

Building Sustainability Assets and Leveraging Sustainability to Increase Brand Value Tools

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Identify your TEAM

- Sustainability-related stakeholders—both on and off campus—I can leverage relationships with to add value to my program include:



Assess Inventory

- Tangible products and services (i.e. recycling, compostable food service, water conservation, etc.) my program can deliver campus-wide and in our community include:



Develop a Shared Sponsorship Platform

- Brand your campus-wide sustainability initiatives through the visibility of athletics (i.e. Ralphie's Green stampede, Bleed Orange, Green Gators, etc.)
- Ways our program can go about driving-up the value of our brand/sponsors include:



Sports Sustainability Marketing

- Cause Marketing Spending is predicted to reach \$2.06 billion in 2017
- 33% of consumers are now choosing to buy brands they believe are doing social or environmental good
- 84% of global consumers said they seek out responsible products whenever possible
- Marketing your program's sustainability initiatives is more than just promoting brand value: it is about engaging and educating to change fans' behaviors at home, work, and play. Ways our program can affect fan behavior through engagement and education include:



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Upsell Opportunities

- It is important to understand a company's CSR to provide ROO and ROI
- My program can leverage the value of our sustainable initiatives to current partners—i.e. engage their CSR staff, identify corporate sustainability goals, etc.— by:



Create Plug & Play Activations

- Outlets my program can use to tell our story through community outreach/ call to action (i.e. social media, in-game activation, etc.) include:



Create a Custom Action Plan

- Key sustainability themes and challenges on my campus my program can identify and realistically manage (i.e. recycling, energy/solar, water conservation, etc.) include:
- How much would you charge? What assets would you include?
- My program can ‘flip the switch’ and educate fans not in-venue (the largest number of fans) by:



Program Musts:

- Fulfill a real need
- Make it measurable
- Create opportunities to build upon
- “Shout it out” — tell as many people as you can



Thoughts to Take Home

- *Remember that you are selling outcomes and NOT impressions*
- *Remember that incorporating sustainability into the sports world helps align Athletics with the mission of the University and surrounding university.*
- *Couple this with revenue generation and there is NO downside!*

