

ENGAGE WITH SUSTAINABILITY AT NC STATE

Position your company or organization at the forefront of sustainability, innovation and environmental and social responsibility by becoming a sponsor of sustainability programming at NC State, North Carolina's largest university.

In addition to providing funding for enhanced sustainability programming on campus, your company or organization will receive numerous opportunities for brand placement among NC State students, faculty and staff.

The NC State Audience

The University Sustainability Office coordinates year-round sustainability programming and events with dozens of student groups and campus departments, engaging thousands of NC State students age 18-25 from North Carolina, across the United States and around the world. Sustainability programs also reach NC State faculty, staff, alumni and supporters.

Why Sponsor?

From acquiring new customers to developing long-term relationships with the NC State community, sponsorship of sustainability programming at NC State can provide the ideal platform for reaching the campus market while making sustainability programming possible among students, faculty and staff.

Sponsorship Benefits

Competitive Advantage

Be recognized as an exclusive sponsor of events and programs (see chart below).

Brand Exposure

Gain visibility with logo placement on collateral materials, t-shirts, online and at events.

Email Marketing

Incorporate your organization's logo and website in sustainability email marketing to nearly 3,000 subscribers.

Website Marketing

Incorporate your organization's logo and link on pages of NC State's sustainability website.

Sponsorship Opportunities

Change Your State monthly programming sponsor

Earth Month Sponsor

About

Sustainability awareness campaign with monthly events and programs on specific topics. Choose the month and topic you want to sponsor:

A month-long emphasis, Earth Month is the largest campus sustainability program of the year.

Timeline

September (Food focus)
October (Energy Focus)
November (Zero Waste Focus)
January (Transportation Focus)
February (Wellness Focus)
March (Water Focus)

April 2015

Sponsor Benefits

During selected month, your organization receives:

- Logo and website link displayed on Change Your State website, go.ncsu.edu/ChangeYourState, which averages **2,500 monthly pageviews**
- Brand placement in **12,000+ emails** sent throughout the month
- Brand placement on Earth Month t-shirts in April
- Recognition as sponsor of monthly event or initiative
- **Optional:**
Giveaway opportunities, coupon/sample distribution

During Earth Month, your organization receives:

- Title sponsorship of this month-long emphasis, including brand placement on all advertisements and promotion ("NC State Earth Month presented by ____")
- Logo and website link on Earth Month website, which averages **3,000 pageviews**, and the event's mobile app.
- Brand placement in **18,000+ emails** sent throughout the month
- Premier brand placement on Earth Month t-shirts
- Premier exhibitor placement at Earth Day, the largest sustainability event on campus
- **Optional:**
Giveaway opportunities, coupon/sample distribution

Cost

\$500 per month of sponsorship

\$5,000

Support from organizations such as yours is critical to the success of year-long sustainability programming and awareness on campus.

Additional Opportunities

Other opportunities for sponsorship and in-kind donations are available. For more information or to discuss additional opportunities, contact: **Rebekah Dunstan**, Program Coordinator at rrdunsta@ncsu.edu or **919.513.3873**