

EcoCareers Conference

**Help Us Prepare
Today's Youth for the
Green Economy**

SPONSOR THE ECOCAREERS CONFERENCE

ONLINE | APRIL 7-8, 2021

We are preparing students and young professionals for their future careers by providing information on the latest career and sustainability trends from leading analysts and employers, clarifying career enhancing credentials and academic offerings, and building a better understanding of the competencies that employers seek.



**ECO
LEADERS®**

THE ANNUAL NWF ECOCAREERS CONFERENCE

Bringing together thousands of students and young professionals from diverse backgrounds, races and cultures from across the country and globe. Featured keynote speakers and panelists include representatives from environmental and community organizations, federal and state agencies, city and local governments, leading colleges and universities, and businesses from all parts of the private sector.

While other conferences are learning how to create a virtual conference during the coronavirus, the EcoCareers Conference has been held virtually for the last five years for sustainability and accessibility reasons.

ALL JOBS CAN AND SHOULD BE “GREEN JOBS”

The best jobs for the 21st century will be in the green economy, and the NWF EcoLeaders program is positioned to prepare the future sustainability workforce in collaboration with high schools, colleges, and universities across the U.S. More and more, companies are incorporating sustainability in their business operations, and governments at all levels are preparing to mitigate and/or adapt to climate change. To prepare students for these rapidly shifting workforce impacts, colleges will need to ramp up sustainability education and career preparation across all disciplines. Students and faculty need to understand job demands and trends, professional credentials, and how to enhance students' career preparedness and autonomy.



Together we can make a difference for young leaders across the country striving for our shared vision of a healthier planet and equitable economy.



ECOCAREERS 2021 PLAN

The 5th annual EcoCareers Conference will be held on April 7-8, 2021, and we expect to expand our reach from 2020's impact in both quantitative and qualitative goals. New themes and features that we are including in the 2021 event include:

- Separate tracks for high school and college students
- Panels focused on sectors most resilient to the pandemic and recession, such as Health and Wellness and Green Technology
- Exhibition hall highlighting conference sponsors and allowing 1-on-1 interactions with participants
- Additional networking sessions and resources
- On Demand content to allow more voices to be represented throughout the event and beyond

ECOCAREERS 2020 SUMMARY

The 4th annual EcoCareers Conference was hosted on April 1-2, 2020 and helped bring green career information to more than 1,100 registrants – high school and college students, faculty, and professionals from hundreds of educational institutions and school districts. The conference featured keynote addresses by Mustafa Santiago Ali and Jennifer Allen Aroz on efforts by NWF and the League of Conservation Voters to advance environmental justice and inclusion in the green workforce, as well as expert panels on careers in the following economic sectors:

- Food Justice
- Arts and Creative Industries
- Circular Economy
- Climate Change Mitigation and Adaptation
- Green Finance and Sustainable Investing



WHAT PARTICIPANTS HAVE TO SAY:

“ **This is by far the greenest conference** I've ever participated in.

Rue Mapp
Founder and CEO of Outdoor Afro, 2018
Conference Keynote Speaker

“ There was **great diversity in the types of careers covered**, and the presenters and their backgrounds. A lot of non-traditional eco-careers were highlighted, which was great to see.

2020 Conference Attendee

“ **Really great insight about the soft skills** and was inspirational as someone who is currently struggling to find an entry into the sustainability job field.

2020 Conference Attendee

“ ... in these uncertain times, **it gave me a lot of hope and insight for the future**... I learned so much about how to navigate the sustainability career world. As well as made new friends and connections!"

Carley Belanger
University of Miami Student and 2020
Conference Attendee

Sponsorship Opportunities

INVESTING IN YOUTH AS LEADERS IS AN INVESTMENT IN OUR MISSION.

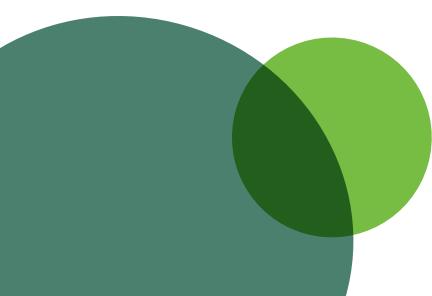
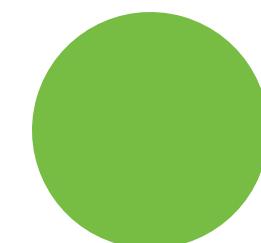
There is a strong, positive correlation between the success of an organization and its engagement with young people throughout their growth and development. We can't do it alone though. We need partners from across the economy and community to bring momentum to this movement.

Partner with the National Wildlife Federation and add your voice to help us develop a diverse, inclusive, national community of young leaders planning careers in conservation and beyond through the EcoCareers program. Sponsoring the 2021 EcoCareers Conference will underscore your commitment to our collective work to support the growth and success of strong leaders of all races and ethnicities in the conservation movement.

Sponsoring companies and organizations have a tremendous opportunity to gain exposure as leaders in elevating and emboldening young leaders. Sponsorship benefits may include:

- Speaking opportunities
- Complimentary registration to the conference
- Prominent recognition throughout the website and through social media
- Recognition as a program sponsor across the Conference and through external messaging

We know you feel strongly about supporting the green economy and building young leaders. Please add your company or organization to the growing list of sponsors for the 2021 EcoCareers Conference.





Sponsorship Opportunities (cont.)

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SPONSORSHIP LEVELS	Biosphere TWO AVAILABLE \$50,000	Biome FIVE AVAILABLE \$25,000	Ecosystem TEN AVAILABLE \$10,000	Habitat UNLIMITED \$5,000	Wildlife UNLIMITED \$1,000
Featured speaking opportunity addressing all participants during Conference	✓				
Company displayed on placeholder slide at the beginning of each session	✓	✓			
Dedicated pre-event email message and social media posts	✓	✓	✓		
Product/advertisement placement opportunity in digital welcome packets	✓	✓	✓		
Complimentary registrations to Conference	✓ 5 available	✓ 3 available	✓ 2 available	✓ 1 available	
Complimentary, interactive, virtual exhibitor booth, with a list of leads who express interest in booth	✓	✓	✓	✓	✓
Publicly thanked at the Conference, through social media outlets, and in email communications during and following the Conference	✓	✓	✓	✓	✓
Right to reference support and participation in EcoCareers program	✓	✓	✓	✓	✓
Featured in digital Conference program booklet	Full-page color ad	Full-page color ad	½-page color ad	¼-page color ad	¼-page b/w ad

CONTACT US

In addition to these package sponsorship opportunities, we are open to conversations about other sponsorship arrangements, including multi-year opportunities! **For questions regarding sponsorship or more information about the EcoCareers Conference please contact: David Corsar | CorsarD@NWF.org | (703) 438-6395**