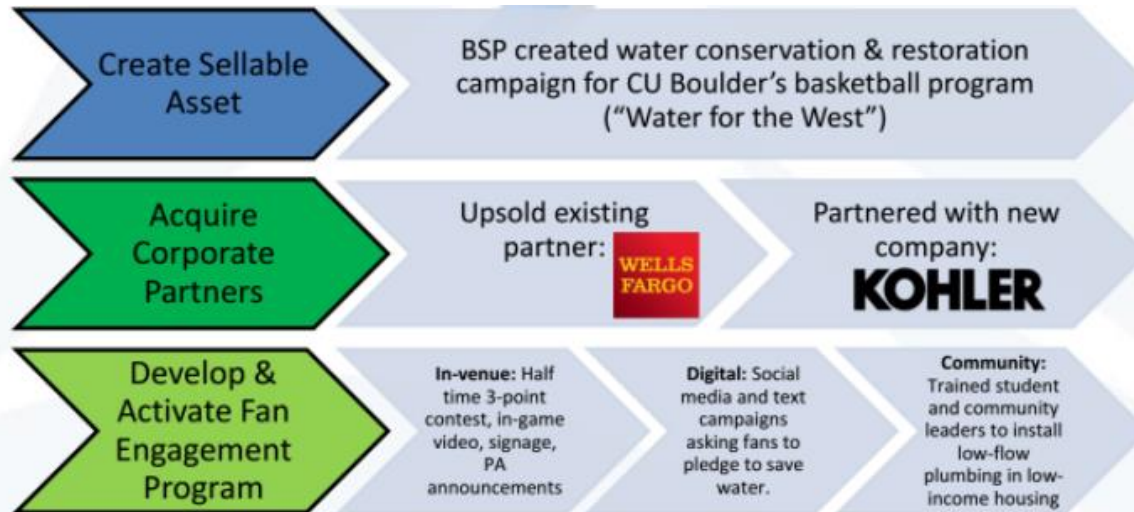
To reduce waste and save money, the University targeted zero waste in their venues while creating a showcase to highlight sustainability efforts to key stakeholders





Commercial Case for “Green” – Sponsorship

Other Alliance Members (and their Rights Holder Representatives) have leveraged sustainability to enhance existing sponsors, and create new avenues for revenue generation – (ex: CU-Boulder & Ralphie’s Green Stampede)





Commercial Case for “Green” – Cost Saving



Built in 1967, Sheerr Pool (Upenn Aquatics) reflects that older era of technology. But it's been updated with a variable frequency drive (VFD) that can dramatically reduce the operation of the pool pump and save quite a lot of money. The unit cost approximately \$10,000, but will save more than that in its first year of operation, making a payback period of just 9.5 months.

ASU Facilities Development and Management, and University Sustainable Practices, the university converted Wells Fargo Arena into the first installed and operational LED lit athletic facility in the nation at the top level of NCAA sports. The installation will reduce energy consumption at the arena by 75 percent. The energy savings will save the university an estimated \$284,000 in energy costs and another \$70,000 in maintenance costs



Engagement Opportunities....



Beaver Athlete Sustainability Team:

- Oregon State University
- A dedicated student group, for collegiate students focusing on engagement and professional development in Sustainability.

Green Games:

- University of Florida
- University Athletic Association, with the Office of Sustainability and Neutral Gator, use these Green Games as opportunities to educate fans about sustainability at UF and to provide tips and information for fans to make a positive change.
- UAA staff are working with sponsors to green their giveaways





Standard Membership

- Support on environmental initiatives, outreach & business development strategies with Alliance Partners.
- Access to networking and best-practice sharing with over 300 other sport organizations and universities.
- Exclusive access to GSA Webinars, resources, and publications
- Promotion and amplification for Illinois sustainability news through Alliance communication channels
- Access for events (local & national) and other engagement opportunities (workshops, huddles, seminars)
- Discounted Summit 2018 Tickets

Premier Membership

All Standard Member benefits PLUS:

- Complimentary Summit 2018 Tickets (2)
- Priority invitation to Alliance Resources like: webinars, local events, playbooks & publications
- Leadership priority in sector specific program work (e.g. Collegiate events)
- Facilitated business development access with NGO and Corporate Members Network

Off the bench, and in the game....



Step 1:

- Choose a Membership Commitment that fits for your goals and objectives:
- Premier Membership: \$2,500
- Standard Membership: \$500

Step 2: Onboarding

- Invite your partners and create a “Green Team” at your organization
- Introductory Presentation with Rahul Devaskar to familiarize your team with the resources and engagements associated with The Green Sports Alliance

Step 3: Play Greener™

GREEN SPORTS ALLIANCE

