

Challenge
kicks off
August 17th

Passion to action in 90 days

2022 International Climate ACTION Challenge

By Green Team Academy



Sponsorship Guide

Make a positive impact on your community, on the world, and on your brand image!

- ▶ Dozens of teams
- ▶ Hundreds of participants
- ▶ Thousands of supporters and followers

Hello Friend,

We're excited to invite you to be part of the 2022 International Climate Action Challenge (ICAC22)!

Would you like to be part of a ready-made event that has real impact and intriguing stories? Are you ready to introduce your brand to an inclusive community of passionate change-makers? If so, you're in the right place!

Our 90-day challenge transforms inspired citizens into community leaders. We have teams from around the world turning innovative ideas into effective action. The grand finale is a widely broadcast three-day virtual Impact Summit, December 15-17, 2022, during which we share results and thank our sponsors.

In this guide, we introduce opportunities for you to help make this happen, earning recognition and engagement from our passionate global network. Your support of ICAC22 will not only expand your audience, but also demonstrate your commitment to climate action, environmental justice, and strengthening local communities. The benefits of sponsorship begin as soon as you sign-up and continue throughout the year.

Sponsors amplify our impact, we amplify their brand message, and together we empower everyday people to #BeTheChange. It is a win-win-win proposition! Just review this guide and choose a sponsorship level, or schedule a call to discuss a customized package.

Thank you for supporting eco-projects around the world!

The Green Team

United global change-makers

About ICAC sponsorship

Ready to get started?



Visit our sponsor signup page and select a package.

Why become a sponsor?

- Make a positive impact internationally and in your community.
- Introduce your brand to a large, engaged, and enthusiastic audience.
- Build your reputation as a pillar of the community, inspiring and supporting grassroots initiatives.
- As a sponsor, your organization will receive recognition from the time of sign-up until the next year's challenge begins, building your reputation and increasing brand exposure for nearly a full year.

Eligibility

We are looking to partner with value-aligned organizations that are excited about making a difference. Projects range from environmental protection to food security, social justice and much, much more! If your organization shares our vision of a cleaner, healthier, more sustainable and inclusive world, then you are eligible.

Please note, custom sponsorship packages are available, so budget restraints do not preclude sponsorship.

Sponsorship packages	Bronze \$250	Silver \$500	Gold \$1,000	Platinum \$5,000
☆ Stars indicate additional benefits at this level				
Brand awareness – Where we recognize our sponsors *				
Impact summit	✓	✓☆	✓☆☆	✓☆☆☆
Social media posts	✓	✓☆	✓☆☆	✓☆☆☆
Newsletters	✓	✓☆	✓☆☆	✓☆☆☆
Our website	✓	✓☆	✓☆☆	✓☆☆☆
Facebook pages		✓	✓☆	✓☆☆
...other events and publications			✓	✓☆
Outreach opportunities and tools *				
Direct engagement opportunity		✓	✓	✓
Custom materials		✓	✓☆	✓☆☆
Summit participation			✓	✓☆
24-hour Social Media Takeover				✓
Empower your brand to #BeTheChange *				
Opportunity to reward teams	✓	✓	✓	✓
Trees planted in your name	4	20	40	200
Support our mission	✓	✓☆	✓☆☆	✓☆☆☆
*See page 2 for full details				

Sponsorship Packages

Bronze sponsorship \$250

Recognition and brand awareness

- ★ **Social media:** Your name in at least 1 post on each of our social networks; we will tag your organization's account if possible
- ★ **Newsletters:** Your name in at least 1 newsletter
- ★ **Website:** Listing with link on our website Sponsor page
- ★ **ICAC Summit:** Named as a sponsor during the International Climate Action Challenge Summit

Empower your brand to #BeTheChange

- ★ **Reward teams:** The option to offer prizes and mini-grants to ICAC teams
- ★ **Trees planted:** 4 trees will be planted in your name
- ★ **Support our mission :** Your contribution helps make the ICAC possible

Silver sponsorship \$500

Recognition and brand awareness

- ★ **Social Media:** Your name in at least 2 posts on each of our social networks; we will tag your organization's account and include a link to your website if possible
- ★ **Facebook pages:** Your organization listed as a sponsor on the ICAC Facebook event page
- ★ **Newsletters:** Your name and link in weekly newsletters until to event ends
- ★ **Our website:** Listing, link and logo on our website Sponsor page; optional sponsor-provided text (200-character limit)
- ★ **ICAC Impact Summit:** Named as a sponsor twice during the International Climate Action Challenge Summit

Outreach and engagement

- ★ **Custom materials:** Custom Silver Sponsor badge; 1 set of custom Silver Sponsor materials for social sharing
- ★ **Direct engagement opportunity:** Access our community portal and engage directly with challengers

Empower your brand to #BeTheChange

- ★ **Reward teams:** The option to offer prizes and mini-grants to ICAC teams
- ★ **Trees planted:** 20 trees will be planted in your name
- ★ **Support our mission:** Your contribution helps make the ICAC possible, and provides support for 1 team

Gold sponsorship \$1,000

Recognition and brand awareness

- ★ **Social media:** Your name in at least 3 posts on each of our social networks, 1 of which will be timed during the ICAC Impact Summit for maximum exposure; we will tag your organization's account and include a link to your website if possible
- ★ **Facebook pages:** Your organization listed as a sponsor on the ICAC Facebook event page; Your logo included in the event page cover image
- ★ **Newsletters:** Your name, logo, and link in weekly newsletters until to event ends

- ★ **Our website:** Listing with link and on our website Sponsor page; optional sponsor-provided text (200-character limit) and embedded video
- ★ **ICAC Impact Summit:** Named as a sponsor during each day of the International Climate Action Challenge Summit
- ★ **More:** Listed as a sponsor in our annual Impact Report

Outreach and engagement

- ★ **Custom materials:** Custom Gold Sponsor badge; 3 sets of custom Gold Sponsor materials for social sharing
- ★ **Summit participation:** Opportunity to announce impact award winners; Opportunity to host a Happy Hour; Option to announce winners of any prizes or mini-grants you provide, along with 60 seconds to introduce your organization before the announcement
- ★ **Direct engagement opportunity** Access our community portal and engage directly with challengers

Empower your brand to #BeTheChange

- ★ **Reward teams:** The option to offer prizes and mini-grants to ICAC teams
- ★ **Trees planted:** 40 trees will be planted in your name
- ★ **Support our mission:** Your contribution helps make the ICAC possible, helps build Green Team Academy's capacity, and provides support for 2 teams

Platinum sponsorship \$5,000

Recognition and brand awareness

- ★ **Social media posts:** Your name in at least 6 posts on each of our social networks, 2 of which will be timed during the ICAC Impact Summit for maximum exposure; we will tag your organization's account and include a link to your website if possible
- ★ **Facebook pages:** Your organization listed as a sponsor on the ICAC Facebook event page; Your logo included in the event page cover image; Your logo on Green Team Academy's cover image until the event ends
- ★ **Newsletters:** Your name, large logo, and link in weekly newsletters until to event ends
- ★ **Our website:** Listing with link and on our website Sponsor page with optional sponsor-provided text (200-character limit) and embedded video; Logo and link on Green Team Academy home page throughout the year
- ★ **ICAC Impact Summit:** Named as a sponsor each day at the International Climate Action Challenge Summit
- ★ **More:** Name and logo in sponsor section of our annual Impact Report; Featured at all Green Team Academy events throughout the year

Outreach and engagement

- ★ **Custom materials:** Custom Platinum Sponsor badge; 3 sets of custom Platinum Sponsor materials for social sharing
- ★ **Summit participation:** Opportunity to announce impact award winners; Opportunity to host a Happy Hour; Option to announce winners of any prizes or mini-grants you provide, along with 60 seconds to introduce your organization before the announcement; 3 minute live promotional spot during our Sponsor Showcase
- ★ **Direct engagement opportunity:** Access our community portal and engage directly with challengers
- ★ **24-hour social media takeover:** We post sponsor-provided content on all of our social media channels for a 24-hour period

Empower your brand to #BeTheChange

- ★ **Reward teams:** The option to offer prizes and mini-grants to ICAC teams
- ★ **Trees planted:** 200 trees will be planted in your name
- ★ **Support our mission:** Your contribution helps make the ICAC possible, helps build Green Team Academy's capacity, and provides support for 10 teams

Meet the Green Team Academy!

Our mission

[Green Team Academy](#) is on a mission to empower everyday people to #BeTheChange.

Our vision

We believe every person has the power to change the world; collaboration, connection, and cooperative action are the keys to unleashing that power.

Who we are

Green Team Academy is a nonprofit organization, headquartered in Denver, Colorado and operating internationally. Our approach is rooted in the power and wisdom of a grassroots approach to change. That is, we understand that every place and every problem is unique, requiring a customized and targeted solution, so we work directly with the most knowledgeable people within any given community - the residents.

We work with everyday people, local organizations, and community leaders.



What we do

Green Team Academy assists, educates, inspires, and provides structure for individuals or groups seeking to launch community eco-projects. Along with providing project management tools, we promote information sharing, collaboration, innovation, strategic planning, accountability, and transparency. This proven method allows project organizers to set achievable goals, create a workable plan, and follow it through to fruition. Our scalable and customizable model accommodates a wide variety of project types.

About ICAC22

The International Climate Action Challenge is an action-packed 90 days where we help dozens of teams from multiple nations launch environmental projects in order to create their impact!

The challenge kicks off August 18, 2022, and projects run from September through November. We provide materials, training, weekly check-ins, video courses, access to a community portal, and accountability. The grand finale happens in December, when we bring our global community together for a three-day virtual Impact Summit, sharing stories and reporting results. Top achieving teams are given Impact Awards and featured during the summit.

Teamwork makes the dreamwork

Green teams will be working toward goals such as:

- Environmental protection
- Combating climate change
- Ocean conservation
- Sustainable agriculture
- Cultural exchange
- Social justice
- Inclusiveness
- Human rights
- Education
- Community strengthening
- Fighting poverty
- Food security

Our sponsors make it possible

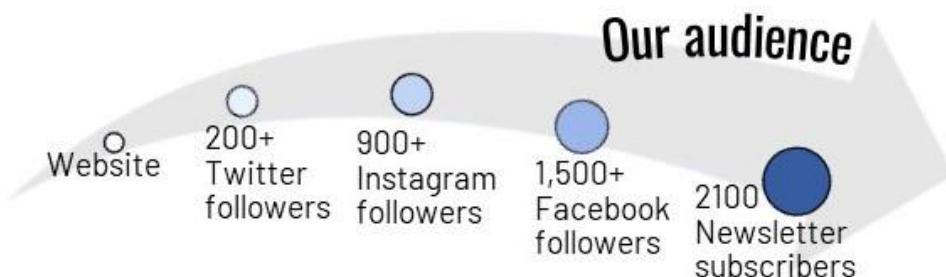
Needless to say, coordinating and hosting this event is a challenge of its own. We are up for the challenge, but we could not do it without the financial support of our sponsors. And we are not shy about showing our gratitude!

We happily acknowledge our sponsors on our website, social media channels, mailings, and other public relations materials. Due to the multi-national attention and excitement this event generates, our stories - and our sponsors - are widely shared and re-shared. That means the promotional opportunity for your organization extends far beyond our own, quite significant, audience.

We have nonprofit status through our fiscal sponsorship with Social Good Fund, Tax ID (EIN) 46-1323531. All donations are tax deductible to the fullest extent of the law minus fair market value of goods and services.

Green Team Academy's network

We are a small but mighty nonprofit! Thousands of social followers, email subscribers, and web visitors comprise a significant audience, and that is just the beginning of our reach. We also host a multitude of events, partner with organizations large and small, and attract considerable media attention.



Events and programming

Earth Week Summit
(April)

Green Team Academy Podcast
(ongoing)

International Climate Action Challenge
(Aug - Dec)

CAC Impact Summit
(Dec)

Special Events including: Wild & Scenic Film Festival, Arts Fundraisers, Filmmaking 101 Workshop, and more

Partnerships

Earth Guardians Africa

Green Team Academy is partnering with Earth Guardians Africa for our 2022 challenge and beyond. We are partnering with their extensive network of crews and encouraging our teams in Africa to connect to resources including mini-grants, training, and collaboration.

SEED4COM

For three years, Green Team Academy has partnered with SEED4COM, a non-governmental organization based in the Philippines. We speak at each others' events, provide training and awards for each others' members, and Green Team Academy has supported tree-planting projects with SEED4COM.

1% for the Planet

Green Team Academy is an official 1% for the Planet partner. Through this partnership, we can receive donations of money, time, and goods from 1% for the Planet businesses. For example, in 2022, we received a donation of goods from Patagonia for awards for community members. We also received tree-planting sponsorship from Glow & Gather, another 1% for the Planet business.

Additional Partnerships

For our 2021 Impact Summit, we had over 60 promoting partners who helped spread the word about our event. In addition, our director, board, and volunteers are members of numerous groups. We are posting in the Climate Reality Hub, Women in Sustainability, Leaders in Energy, and other groups to spread the word.

Other opportunities

Green Team Academy is inclusive, diverse, and international. If you want to contribute time, financial support, ideas, or form a creative partnership, we are interested! Just [contact us](#) or visit our [website](#) to learn more about:

- Sponsoring other Green Team Academy events
- Volunteering with Green Team Academy
- Donating to any of our programs
- Sharing and promoting our events
- Participating in events
- Hosting a Climate Action Challenge

Contact us



greenteamacademy.org



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**Thank you for your interest in helping us empower
everyday people to #BeTheChange!**

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Become a Sponsor