



RSA
accredited

2010
GREEN AWARDS™
FOR CREATIVITY IN SUSTAINABILITY

THURSDAY NOVEMBER 25th 2010
THE NATURAL HISTORY MUSEUM, LONDON

SPONSOR
INFORMATION



2010 GREEN AWARDS™ FOR CREATIVITY IN SUSTAINABILITY

" IT'S IMPORTANT TO CELEBRATE INITIATIVES THAT DRIVE US TOWARDS A ONE PLANET FUTURE - A FUTURE IN WHICH THE PRODUCTION AND CONSUMPTION OF GOODS AND SERVICES FLOURISH WITHIN THE EARTH'S ECOLOGICAL LIMITS. "

Dax Lovegrove,
Head of Business Relations and
'One Planet Business' - WWF

This year the 5th Green Awards for Excellence in Communicating Sustainability goes global.

This coincides with the United Nations Environment Programme's International Year of Biodiversity. After the failure of the Climate talks in Copenhagen to agree emissions targets it's crucial that we continue to recognise best practice in how green issues are communicated and celebrate the achievements of the winners who show thought leadership in their sectors.

These unique Awards, accredited by the Royal Society of Art, recognise creativity internationally that communicates the importance of corporate and social responsibility, sustainable development and ethical best practice in any sector.

The Awards illustrate the crucial role that needs to be played by green marketing and sustainability communications in informing people about green issues, products and lifestyle choices, and aim to showcase examples of excellence and best practice. According to the International Panel on Climate Change, we are just 80 months from CO₂ levels pushing us into irreversible climate change.

So time is not on our side!

We therefore need to be good - at communicating and at persuading:

- ▶ government
- ▶ corporations
- ▶ our communities
- ▶ and even our families.

We are all stakeholders, and we have to work together in order to overcome the challenge of delivering the changes that are needed to make this world sustainable. The messages need to be simple to understand and relevant to whomever we are addressing.



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Previous winners of the prestigious Green Awards include individuals, cottage industries, government departments and global corporations. This year's winners will be announced at a gala awards night in central London on 25th November at the Natural History Museum. See more for yourself, and visit www.greenawards.co.uk

We need your support !

As a valued sponsor, you will receive global coverage through our media partners such as National Geographic Magazine, and the opportunity to stream your own corporate video broadcast. Your company branding will appear before, during and after the event, in pre-event advertisements supported by our media partners, in the awards programme and on the Green Awards website. Sponsor logos will also be shown during the awards ceremony. There are 19 sponsorship opportunities, ranging from Principal, Associate and all the award categories.

Categories available to sponsor:

- BEST GREEN NEW PRODUCT INNOVATION NEW
- BEST GREEN EDUCATIONAL PROJECT (Promoting sustainable development issues) **NEW**
- BEST GREEN PUBLIC SECTOR COMMUNICATION AWARD
- BEST GREEN THIRD/CHARITY SECTOR CAMPAIGN AWARD
- BEST GREEN EVENT AWARD (Shows / Exhibition)
- BEST CSR REPORT AWARD
- BEST FAIRTRADE CAMPAIGN AWARD (Any media) **NEW**
- BEST SOCIAL MARKETING CAMPAIGN AWARD **NEW**
- BEST GREEN MIXED MEDIA AWARD (Integrated)
- BEST GREEN PACKAGING AWARD
- BEST GREEN DIRECT RESPONSE AWARD (Direct Mail /DRTV / DR Radio etc)
- BEST GREEN USE OF ONLINE MEDIA AWARD (Banners / Social Media Campaigns / Websites)
- BEST GREEN INTERNAL COMMUNICATIONS AWARD
- BEST GREEN MOVING IMAGE AWARD (Audio-visual / TV spot / short film / animation)
- BEST GREEN PR CAMPAIGN AWARD
- BEST GREEN ADVERTISING AWARD (Print & Outdoor)
- BEST GREEN FINANCIAL PRODUCT AWARD **NEW**
- GREEN AWARDS GRAND PRIX



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KEY BENEFITS OF SPONSORSHIP PACKAGES

PACKAGE BENEFITS	PRINCIPAL	ASSOCIATE	GRAND PRIX	CATEGORY
30 min corporate video broadcast through our media partners	●			
Promotion on the GREEN AWARDS broadband channel on Green.tv	●	●	●	
Headline speaking opportunity	●			
Table at the GREEN AWARDS Gala Dinner at the Natural History Museum on November 25th	●	●	●	●
5 x DVD's of the Awards Ceremony	●	●	●	
Presentation of Grand Prix Winner on stage			●	
Presentation of Winners on stage				●
Sponsor name on trophy			●	●
Branding - Naming rights 1 year (Globally)	●			
Branding online and URL on GREEN AWARDS site	●	●	●	●
Info-mercial on GREEN AWARDS website for 1 year as flash movie	●	●	●	●
Branding at event on stage presentation	●	●	●	●
Advertising in programme	●	●	●	●
Branding on media partner advertising	●	●	●	●
Use of GREEN AWARDS branding in your internal and external comms	●	●	●	●
Pre-event publicity through announcement of sponsorship	●	●	●	●
Promotion to our social media community such as Twitter	●	●	●	
Targeted E-casts broadcast to GREEN AWARDS Opt-in Database	●	●	●	
Communications Toolkit to engage your employees	●	●	●	●
Branding on GOODEBAG	●			
Content in GOODEBAG	●	●	●	
Invitation to present at Green Marketing Forum	●	●	●	●



2010 GREEN AWARDS™ FOR CREATIVITY IN SUSTAINABILITY

“ THE GREEN AWARDS ARE A GREAT SHOWCASE FOR COMPANIES AND ORGANISATIONS THAT ARE LEADING THE WAY ON SUSTAINABILITY.”

Dominic Burch,
Head of Corporate PR - ASDA

Sponsorship gives you:

- ▶ Visibility for your products and services to our Green Awards opt-in database and through National Geographic, Green.tv, Twitter, Myspace and Facebook.
- ▶ Competitive advantage by showing thought leadership in your sector.
- ▶ A positive image for your company to all your stakeholders.
- ▶ Encourages staff, customers and suppliers to feel confident about your support for sustainable initiatives.

Contact:

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“ MAKING YOUR VOICE HEARD AND HAVING AN IMPACT IN THE INCREASINGLY CROWDED AND SOMETIMES FATIGUE-LADEN WORLD OF ENVIRONMENTAL MARKETING REQUIRES PERSISTENCE, CREATIVITY AND THE ABILITY TO TAKE RISKS. WITHOUT IT, I FEAR MESSAGES KEY TO OUR VERY SURVIVAL WILL NOT BE NOTICED.”

Satinder Bindra,
Director of Communications,
United Nations Environment Programme, Kenya