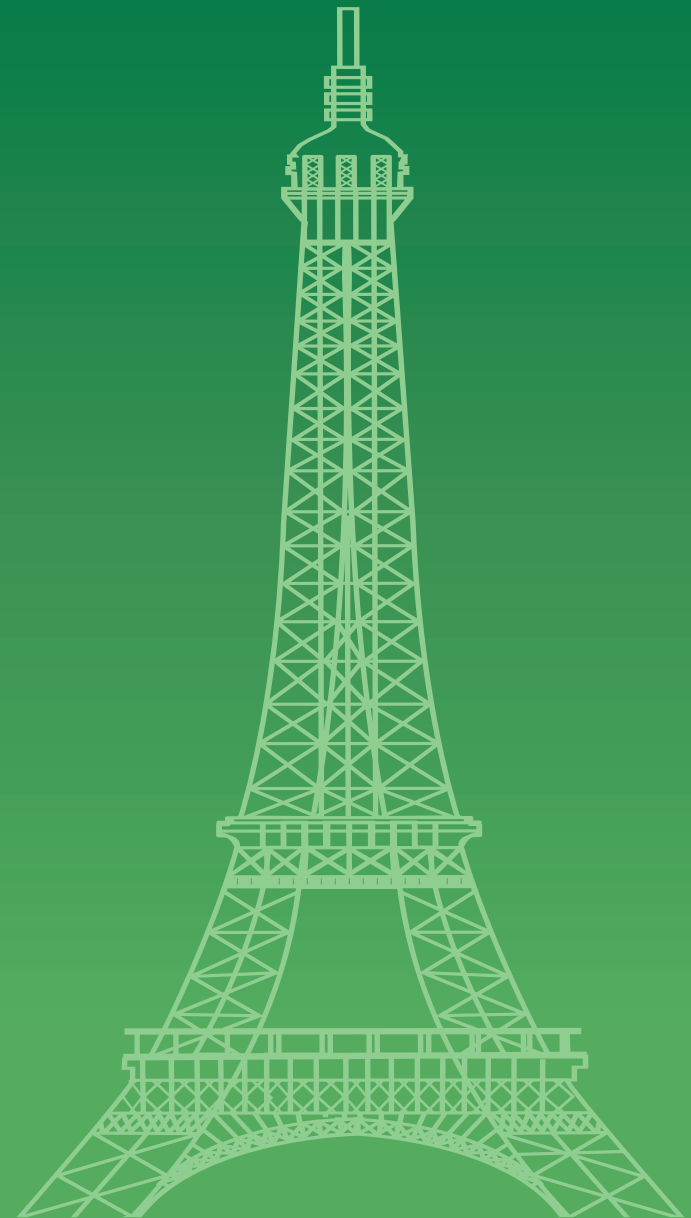




SUSTAINABLE  
INNOVATION  
IN SPORT 2015

7 December, 2015, Stade de France

Avec Haut Patronage de:



Hosted by:

**STADEFRANCE**

As part of:

SUSTAINABLE  
INNOVATION  
FORUM 2015



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# Sustainable Innovation In Sport

Large-scale sporting events and sports activities convene hundreds of millions of people globally every year. This activity can be used positively to instigate sustainable innovation from within the sports teams, stadiums, governing bodies, ministries - all the way to the behaviours of individual fans. The scale of change that can be implemented and the number of people that this industry can touch is unparalleled.

Sustainable Innovation In Sport is organised by Climate Action in partnership with United Nations Environment Programme (UNEP), with haut patronage of the Ministère de la Ville, de la Jeunesse et des Sports and in association with the Stade de France and Green Sports Alliance.

This half day meeting will convene 120 leaders from Government, UN, sports leagues, clubs and governing bodies and corporate sustainability leaders, to highlight the opportunities that enhancing sustainability in sports can offer to the wider climate change effort. As well as amplify current initiatives that are changing the face of the international sports and sustainability space, with a focus on new policy and technologies that can be significant game changers.

## Who will attend?

- Government and city leaders
- Sports Clubs
- Sports Leagues
- Sporting governing bodies
- Stadiums
- Sustainable service providers
- Rights holders - clubs/leagues/organising bodies

## Why Sponsor?

- Stand out from the crowd - this will be the only sports content focussed event at the COP
- Influence the discussions and dialogue with key actors within the sports industry
- Be seen as a leader in the burgeoning area of sustainability within this \$145 billion industry
- Enhance your current commitment within the sports arena as well as support the move to a more sustainable future
- Meet buy side decision makers across the entire value chain of sustainability in sports



# Headline Sponsorship Opportunity

## Pre Forum Promotion

- Headline branding included on Sports & Sustainability invites, website, fortnightly newsletters and post forum video from date of confirmation until the Forum takes place in December 2015
- Email marketing and social media coverage
- Social media welcomes (LinkedIn & Twitter)
- Social media announcements of company news and/or links to company website
- 200 word company profile and logo on Sustainable Innovation Forum website
- The delegate list will be sent to you 24 hours before the event

## Sports & Sustainability Headline Promotion

- Headline Partner on Sustainability in Sports half day side event on Day 1
- Headline Branding on Sports & Sustainability pop up banners and exhibition hall signage
- Standalone keynote speech after welcoming remarks
- Logo on all on-site branding materials as Headline Partners (logo will be larger than any other sponsor)
- The Sports & Sustainability delegate list will be sent to you 48 hours before the event to select up to 10 delegates whom we will email to make introductions before the Forum

## Promotion at the Sustainable Innovation Forum

- 3m x 2m Exhibition space at Sustainable Innovation Forum (including WiFi and power)
- ½ page advert in the official onsite event guide (The guide is distributed to all delegates at the Forum)
- Branding on inside front cover of Sustainable Innovation event guide plus company profile and speaker biography inside the guide (The guide is distributed to all delegates at the forum)
- Delegates – 4 full access delegate passes for your company staff or selected VIPs for the Sustainable Innovation Forum and Sustainable Innovation in Sport Event

## Post Forum Promotion

- Video - 3-minute video interview filmed with your executives at the forum incorporating your corporate promotional footage. This can be used on your website and as part of your own outreach programme.
- Placement and broadcast of the video on the Climate Leader section of the Climate Action website for 12 months.
- Inclusion of footage of your exhibition stand in the official Sustainable Innovation Forum post event video.
- Branding on post Forum report

**Required Investment: £39,500**

# Sponsorship Opportunity

## Pre Forum Promotion

- Silver-level branding included on Sports & Sustainability invites, website, fortnightly newsletters and post forum video from date of confirmation until the Forum takes place in December 2015
- Email marketing and social media coverage
- Social media welcomes (LinkedIn & Twitter)
- Social media announcements of company news and/or links to company website
- 200 word company profile and logo on Sustainable Innovation Forum website
- The delegate list will be sent to you 24 hours before the event

## Promotion at the Forum

- Provide a company representative to speak on a panel at the Sports & Sustainability side event of SIF15 (Speaker must be a senior member of staff, and agreed by organisers)
- 3m x 2m Exhibition space at Sustainable Innovation Forum (including WiFi and power)
- ½ page advert in the official onsite event guide (The guide is distributed to all delegates at the Forum)
- Branding on inside front cover of Sustainable Innovation event guide plus company profile and speaker biography inside the guide (The guide is distributed to all delegates at the forum)
- Branding on Sports & Sustainability pop up banners and exhibition hall signage
- Delegates – 4 full access delegate passes for your company staff or selected VIPs (Can include clients/prospective clients, subject to approval of Climate Action and UNEP)

## Post Forum Promotion

- Video - 3-minute video interview filmed with your executives at the forum incorporating your corporate promotional footage. This can be used on your website and as part of your own outreach programme.
- Placement and broadcast of the video on the Climate Leader section of the Climate Action website for 12 months.
- Inclusion of footage of your exhibition stand in the official Sustainable Innovation Forum post event video.
- Branding on post Forum report

**Required Investment: £27,500**

# Sustainable Innovation Forum 2015 - Marketing and Social Media Reach

Total multi-channel marketing reach: 11,000,000+



## Event Website Traffic Statistics:



In 2014 visitors to the website were located in

