

Introducing GreenMark: SPONSORSHIP GAME-CHANGERS WITH A BOLD VISION



WHO WE ARE:

Sponsorship Game-Changers with a Bold Vision

GreenMark is the leading environmental marketing and green partnership agency in sports. We live to connect enlightened brands with forward-thinking sports properties to deliver measurable results, fresh experiences and deep relationships.

Unlike traditional sponsorship agencies, we drive sustainability, innovation, business value and brand equity through catalytic green partnerships. Our sports properties and corporate partners are never just advertisers; they become part of a sustainable solution, brought to life through powerful experiences that drive triple bottom line value.

With expertise in corporate branding, public affairs, sports marketing, social entrepreneurship, and environmental issues, we develop best practices in sports by integrating sustainability strategies—with a company's products or services—in ways that are visible, profitable and authentic.

WHAT WE DO:

Make the Smarter Play in Marketing Partnerships

At GreenMark, we pioneer new sales, marketing, and branding opportunities. During a time of increased accountability—when corporations are demanding more value from their partnerships—the strategic alliances that win are those that create an unassailable platform to communicate the partnership story.

Through our patent pending EcoBrand™ Experience—the first environmental sports marketing protocol—we leverage a company's products and services to incorporate them into sports facilities and team operations to publicly solve environmental problems.

Integrated partnerships can be a transformative experience. Our proposition is simple: the EcoBrand™ Experience, executed from a green sports platform, will produce lasting impact long after the game is done.



The GreenMark Difference: DISCOVER. DELIVER. DRIVE.

HOW WE WORK:

Discover. Deliver. Drive.

GreenMark services every partnership with a cross-functional team of sales professionals, marketing strategists and sustainability consultants to discover opportunity, deliver new value and drive solutions. Our process results in imaginative new relationships that create powerful and inspiring experiences.

Discover.

- Facility / Brand Audits
- Partnership Trend Analysis
- Partnership Inventory / Pricing / Sales Valuation
- Partnership Prospecting / Sourcing
- Partnership Agreement / Opportunity / Program Evaluation

Deliver.

- Green Partnership Strategic Planning
- Brand / Property Alignment
- Partnership Inventory / Pricing / Sales Strategy
- Partnership Sales Training / Coaching / Presentation / Materials Development
- Contract Negotiation
- Green Partnership Program Development
- Messaging / Public Relations / Experiential Marketing / Fan Engagement

Drive.

- Venue Relationship Management
- Partnership Activation Planning / Management
- Partnership Measurement / Fulfillment Reports

We are pleased to work with a cross-section of sports properties, social enterprises, prestigious nonprofits, and Fortune 500 companies engaged in sustainable innovation.

Recent clients include:

- *New Meadowlands Stadium*
- *Fenway Park*
- *Target Field*
- *Target Center*
- *Leigh Steinberg Sports & Entertainment*
- *Candlestick Park*
- *TCF Bank Stadium*
- *Rose Garden Arena*
- *Pentair*
- *Xcel Energy*
- *Blue Green Alliance*
- *Environmental Defense Fund*

In the News

GreenMark is a frequent source for green expertise in national news outlets, including SportsBusiness Journal, Treehugger.com, Newsday, FOX Business.com, San Diego Union Tribune, The Arizona Republic, Minneapolis Star Tribune and MinnPost, among others.

Contact Us

To learn more about how GreenMark can work with your sports property or company, please visit www.greenmarksports.com or contact:

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