URBAN GREEN LAB™



SPONSORSHIP OPPORTUNITIES

2026–2027 Corporate Partnership Guide

615-442-7072 · camille@urbangreenlab.org · urbangreenlab.org

ABOUT URBAN GREEN LAB

WHO WE ARE

MISSION

We teach communities how to live sustainably.

Education drives cultural change. Urban Green Lab delivers sustainability education in all the places Nashvillians learn, work, and live — igniting the movement for lasting change.

We operate across three divisions: **Sustainable Classrooms** for educators and students, **Sustainable Households** for residents, and **Sustainable Workplaces** for businesses and organizations.

UGL is a 4-star Charity Navigator organization, a 1% for the Planet member, holds a Platinum Transparency seal with Candid (Guidestar), and is recognized by GivingMatters.

QUICK AUDIENCE STATS

CHANNEL	REACH
Lab Notes Newsletter	3,500
Social Media Audience	11,885+
Roundtable Mailing List	102
Website Monthly Visitors	2,500+
DEMOGRAPHICS	
Household Income $100K+	36.9%
Ages 26–45	46.4%
Identify as female	72.4%
Favorable view of UGL sponsors	85.2%



2025 → 2030: WHERE WE'RE HEADED

UGL's 2030 Strategic Plan targets **585 educators trained, 675 organizations served**, and sustainability learning embedded in **75% of Nashville schools** and **200 workplaces**. Corporate partners are essential to reaching these goals. *More audience data available upon request.*

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WHY PARTNER WITH URBAN GREEN LAB

NASHVILLE NEEDS THIS WORK NOW.

2×

Nashville generates nearly twice the national average in household waste — and diversion systems lag behind peer cities.

53%

of Nashville's greenhouse gas emissions come from transportation — the highest single source in the city.

10°F

Some Nashville neighborhoods are up to 10°F hotter than others — and those neighborhoods have the fewest resources to adapt.

Nashville is one of the fastest-growing cities in the Southeast. The choices that residents, workplaces, and schools make today will shape the city's environmental future for decades.

Urban Green Lab is Nashville's only organization dedicated entirely to sustainability education — reaching classrooms, households, and workplaces across every neighborhood.

85.2%

of survey respondents hold a favorable view of Urban Green Lab's corporate sponsors — meaning your brand benefits directly from our partnership.

OUR REACH

400+

EDUCATORS TRAINED IN SUSTAINABLE CLASSROOMS

500+

ORGANIZATIONS SERVED ACROSS NASHVILLE

49%

OF DAVIDSON COUNTY ZIP CODES REACHED

ESG & SDG ALIGNMENT

UGL's programs directly advance eight UN Sustainable Development Goals, supporting your company's ESG and CSR objectives.

3 Good Health & Wellbeing	4 Quality Education	8 Decent Work & Growth	10 Reduced Inequalities
11 Sustainable Cities	12 Responsible Consumption	13 Climate Action	17 Partnerships

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ANNUAL CORPORATE PARTNERSHIP — NEW FOR 2026

FOUNDING SUSTAINABILITY PARTNER

For companies seeking a year-round, organization-wide commitment to sustainability education in Nashville. This flagship partnership tier gives you presence across all of UGL's programs, events, and communications — and a seat at the table as Nashville builds toward its 2030 climate goals.

$50,000 Annually

WHAT YOUR PARTNERSHIP INCLUDES

- → Sponsor recognition across all UGL programs, events, and communications for a full calendar year
- → Named co-presenter status at Climate Week Cook-Off, Nashville Sustainability Roundtable, and any new events launched in the partnership year
- → A private group booking of any Education & Training course — brought directly to your team, at your location, on your schedule
- → Four complimentary seats at every Roundtable event (6 events/year × 4 seats)
- → 10 VIP tickets to Climate Week Cook-Off
- → Prominent logo placement on UGL's website, newsletter (3,500 subscribers), and all print materials year-round
- → Annual impact report tailored to your company: enrollment numbers, behavior-change outcomes, and metrics you can use in CSR reporting
- → Quarterly check-in with UGL leadership on programming priorities and partnership value
- → Press release and social feature announcing the partnership
- → Speaking opportunity at one UGL event of your choice

Renewable

Founding Sustainability Partnerships renew annually. Multi-year commitments (3+ years) receive enhanced recognition and priority access to new UGL programs as they launch.

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SCHOOL COMPOSTING & FOOD RECOVERY

ADOPT-A-CAFETERIA™

Every year, Nashville cafeterias send 10 million pounds of food to the landfill. Adopt-A-Cafeteria™ matches your company with a specific Nashville school cafeteria for a full year of composting, food recovery, and education. Urban Green Lab makes the match and tracks the impact all year long.

2024–2025 PILOT RESULTS

102,540
POUNDS OF FOOD DIVERTED FROM THE LANDFILL

4,837
STUDENTS ENGAGED

11
SCHOOL CAFETERIAS COMPOSTING

2,419
GALLONS OF GASOLINE SAVED

HOW IT WORKS

- → **Get matched. UGL** pairs you with a school cafeteria based on your goals and the school's readiness
- → **Make it official.** You, the school, and UGL sign an MOU, and the service runs a full school year.
- → **See it and measure it.** Compost service, signage, and training roll out, and you receive an annual impact report.

Built on UGL's partnership with World Wildlife Fund's Food Waste Warriors program. Nashville was one of nine cities in WWF's national school cafeteria waste study.



21.2 lbs
of waste diverted per student during the pilot year.

SPONSORSHIP TIERS

ADOPTER PLUS — $10,000

- Matched with a specific cafeteria for the year
- Full year of compost service funded
- Branded signage in the cafeteria
- Name and logo on the UGL website
- Volunteer day at your cafeteria
- Student and staff food waste training
- Quarterly updates and annual impact report

PRESENTING — $25,000

Everything in Adopter Plus, plus:

- Presenting sponsor, top billing on UGL website
- Branded signage in every participating cafeteria
- Featured in press releases
- Invitations to media interviews, as available
- Custom impact metrics and storytelling support

Sponsors can adopt more than one cafeteria. For full details and to learn more please visit adoptacafeteria.org.

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FLAGSHIP FUNDRAISING EVENT

CLIMATE WEEK COOK-OFF

A zero-waste culinary competition where local chefs compete to create the ultimate zero-waste dish from a theme ingredient — while guests mingle, sample, vote, and celebrate UGL's community impact. Save the date: **September 23, 2027** (to be confirmed).



THE EVENING

Guests enjoy drinks, buffet bites, and chef tastings before voting on their favorite zero-waste dish. The evening closes with a program celebrating UGL's community members and announcing people's choice and judges' panel winners — including the Sustainable Nashville Awards™.

A high-energy event that puts your brand in front of Nashville residents and sustainability-minded business and civic leaders.

Business Leaders **Nashville Chefs** **UGL Partners & Donors** **Sustainability Advocates** **Media**







SPONSORSHIP LEVELS

PRESENTING
$10,000

- 10 VIP tickets.
- Verbal recognition.
- Logo on all event communications and print materials.
- Special brand
- highlight on social and
- email.

ZERO WASTE CHAMPION
$5,000

- 6 VIP tickets.
- Verbal recognition.
- Logo on all event communications and print materials.

LOW-WASTE LEADER
$2,500

- 4 VIP tickets.
- Logo on event communications and print materials.

GREEN FORK FRIEND
$1,000

- 2 standard tickets.
- Logo on event communications and print materials.

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RECOGNITION & COMMUNITY CELEBRATION

SUSTAINABLE NASHVILLE AWARDS™

Presented annually at the Climate Week Cook-Off, the Sustainable Nashville Awards™ are now a signature moment each September — recognizing individuals, organizations, and businesses making an outsized contribution to sustainability in Nashville. Three awards. Each one sponsorable.

THE AWARDS

The Sustainable Nashville Awards™ celebrate the people and organizations doing the hardest, most meaningful work to make Nashville a more sustainable city. They are presented each year at the Climate Week Cook-Off — making them part of one of UGL's highest-visibility, highest-attendance events of the year.

Sponsoring an award puts your brand alongside a moment of genuine community recognition, in front of the Cook-Off's assembled audience of Nashville's sustainability-minded business and civic leaders.

AWARD 1

Educational Leadership

Recognizes a formal or informal teacher, school administrator, or educational program that champions sustainability education in inspiring and innovative ways.

AWARD 2

Organizational Practices

Celebrates a business, nonprofit, or public agency that embeds sustainability into its operations, culture, and decision-making.

AWARD 3

Equitable Change

Celebrates an individual or organization ensuring that equity is at the heart of Nashville's sustainability movement.

SPONSORSHIP OPTIONS

AWARDS PROGRAM SPONSOR — $5,000

- Named presenting sponsor of the full Sustainable Nashville Awards™ program for the year.
- Logo on all awards materials, digital
- communications, and event signage.
- Recognition at awards ceremony.
- Social feature spotlighting the partnership.
- Two complimentary tickets to Cook-Off

INDIVIDUAL AWARD SPONSOR — $1,500

- Select one of the three awards. Your brand is associated with that award's category and its recipient.
- Logo presented alongside the award at the event.
- Social feature announcing the
- recipient, co-branded with your company.
- One complimentary ticket to Cook-Off.

Presented at the Cook-Off

The Awards are presented each year at the Climate Week Cook-Off in September — giving your sponsorship the full reach of UGL's flagship event audience, communications, and social coverage.

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EDUCATION & TRAINING

CLASSES & TRAININGS

Four ready-to-deliver, 1.5-hour workshops — available on request for workplaces, community groups, schools, and organizations of any kind. Taught by expert educators. Practical, engaging, and designed for adult learners at any starting point.

FOR EVERYONE

Living Sustainably in Nashville

Perfect for: beginners and anyone ready for practical everyday change

Connects personal habits — shopping, cooking, daily routines — to sustainability. Participants leave with specific local resources and habits they can start the same day.

FOR WORKPLACES

Working Sustainably in Nashville

Perfect for: employees and professionals in the public or private sector

Practical strategies for making any workplace greener — energy, waste, and operations. Connects participants to Nashville's sustainability goals and peer organizations taking action.

FOR WORKPLACES & ORGANIZATIONS

Building a Green Team in Nashville

Perfect for: leaders ready to start or grow a Green Team

How to plan, launch, and sustain a Green Team that drives real change. Covers member recruitment, goal-setting, local partnerships, and how to keep momentum going over time.

FOR EDUCATORS

Teaching Sustainability in Nashville

Perfect for: public & private school teachers, librarians, and school staff

Gives teachers the tools and confidence to weave sustainability into any subject. Standards-aligned, hands-on, and grounded in real-life examples students actually recognize.

SPONSORSHIP TIERS

EDUCATION PARTNER — $10,000

- Named sponsor of the full Education & Training program for one year.
- Logo on all course materials, registration pages, and post-training communications.
- Two complimentary seats at each public training.
- Annual impact report with enrollment and behavior-change data.

COURSE SPONSOR — $3,000

- Named sponsor of one specific course for one year.
- Logo on that course's materials and communications.
- Recognition at each public offering of the course.

80%

of UGL training participants report making more sustainable daily choices at work or home after completing a training.

All four workshops are also available for private group bookings — bring a training directly to your team, organization, or community group. Contact Camille to discuss pricing and scheduling.

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BUSINESS & PROFESSIONAL NETWORKING

NASHVILLE SUSTAINABILITY ROUNDTABLE

Nashville's only sustainability-focused professional networking group—connecting business leaders who are committed to making their organizations more sustainable. Six events per year. 20–40 participants per event. Hosted at member facilities across the city.

WHAT ATTENDEES GAIN

- Direct access to Nashville's sustainability decision-makers across industries
- Facility tours to observe peer organizations' green initiatives firsthand
- Vetted sustainability vendor introductions
- Actionable insights and best-practice exchange
- Peer network for ongoing collaboration and referrals

INDUSTRIES REPRESENTED

Finance · Healthcare · Hospitality · Construction · Energy / Utilities · Professional Services · Retail · Nonprofit · Logistics · Entertainment

PAST HOSTS INCLUDE

patagonia · NISSAN · Turnip Green Creative Reuse · Nashville SC · LIGHTWAVE SOLAR · Crema Coffee Roasters · The Civic Design Center · CLIMB Nashville · LP Building Products · The Nashville Food Project · SOLES4SOULS · REED Public Relations · masaya & co · The Good Fill

> *"The Roundtable opened our eyes and helped us come to know other like-minded businesses in Nashville that care about how business gets done."*
>
> **— Greg Crofton, Roundtable Member**

SPONSORSHIP TIERS

SUSTAINABILITY LEADER — $5,000

- Named presenting sponsor for all six events.
- Prominent logo on webpage, digital comms, and print materials.
- Speaking opportunity at one event.
- Two complimentary seats at every event.

SUSTAINABILITY CHAMPION — $2,500

- Mid-level recognition for three events.
- Logo on website, digital comms, and print.
- Opportunity to display materials at events.
- Two complimentary seats at your three sponsored events.

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ORAL HISTORY & GALLERY EXHIBIT

VOICES OF RESILIENCE

In partnership with Tennessee State University — an oral history project and gallery exhibit featuring the personal stories of Nashville residents most affected by climate shifts. Thousands of visitors. University and public gallery placements. Stories only UGL is amplifying.

THE PROJECT

Voices of Resilience fosters active community listening by elevating stories of real Nashvillians living with climate change: a community gardener, a formerly unhoused resident, a sustainable farmer, a lifelong neighborhood resident.

Each story connects personal experience to larger environmental and equity themes, creating a powerful bridge between UGL's mission and Nashville's most vulnerable communities.



> *"This is not normal... we're getting hotter and hotter. We're doing that."*
>
> **— Frederick Cawthon, Farmer**

UPCOMING EXHIBITION DATES

- November 2026: Ayers Library @ Belmont
- April-September 2027: Frist Art Museum

**More dates and venues being added*

SPONSORSHIP TIERS

PRESENTING $10,000

- Top recognition as lead sponsor.
- Logo on webpage, digital and print materials.
- Feature in press releases.
- Speaking opportunity at opening reception.

SUPPORTING $5,000

- Logo on digital and print materials.
- Acknowledgment in program communications.
- Verbal recognition at opening receptions.

STORYTELLER $1,500

- Sponsor an individual narrator's story.
- Acknowledgment and logo placement alongside the featured story — digitally and in the gallery exhibit.

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PUBLIC ART & FOOD WASTE EDUCATION

WASTE LESS MURAL PROJECT

Sponsor Nashville's most visible food waste education campaign. The 2026 Waste Less Mural, "*Food is What Brings Us Together*," was unveiled on October 24, 2026 at Turnip Truck East on Woodland Avenue. 2027 site visits are underway now.

THE CAMPAIGN

The Waste Less Mural Project is a series of large-scale public artworks across Nashville designed to raise awareness about food waste and sustainable practices. Each mural conveys a unique message and celebrates Nashville's food culture and community.

The 2026 mural, located across from East Park, reminds neighbors that food connects us, and that wasting less is one way we take care of each other.

AUDIENCE REACH

- → Thousands of visitors annually
- → Newsletter list of 3,500+ subscribers
- → Social media audience of 11,885+
- → Launch party on location with activities, announcements, and community draw



Previous murals clockwise from bottom left: *Food is What Brings us Together* (2026); *Food is Our Past, Present, and Future* (2025); *Food is Community* (2024); *Food is Energy* (2023); *Food is Beautiful* (2022).

SPONSORSHIP TIERS

PRESENTING $15,000

- Logo on the mural and any promo materials/merch, digital comms, installation signage, and media releases.
- Chance to speak at launch party.
- Exclusive private team presentation on the campaign's making and impact.

CHAMPION $3,000

- Logo on any promo materials/merch, and digital comms.
- Verbal recognition at launch party.
- Exclusive private team presentation on the campaign's making and impact.

SUPPORTER $1,000

- Acknowledgment on any promo and digital comms.
- Verbal recognition at launch party.

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URBAN GREEN LAB™



THANK YOU.

To secure your sponsorship or build a custom package tailored to your brand's objectives, please contact our Director of Partnerships.

CONTACT

Camille Mayle

Director of Partnerships

- 615-442-7072 (115)
- camille@urbangreenlab.org
- @urbangreenlab
- urbangreenlab.org

Urban Green Lab is a registered 501(c)(3) charitable organization. FEIN 27-1011744.