EMPOWERING
SPORT TO
DO MORE
{for the world}
WITH LESS
{footprint}
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“ The sport industry needs the environment, and right now, the environment needs a loud, sexy, high profile voice and we believe sport holds the megaphone "

Dr. Sheila Nguyen, Executive Director

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#noplanetnoplay®
Sports Environment Alliance (SEA)

Our **VISION** is to lead the sport community’s engagement with the circular economy.

We live by the **MISSION** of leading, educating, and inspiring our sport community members to learn, share, and act for a more sustainable & regenerative Australasia.

**Organisation overview**

SEA is a not-for-profit, membership-based organisation that aims to provide the sports industry with the knowledge and networks to become environmental stewards and generate change in the sporting community for the good of the environment.

As one of the three alliances in the world leading the movement for environmental sustainability in sport, SEA acts as a platform for members to see the great work of global partners, inspiring them to do more and generate change (#SEAtheChange).

We believe that sport has the power to influence – and we want the sport industry to be a megaphone for tackling environmental health from the bottom up (at the grassroots, via education and empowerment) and the top down (at the elite level, via case study, research and aspiration).

SEA is the convenor of leaders who are committing to minimise our impact on the natural environment, and at the same time, becoming an even more high performing industry through innovation and efficiency.

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SEA Partners

SEA Partners engage to contribute to the global movement to protect our spaces and places where we play.

As a partner of SEA, you are a movement leader and play an important role in collaborating and supporting our alliance members in better engaging with the circular economy.

SEA partners are part of a large network of members, ambassadors, partners and other movement leaders, who work together to create a large-scale influence in the community.

In return for your support, partners benefit in various ways:
- Exposure to the mass appeal sport industry audience.
- Positive positioning as a leading ‘clean’ supplier and/or partner to our industry,
- Genuine engagement with the sport industry on the topic of environmental sustainability and clean economy solutions,
- Front-of-line collaboration with the industry on related issues,
- Invitation to international and national knowledge-sharing and thought leadership events and forums,
- Opportunities to share your new developments, practice, offerings to our community of like-minded industry decision-makers.

Our partners support the journey.

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### SEA Partner Categories and Benefits

<table>
<thead>
<tr>
<th>Partner Benefits</th>
<th>Large Corporate Partnership (&gt;$5M)</th>
<th>Small Corporate Partnership (&lt;$5M)</th>
<th>Not-for-profit Partnership</th>
</tr>
</thead>
<tbody>
<tr>
<td>Number of named partner representatives</td>
<td>3</td>
<td>2</td>
<td>1</td>
</tr>
<tr>
<td><strong>MARKETING &amp; PROMOTIONS</strong></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Logo and branding on SEA’s website.</td>
<td>✔</td>
<td>✔</td>
<td>✔</td>
</tr>
<tr>
<td>Promotion of organisation’s key messages across SEA communication channels.</td>
<td>✔</td>
<td>✔</td>
<td>✔</td>
</tr>
<tr>
<td>Sharing of partner news across social media channels and e-newsletter.</td>
<td>✔</td>
<td>✔</td>
<td>✔</td>
</tr>
<tr>
<td><strong>MARKET INTELLIGENCE</strong></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Option to co-host a ticketed expert roundtable or workshop.</td>
<td>✔</td>
<td>✔</td>
<td>✔</td>
</tr>
<tr>
<td>Opportunity to collaborate in funding proposals for the development of knowledge assets.</td>
<td>✔</td>
<td>✔</td>
<td>✔</td>
</tr>
<tr>
<td>Opportunity to co-create membership resources and participate in industry research.</td>
<td>✔</td>
<td>✔</td>
<td>✔</td>
</tr>
<tr>
<td><strong>EVENTS &amp; NETWORKING</strong></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Invitation to international and national knowledge-sharing and thought leadership events and forums.</td>
<td>✔</td>
<td>✔</td>
<td>✔</td>
</tr>
<tr>
<td>Connection to the global, regional, and national environment and sport network.</td>
<td>✔</td>
<td>✔</td>
<td>✔</td>
</tr>
<tr>
<td>Partnership recognition at all SEA events.</td>
<td>✔</td>
<td>✔</td>
<td>✔</td>
</tr>
<tr>
<td>Delegate registration(s) for the #SEASummit.</td>
<td>3</td>
<td>2</td>
<td>1</td>
</tr>
<tr>
<td>First right-of-refusal to #SEASummit sponsorship; If sponsoring the #SEASummit, option to present at the #SEASummit.</td>
<td>✔</td>
<td>✔</td>
<td>✔</td>
</tr>
<tr>
<td><strong>Membership Rates</strong></td>
<td>$8,000 + GST</td>
<td>$5,000 + GST</td>
<td>Negotiable</td>
</tr>
</tbody>
</table>
SEA Members

We are proud to have a growing alliance of those wanting to lead in this movement. These members have pledged their commitment to limiting their environmental impact through establishing sustainable measures within and beyond the playing field.

“Sport is leading and not following on the issue of protecting our most important asset, that is, space and place to play. Our voice is growing and very soon, we will be 1000 strong, and soon after, 1 million strong. We battle to save what we love most,”
SEA Executive Director, Dr Sheila Nguyen

Our members lead the way.

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SEA Ambassadors

Marcus Bontempelli
AFL - Western Bulldogs

Grant Elliott
Cricket – Former New Zealand Blackcap & Wellington Firebird

Sam Grimwade
Cricket – Victorian Bushrangers

Daria Gavrilova
Tennis – World Number 63

Alice Hammond
Wheelchair Basketball – Australian Gliders & Kilsyth Cobras

Taylor McKeown
Swimming – Olympic Silver Medallist, Rio

Jonny Patton
AFL – Greater Western Sydney Giants

Mike Sheahan
Journalist – Sports Media personality

Amy Steele
Netball – Former Adelaide Thunderbird and Australian Diamond

Jo Weston
Netball – Australian Diamonds & Melbourne Vixens

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SEA Ambassadors

Harry Himmelberg
AFL - Greater Western Sydney

Sharni Layton
AFLW – Collingwood FC

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SEA Network

By becoming a SEA partner, you become part of SEA’s extensive social media network. This includes our own social media pages, as well as the collective reach of the social media of our members, ambassadors, partners and other leaders in the movement.

Our members use their position to lead the conversation, our partners support their journey to make things happen.

299 followers

408 likes

137 members

112 followers

Total multi-channel social marketing reach: 4,688,394*

2,833,400 fans

1,989,086 fans

1,700,697 followers

2,369,070 followers

154,297 members

108,448 members

*total figures of social media reach across our member and official partners, dated July 2018
SEA Events

SEA events help our partners and members to share their knowledge, build strong networks and become actively involved in the environmental sustainability movement.

Throughout the year, SEA facilitates a number of webinars, seminars and networking events. Our premier event is the annual #SEASummit. The summit allows our partners to meet, network and share knowledge with a wide range of stakeholders: sporting organisations, businesses, government bodies, universities, corporate and community partners, and many others.

Summit registration includes ecotours of venues, expert panels, interactive workshops, and networking opportunities.

#SEASummit 2017.

DIGITAL FOOTPRINT

22K Twitter impressions
28 Retweets
72 Likes

21K Facebook impressions
1K Facebook clicks

387 Likes and comments

102 DELEGATES
24 SPEAKERS
4 COUNTRIES REPRESENTED Australia, France, Great Britain, United States

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SEA TEAM

Malcolm Speed (AO)
Chairman

Dr. Sheila N Nguyen
Executive Director

“The mandate for the Sports Environment Alliance (SEA) is about urging sport to take action now to protect our natural environmental assets. Without water, energy and materials, we cannot deliver the key parts of our business - participation, entertainment and employment,”

– Malcolm Speed AO, Chairman

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SEA Fact Sheet

• Sports Environment Alliance (SEA) is a not-for-profit, membership based organisation focused on equipping the sport industry with the knowledge and networks to be environmental stewards.

• Sport has the power to influence - and we want the sport industry to be the megaphone from which we tackle environmental health from the bottom up (grassroots via education and empowerment) and top down (elite via case study, research and aspiration).

• Malcolm Speed (AO), is Sports Environment Alliance Inc. Chairman.

• SEA’s VISION: is to lead the sport community’s engagement with the circular economy.

• SEA’s MISSION: We live by the mission of leading, educating, and inspiring our sport community members to learn, share, and act for a more sustainable Australasia.

• SEA is the convener of leaders who are committing to minimise our impact on the natural environment, and at the same time becoming an even more high performing industry through innovation and efficiency.

• SEA is one of three alliances in the world (UK, North America, Australasia) who are leading the growing movement for environmental sustainability in sport.

• Sport taking a leadership role in minimising our impact on the natural environment is also taking a leadership role in protecting our core business asset (spaces and places for play).

• The Alliance is an ally to provide knowledge and/or connect our members to the global network of others doing great work; we love partnerships and we want to connect our members and partners to grow our network.

• We present case studies to inspire others in best practice, we encourage network building through events and support the SEA community from grassroots to elite levels.

• We host an annual #SEASummit to share, learn, and lead.

• Taylor McKeown (Australian Olympic swimmer), Jo Weston (Vixens Netballer), Alice Hammond (Victorian wheelchair basketballer), Grant Elliott (former NZ Cricketer), Jon Patton (GWS Giants), Marcus Bontempelli (Western Bulldogs), Mike Sheahan (AFL Journalist), Amy Steel (former Australian Netballer), Sam Grimwade (Victorian Cricketer), and Daria Gavrilova (Australian Tennis Player) are our ambassadors.

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#SEA_TheChange
#NoPlanetNoPlay

## SEA Partnership Application Form

### Company Details

<table>
<thead>
<tr>
<th>Company name:</th>
<th>ABN:</th>
</tr>
</thead>
<tbody>
<tr>
<td>Primary business activity:</td>
<td></td>
</tr>
<tr>
<td>Address:</td>
<td></td>
</tr>
<tr>
<td>Phone:</td>
<td>Mobile:</td>
</tr>
<tr>
<td>Website:</td>
<td></td>
</tr>
</tbody>
</table>

### Partnership Category (please check box)

<table>
<thead>
<tr>
<th>Large Corporate Partnership ($8,000 + GST)</th>
<th>Small Corporate Partnership ($5,000 + GST)</th>
<th>Not-for-profit (Negotiable)</th>
</tr>
</thead>
</table>

### Primary Contact (any Partnership type)

<table>
<thead>
<tr>
<th>Name</th>
<th></th>
</tr>
</thead>
<tbody>
<tr>
<td>Position:</td>
<td></td>
</tr>
<tr>
<td>Phone:</td>
<td>Mobile:</td>
</tr>
<tr>
<td>Email:</td>
<td></td>
</tr>
</tbody>
</table>

### Signature

The applicant agrees to the terms and conditions of the partnership as outlined in the Partnership Agreement set out by the Sports Environment Alliance (SEA).

<table>
<thead>
<tr>
<th>Signature:</th>
<th>Date:</th>
</tr>
</thead>
<tbody>
<tr>
<td>Name and position:</td>
<td></td>
</tr>
</tbody>
</table>

Please complete and return to seahq@sportsenvironmentalliance.org.
Additional Named Partner Representatives

Corporate Partnership allows a primary contact to nominate an additional two (for large corporates) or one (for small corporates) individuals to be included as named partner representatives. Please add the contact details for these individuals below.

<table>
<thead>
<tr>
<th>Individual Contact 2 - (Large and Small Corporate)</th>
</tr>
</thead>
<tbody>
<tr>
<td>Name</td>
</tr>
<tr>
<td>Position:</td>
</tr>
<tr>
<td>Phone:</td>
</tr>
<tr>
<td>Mobile:</td>
</tr>
<tr>
<td>Email:</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Individual Contact 3 - (Large Corporate)</th>
</tr>
</thead>
<tbody>
<tr>
<td>Name</td>
</tr>
<tr>
<td>Position:</td>
</tr>
<tr>
<td>Phone:</td>
</tr>
<tr>
<td>Mobile:</td>
</tr>
<tr>
<td>Email:</td>
</tr>
</tbody>
</table>

Please complete and return to seahq@sportsenvironmentalliance.org.
Connect with Us

sportsenvironmentalliance.org
facebook.com/SportsEnvironmentAlliance

@SEA_theChange

@SEA_theChange

Executive Director
Dr. Sheila Nguyen
sheila@sportsenvironmentalliance.org

Sports Environment Alliance Office
seahq@sportsenvironmentalliance.org

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