



# Sustainability sponsorship opportunities

Grow your reach and  
nurture your network

**Promote your brand on Green Street to reach eco-aware customers, staff, industry influencers, investors, and other key stakeholders.**

Green Street offers a world of practical sustainability resources for households and businesses. By sponsoring the Green Street community you'll help to nurture a thriving sustainability ecosystem, creating demand for sustainable suppliers while inspiring others to work towards sustainability goals. It's a win-win!

Green Street sponsorship is open to enterprises of any type, large or small, that are having a go at being sustainable. Financial arrangements and terms of sponsorship agreements are mutually negotiable, so you can choose a level to suit your budget, target audience, and objectives. See next page for sponsorship options.

*Contact us to discuss how to get best value from your Green Street sponsorship.  
Email [info@greenstreet.net.au](mailto:info@greenstreet.net.au) or call Howard Nielsen on 0407 190 162.*

[greenstreet.net.au](https://www.greenstreet.net.au)

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## 1. Special offers

Offer a discount or special offer, and your promotion will be advertised on web banners and listed in the **Member offers** section for a defined period. The offer must relate to sustainability products or services.



## 2. Sponsored content

Write, produce, syndicate, or sponsor content of value to Green Street members, such as an **Inspiration post** or educational **video**. As the sponsor, you'll get a link to your profile, website and/or social channel.



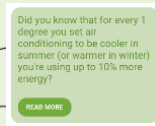
## 3. Green Street badges

Sponsor a **Green Street Badge** and your logo and profile link will display on the badge page. You can sponsor household and/or workplace badges to reach your target audience and help them achieve badges.



## 4. Green Tips

Sponsor a **Green Tip** about waste, energy, water, packaging, building design or other sustainability topics. Alternatively, provide content for a new tip that will be useful to Green Street members. Your logo and link to profile/website will appear on the tip page.



## 5. Sustainability Quizzes

Sponsor an existing **Green Street quiz**, or commission a new one on a sustainability topic relevant to your enterprise. Your name/brand will appear on the quiz, and quiz answers can link to relevant online content.



## 6. Other Green Street resources

You can choose to sponsor specific resources such as the **Sustainability Roadmap**, **SPOT Sustainable Procurement Tool**, **SPART Stakeholder Survey**, **Planning Process**, or others. Your logo/link will be included in the resource and credited in the text.



## 7. Business Directory Listing

To be listed in the **Business Directory**, join Green Street as a business at Level 2 or 3, do your Green Street score and earn at least one badge. This is a low-cost way to be a sponsor for the price of a subscription.



## 8. Approved Partner / Resource

If you provide a strategic sustainability product or service, you could become an **Approved Partner** and/or have your offering presented as a **Custom Resource**. We can explore options for mutual benefit such as affiliate links, member discounts and cross-referrals.



## 9. Lead Enterprise Project

Be a sustainability leader! Through our Lead Enterprise project, you sponsor contacts in your network to access Green Street. Choose the level/type of subsidy you want to offer and how many contacts to bring on board. Create a positive ripple effect across your network...



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