



SUSTAINABILITY CONFERENCE

June 26, 2017
Sacramento, CA

About the Event

The inaugural Pac-12 Sustainability Conference signals an elevated approach to enhancing sustainability efforts within collegiate athletics departments, designing new collective initiatives, and sharing best practices to transform college sports into a platform for environmental progress. Sustainability and athletics professionals from universities nationwide will convene at the nation's greenest arena, the Golden 1 Center in Sacramento, on June 26, to help the Pac-12 reach the next level of sports sustainability.

Client: **PAC12**
CONFERENCE

Attendee Feedback:

- *"The content was fantastic."*
- *"Appreciate the last-minute reminder with registration info."*
- *"It was very helpful to have a conference focused on collegiate sustainability."*
- *"There were so many great things to talk about and the workshops were awesome."*

Scope of Work

Event Production + Logistics

- Registration
- Event Management
- Budget Management
- Onsite Event Team
- Event Reporting
- Event Sustainability
- Venue Coordination

Communication + Marketing

- Design + Web Management
- Event Promotion + Public Relations
- Social Media

Program + Speaker Management

Sponsor Acquisition + Management

- Sponsor Acquisition
- Sponsor Fulfillment + Tracking
- Tradeshow Management

153
Attendees

20
Speakers

6
Sponsors



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Register Today!
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DISCUSSION TOPICS

Athletics Staff



Marketing &
Sponsorship



Sustainability
Professionals



Students



Topical Themes Covered at the Conference



Funding college sports sustainability: working with rights holders and sponsors to leverage your assets



Integrating with campus sustainability: how to use the platform of athletics to broaden and deepen campus engagement, fan experience, and community partnerships



Expanding collegiate athletics departments' spheres of influence: how to incentivize and coordinate critical staff members in dining, custodial, venue operations, and sustainability



Harnessing the power of student pride and emerging values and interests to increase influence of green game impact

Featured Speaker | Jamie Zaninovich



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