



Partner with Purpose

Business Opportunities to Advance Sustainability in Higher Education



Ways to Partner with AASHE

☐ Become a Member

Join a community committed to advancing sustainability in higher education.

☐ Sponsor

Support high-impact programs and gain meaningful visibility.

☐ Exhibit

Connect face-to-face with decision-makers at our annual conference.

☐ Advertise

Share your message with our engaged network year-round.

☐ Or combine these options for even greater impact and reach!



Strategic Partnerships That Deliver ROI

Where Business Meets Purpose

At AASHE, we believe that transforming higher education is essential to building a just, equitable, and sustainable future. When you partner with us, your business becomes part of a movement that empowers colleges and universities to lead sustainability solutions, equity-centered innovation, and systems-level change. Together, we can accelerate progress and demonstrate what's possible through collaboration.

As a trusted convener of sustainability professionals in higher education, AASHE connects you to thousands of decision-makers and key influencers seeking impactful solutions. Whether your organization offers products, services, or expertise, engaging with AASHE helps amplify your mission—and advance your business goals.

Partnering with AASHE

- Expand your reach to campus leaders, faculty, students, and staff at hundreds of institutions across North America and beyond.
- Align with values of climate responsibility, environmental justice, and social impact.
- Build credibility by associating with a respected nonprofit leading the higher ed sustainability movement.
- Foster real change by supporting the people and campuses shaping tomorrow's leaders and the systems they'll go on to influence.



AASHE by the Numbers

20

years advancing campus sustainability

1,200+

Registered STARS® Institutions

800+

Member Institutions

40+

Educational programs offered yearly

Our Audience

An Engaged Community of Sustainability Leaders in Higher Ed

When you partner with AASHE, you connect directly with the people shaping sustainability initiatives on campuses across the globe. Our community includes decision-makers, practitioners, faculty, and students who are actively seeking innovative solutions to advance climate action, equity, and resilience.

Sustainability Directors, Managers, & Coordinators

These professionals lead institution-wide sustainability strategies and shape decisions related to operations, planning, and purchasing.

Facilities, Operations, and Procurement Staff

This group implements sustainable infrastructure and manages procurement processes that prioritize environmental and social responsibility.

Faculty and Academic Leaders

Faculty and deans are key players in integrating sustainability into curriculum, guiding research agendas, and mentoring student involvement.

Senior Administrators

Presidents, provosts, and vice presidents approve high-level strategies and are instrumental in forming long-term partnerships.

Students and Student Leaders

Students are passionate advocates for climate justice and sustainability, often influencing institutional change and purchasing priorities.

Audience by the Numbers:

42K+

Sustainability Leaders in our Online Community

10K+

Active email subscribers

14K+

Social Media followers

~1,000

Annual AASHE Conference & Expo attendees

Business Membership

Join a Network of Changemakers in Higher Education

AASHE Business Membership connects your organization with the higher education sustainability community and provides year-round visibility, access, and influence.



Business Affiliate

starting at **\$385**

This entry-level membership is ideal for businesses ready to build meaningful connections in higher education sustainability. Business Affiliates receive:

- ✓ Access to AASHE Connect, our members-only online discussion forum
- ✓ Ability to offer exclusive member discounts promoted via our Bulletin and website
- ✓ Get listed in our Member Directory, with filters to help you connect with the right individuals and institutions.
- ✓ Access to member-only insights and opportunities
- ✓ Discounted rates on exhibiting, advertising, and registration



Business Leader

starting at **\$2,500**

Designed for businesses ready to lead, this premium tier builds on all Affiliate benefits and offers deeper engagement and visibility. Includes everything in Affiliate, plus:

- ✓ Present a webinar with a campus partner on a topic of your choice
- ✓ Early consideration for sponsorships and speaking opportunities
- ✓ Invitations to exclusive partner briefings with AASHE leadership
- ✓ Option to co-create a custom program in collaboration with AASHE
- ✓ One complimentary ad in the AASHE Bulletin, reaching 20,000 subscribers
- ✓ Thought leadership blog post to share your story with AASHE's network
- ✓ One direct email to our 20,000+ subscribers per year
- ✓ Recognition as a top-tier supporter in AASHE materials

[Join AASHE Today!](#)

Sponsorship Opportunities

Put Your Brand at the Center of the Movement

AASHE sponsors are mission-aligned leaders helping to drive sustainability transformation in higher education. Sponsoring one of our high-impact programs allows your business to demonstrate leadership, gain visibility, and engage with key decision-makers in meaningful ways.



AASHE Conference & Expo (Every October)

Our signature event brings together sustainability professionals for three days of learning, networking, and inspiration. Sponsors enjoy high-impact visibility through pre-event promotions, on-site signage, session recognition, and more.



Energy Transformation Academy (Every Spring)

This virtual learning series supports institutions working to reduce campus emissions. Sponsorship offers a targeted way to align your brand with climate leadership in higher education.



Publications (Year-round)

Promote your organization through AASHE's publications and other digital resources. Gain year-round visibility among sustainability leaders and decision-makers while supporting the dissemination of valuable industry knowledge.



Sustainability Education Forum (Every June)

A virtual event focused on the evolving challenges and innovations in teaching sustainability. Sponsors receive brand placement across event promotions and opportunities for participant engagement.



Workshops & Courses (Year-round)

Sponsor professional development sessions on topics like climate action, procurement, and curriculum. A cost-effective way to connect with smaller, highly engaged audiences.

Sponsorship Benefits

Sponsorship benefits vary by event may include logo placement on event webpages, presentation slides, and promotional materials; verbal recognition during sessions; complimentary registrations; and inclusion in email and social media promotions. Some packages also offer opportunities to sponsor specific sessions, tracks, or co-branded materials for deeper engagement.

Interested in a custom sponsorship? We're happy to co-create a package that aligns with your mission and marketing objectives. Email us at development@ashe.org for more information.

Exhibit at the AASHE Conference & Expo

Showcase Your Solutions to Sustainability Leaders

As the largest platform for dialogue on sustainability in higher education, the AASHE Conference & Expo offers unmatched opportunities to connect with decision-makers and demonstrate how your products, services, or solutions support institutional transformation.

Why Exhibit?

We've enhanced the Expo Hall experience to maximize your engagement and return on investment. Exhibitors benefit from:

- ✓ Optimized exhibit hours to reduce staffing demands and increase high-value engagement
- ✓ A high-energy Opening Reception and extended lunch held directly in the Expo Hall
- ✓ Gamification through our mobile app to drive attendee traffic to your table
- ✓ Placement alongside refreshment breaks to ensure visibility throughout the conference

Additional Promotional Opportunities

Looking to boost your brand's presence beyond the Expo Hall? AASHE offers exclusive promotional enhancements designed to help you stand out and meet your marketing goals.

- ✓ Gain high visibility with strategically placed banner ads throughout the AASHE Mobile App to reach attendees throughout their conference experience.
- ✓ Be the first thing attendees see on the mobile app's opening screen, offering prime exposure and strong brand association.
- ✓ Demonstrate your commitment to equity by sponsoring registration for sustainability professionals through an attendee scholarship.

All Exhibit Packages Include:



One 6-foot draped tabletop in the Expo Hall



Two full conference registrations



A virtual booth in the AASHE Mobile App for digital engagement



Logo and 25-word listing on the AASHE conference website



Option to host a Sponsored Reception (additional cost)



Up to three additional registrations at a discounted rate

[View Packages](#)

Advertising with AASHE

Connect with Sustainability Leaders Across Higher Education

Reach thousands of engaged sustainability professionals through AASHE's trusted communication channels. Whether you're launching a new product, promoting an event, or sharing a valuable resource, our advertising opportunities put your message in front of campus leaders. These are our primary advertising channels:

AASHE Connect

AASHE Connect is our online community of over 42,500 professionals collaborating, networking, and exchanging ideas. Advertisements are included in the daily digest email, sent Monday through Friday, and receive an average of more than 600 clicks per ad.

AASHE Announcements

AASHE Announcements is a newsletter focused on AASHE-specific news, updates, and events. Advertisers may submit an image and short copy to be included in the email, which is sent to over 7,500 subscribers. It is distributed on the second Wednesday of each month.

AASHE Bulletin

Published twice monthly, the AASHE Bulletin features curated news, job postings, events, and resources relevant to higher education sustainability. With over 7,000 subscribers, this is one of our most widely read and trusted publications. Issues are sent on the first and third Wednesdays of each month.

Social Media

AASHE promotes content across Facebook, LinkedIn, Instagram, and X, with a combined audience of more than 14,500 followers. Social media promotions are ideal for expanding your reach and engaging sustainability professionals where they're most active.

Get Started

Advertising packages are flexible and can be tailored to meet your goals and timeline. Whether you want one-time visibility or a multi-channel campaign, we'll help you make a lasting impression.

[View Our Rates](#)



Contact Us



Website

www.aashe.org



Phone

888-347-9997



E-mail

development@aashe.org



Social Media

@aashenews