



AASHE 2024 Conference & Expo

Promotional Partnership Packet



Oct 27-29, 2024



Anaheim Marriott | Anaheim, CA

ASSOCIATION FOR THE ADVANCEMENT OF SUSTAINABILITY IN HIGHER EDUCATION

AASHE 2024 Conference & Expo

This year's AASHE 2024 Conference and Expo, which will take place from October 27 to 29 in Anaheim, CA, is the leading event for sustainability in higher education. It is a crucial gathering for administrators, faculty, sustainability leaders, and students who are at the forefront of the sustainability movement.

Why Become a Promotional Partner?

By becoming a Promotional Partner with the AASHE 2024 Conference and Expo, you help to amplify our message and mission. At the same time, your brand gains exposure across AASHE's multiple platforms, showcasing your commitment to sustainability and connecting you with leaders and innovators in the field. The flexibility of our partnership model means that your organization can choose how it contributes to the success of the conference, ensuring that your engagement is both impactful and aligned with your capabilities.

Thank You to Past Promotional Partners



Partner Benefits

Our partnership program is structured to acknowledge your contributions and support with rewards that matter to you and your members. Explore the variety of advantages available to our partners:

Branding Exposure:

- Your logo featured prominently as an official AASHE Conference and Expo Promotional Partner on our event website.

Exclusive Discount:

- A customized registration discount code for \$50 off your members' individual conference registration pass, with a limit of 50 redemptions.

Complimentary Access:

- One (1) free all-access pass to the AASHE Conference and Expo in recognition of your support.

Social Media Recognition:

- At least one (1) shout-out on our social media platforms acknowledging your contribution to the event.



Partner Responsibilities (Choose Your Contribution)

As a Promotional Partner, your organization can support the AASHE 2024 Conference and Expo by selecting from the following options. A minimum of three (3) contributions from any category is required to fulfill the partnership agreement:



Email Campaigns:

- Send a dedicated email to your members inviting them to join the conference with the custom discount code.
- Include a mention of the AASHE Conference and Expo in one or two of your regular e-newsletters.



Social Media Engagement:

- Two (2) to four (4) posts about the AASHE Conference and Expo on your preferred social media platforms (e.g., LinkedIn, Facebook, Instagram, Twitter) using provided copy and graphics. Remember to tag AASHE and use the hashtag #AASHE2024.



Website Integration:

- Feature the AASHE Conference and Expo on your website's events calendar.
- Display a banner or news article about your partnership with the AASHE Conference and Expo on your website.



Event Calendars:

- Add the AASHE Conference and Expo to your organization's internal event calendar.
- Recommend the AASHE Conference and Expo to relevant external event listing platforms you're affiliated with.

Other Opportunities

Does your organization host a podcast, conduct monthly webinars, or engage with your community via SMS text messages? We welcome and encourage a diverse array of promotional strategies that align with your organization's strengths and outreach capabilities. When you connect with the AASHE staff, don't hesitate to let us know what unique ideas or resources you have for promoting the AASHE 2024 Conference and Expo.

Next Steps

Ready to Become a Promotional Partner? Here's What You Need to Know

Becoming a Promotional Partner for the AASHE 2024 Conference and Expo signifies your commitment to advancing sustainability in higher education. To ensure a seamless collaboration and maximize the impact of our partnership, please consider the following:

1 Select a Liaison:

The first step in our partnership journey involves designating a contact person within your organization. This individual will coordinate directly with AASHE, ensuring streamlined communication and effective collaboration throughout our partnership.

2 Fill out the Partnership Interest Form:

The form is designed to gather essential information about your organization, your preferred methods of collaboration, and specific interests in the partnership opportunities we offer. It takes only a few minutes to complete and is invaluable for identifying how we can best collaborate for mutual benefit.

**Please note, while we value all interest in partnership, not all submissions will result in one. We carefully review each submission to ensure alignment with our sustainability values and mission. Only organizations that are a good match will be contacted, ensuring that our partnerships are both meaningful and effective.*

[Access the Form](#)

3 Evaluation and Next Steps:

After reviewing your Partnership Interest Form and identifying a strong alignment between our values and the potential for a meaningful partnership, a dedicated AASHE staff member will reach out to you. They will serve as your primary liaison, helping to finalize partnership details, address any queries, and ensure you receive all necessary benefits and resources for effective engagement. Our goal is to make this process as smooth and rewarding as possible, paving the way for a successful collaboration.

Thank you for your interest in collaborating with AASHE!



Questions?

Contact
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