



**aashe**

The Association for the Advancement<sup>®</sup>  
of Sustainability in Higher Education

# ASSOCIATION FOR THE ADVANCEMENT OF SUSTAINABILITY IN HIGHER EDUCATION

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Global Conference on Sustainability in Higher Education

*THE URGENCY OF NOW*

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**2022 Promotional Partnership Packet**

OCT. 18 | OCT. 26 | NOV. 3



# Join AASHE Online at the #GCSHE!

AASHE's Global Conference on Sustainability in Higher Education (GCSHE), a three-day, virtual event that brings together the brightest minds in a live and on-demand format to allow for greater ease in learning and exchanging ideas.

Be part of this "must-attend" event by becoming a Promotional Partner. Partners help spread the word about GCSHE including the Call for Proposals and registration. The partnership program supports the shared goal of advancing sustainability and mobilizing for a just transition at institutions and organizations around the globe.

## Help Spread the Word!

### PARTNER BENEFITS

- For every five (5) items a partner implements, the partner organization will receive one free pass to GCSHE, not to exceed ten (10) free passes.
- All Promotional Partners will receive a customized \$50 discount code off an individual conference registration pass that can be used by their communities with a limit of 100 redemptions. NOTE: The discount only applies to the upper-income country rates.
- Your logo is included as an official Promotional Partner on the GCSHE site.
- One (1) social media mentions your involvement.

# Promotional Items

**5 Promotional Items =  
1 Free GCSHE Pass!**

Enjoy the flexibility of selecting the promotional items that best suit your organization. Each bullet point represents one promotional item that will count toward the five items you need to complete to receive one free GCSHE pass. In addition, AASHE will provide sample marketing content for your use.

## Social Media

- Follow 2 AASHE channels: Facebook, LinkedIn, Twitter, Instagram, and YouTube
- 2 Social media posts\* that include the hashtag #GCSHE and tag AASHE.

## Newsletter

- 1 Newsletter features
- 2 Newsletter ads\*

## Website

- Call for Proposal information & GCSHE event details on the partner's website
- 1 Website ad\*
- 1 Pop-up website ad\*
- 1 News/blog post

## Email

- 1 Dedicated email

## Other Ways to Promote

- 1 Webinar shout out/mention
- 1 Podcast mentions
- 1 YouTube/Vimeo/Other video site mention
- 1 SMS sent to promotional partner's community
- AASHE logo featured on partner's website and in partner's newsletter
- AASHE logo featured at partner's event and in partner's event materials
- 1 Feature in partner's app

**Have other promotional ideas? Email them to [marketing@aashe.org](mailto:marketing@aashe.org)!**

*\*Sample copy and artwork to be provided by AASHE. Please email website and newsletter specs to [marketing@aashe.org](mailto:marketing@aashe.org).*





**Ready to Sign Up?**  
[Complete the Form](#)

**Have Questions?**

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We look forward to connecting with  
you at AASHE's Global Conference on  
Sustainability in Higher Education  
(#GCSHE)!

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## About AASHE

AASHE empowers higher education administrators, faculty, staff, and students to be effective change agents and drivers of sustainability innovation. AASHE enables members to translate information into action by offering essential resources and professional development to a diverse, engaged community of sustainability leaders. We work with and for higher education to ensure that our world's future leaders are motivated and equipped to solve sustainability challenges.

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