

# Partnership and Sponsorship Opportunities

## WHY PARTNER WITH US?

---

A partnership with Second Nature is a mutually beneficial relationship.



For our Network of colleges and universities, our partnerships give them access to innovation, expertise, unique opportunities, and support. They need service providers to advance on their journey. For our partners, it means the opportunity to have a positive influence on climate change while also delivering on key themes in their own strategies. We have a proven track record of working with a range of forward-thinking partners to address global climate disruption and the development of a strong green economy. Each partnership can be tailor-made and aligned with your specific needs. Our team will work collaboratively with you to develop an innovative and dynamic partnership with shared values and impact.

## LEARN MORE ABOUT THE DIVERSE PARTNERSHIPS WE HAVE BELOW.

---

By working with internal experts and external service providers, several campuses within our Network have achieved carbon neutrality.

Our connections to leaders in the higher education sector also create unique cross-sector opportunities for our partners.

**These are typical partnerships developed to increase transparency, equity, and clarity of sponsorships. Second Nature is happy to work with your organization and implements a sliding scale for organization type and operating revenue.**

Please review Second Nature's Core Principles of Corporate Engagement document:  
<https://bit.ly/SNCorporatePartners>

# SECOND NATURE PARTNERSHIPS

---

## Premier Partner | \$25,000-\$50,000

- Highly customizable partnership with specialized programming possibilities. In the past this has included regional workshops, pro bono consulting, developing business strategy, etc.
- Learning and leadership exchange, including opportunity for President or Second Nature staff member(s) to present or attend organizational meetings
- Opportunity for Second Nature to organize members for focus groups, targeted programs, and outreach
- 1-2 Webinars per year and other thought leadership opportunities
- **Solutions Center content**
  - Opportunity to have service added to the Solutions Center at the discretion of Second Nature within 12 months
  - Provider profile for the Solutions Center
  - Resources created by the partner can be included in the Solutions Center, such as: Webinars, case studies, white papers
- Exclusive Summit member pricing
- Prominence on Second Nature **website and marketing materials**, including:
  - Blurb in Implementer e-newsletter
  - Social media partnership announcement
  - Logo on webpage
  - Marketing partnered events, Webinars, content development
  - Opportunity to share content on Second Nature social media channels



## Supporting Partner | \$10,000-\$25,000

- Customized workshops, targeted programs, Webinars, or other such engagement with campuses are available. Second Nature staff will help coordinate programming. Expectations of staff time and responsibilities will be subject to current capacity and organizational priorities.
- **Solutions Center content**
  - Opportunity to have service added to the Solutions Center at the discretion of Second Nature within 12 months
  - Provider profile for the Solutions Center
  - Resources created by the partner can be included in the Solutions Center, such as: Webinars, case studies, white papers
- Exclusive Summit member pricing
- **Marketing**, including:
  - Blurb in Implementer e-newsletter
  - Social media partnership announcement
  - Logo on webpage
  - Marketing partnered events, Webinars, content development
  - Opportunity to share content on Second Nature social media channels

## Affiliate Partner | \$2,500-\$5,000

- Logo included on website and all partnership pages for the year and includes announcement in e-newsletter (the Implementer) and Second Nature social media
- Summit membership pricing
- Opportunity to be invited to present at relevant Webinars

# A LA CARTE OPTIONS

---

**Solutions Center** <https://secondnature.org/solutions-center/>

The Solutions Center lists projects for campuses to consider on their climate action journey. Solutions have associated effects on greenhouse gas reduction, economic impact, feasibility, publicity, and other fields to help campuses consider their implementation."

**Title Sponsor of Solution** | \$10,000-\$15,000\*

Have your company presented as the leader of your service. The title sponsor is displayed in the largest font and most prominent location of the solution card.\*\* The title sponsor also has the exclusive opportunity to include a case study on the solution card. Webinar and all opportunities below are also included at this level.

**Solutions Center Provider Profile + Webinar** | \$8,000\*

Sponsors of the Solutions Center will receive a provider profile with a company description, contact information, project list, testimonials, resources, and more. Your profile will display and link to all solutions that your company offers. This option also includes a Webinar hosted by Second Nature to share offerings and/or case studies within a 12 month window.

**Solutions Center Provider Profile** | \$5,000\*

Sponsors of the Solutions Center will receive a provider profile with a company description, contact information, project list, testimonials, resources, and more. Your profile will display and link to all solutions that your company offers.

*\* This initial cost is for the first year of display on the Solutions Center. After the first year, Second Nature will invoice an annual subscription fee of \$1,000 to maintain your profile and offerings on the site. The provider may cancel their participation at any time. At least once per year, Second Nature will share website analytics for visitors to your profile and solutions offerings. A provider may also update their work history, case studies, etc. at any time.*

*\*\* This opportunity is dependent on the solution and may not be available for your selected solution. Title sponsorship is priced on a sliding scale for the solution and company size/revenue.*

**Webinar Standalone** Interested in hosting a webinar to reach Second Nature's audience? We can support hosting a standalone webinar for \$4,000.

**Summit Sponsorship** The Higher Education Climate Leadership Summit is a gathering of campus sustainability officers, finance and investment professionals, and college and university presidents and chancellors. Please contact us for information on sponsorship opportunities for this annual event.

**See all Second Nature Partnerships:**  
**<https://secondnature.org/partners/>**

For more information, contact:

**Bridget Flynn** (she/they)  
Senior Manager of Climate Programs  
Second Nature, Inc.

bflynn@secondnature.org  
617-336-6250 direct line  
617-722-0036 main line

**[secondnature.org](https://secondnature.org)**