



# Sustainability as a Revenue Driver in Sports & Entertainment Events

Sports Tourism Learning Institute

## Course Description

This four-session STLI Certificate course, *Sustainability as a Revenue Driver in Sports & Entertainment Events*, explores how sustainability can enhance the revenue-generating opportunities of sports events. Participants will learn to develop actionable sustainability plans, analyze financial impacts, and maximize sponsorship opportunities through innovative strategies. With real-world case studies and practical tools, this course equips sports tourism professionals to create lasting value, enhance market positioning, and effectively communicate sustainability successes.

### STLI Certificate Playbook Course

**STS Credits:** 4

**Format:** Online, Self-Paced

**Length:** 5 sessions - approx. 4 total hours

**Sports ETA Member Price:** \$399

**Non-Sports ETA Member Price:** \$499

## Meet the Industry Expert Leading this Course

Rico Solutions is an event production and consulting company that connects sponsors, stakeholders, and their communities to events of all shapes and sizes. Founded in Florida, Rico Solutions offers professional sustainability, waste management, and operations services, fine-tuned to thrive on both a local and global scale.



**RICO SOLUTIONS**

Rico Solutions specializes in unlocking your organization's full potential through tailored strategies and solutions designed for your success. Their team of experts combines deep industry knowledge with seasoned technical skills to deliver impactful, actionable solutions that align with your unique needs and goals. From planning and resource management to waste facilities and custom signage, Rico Solutions is dedicated to helping you put on the best events possible.



**Jen Marhenke**, Sustainability Program Manager, Rico Solutions

With over 25 years in event production, Jen Marhenke brings extensive practical knowledge and hands-on experience to this course. Over the past decade, she has made sustainability a primary focus, leading teams to integrate sustainable practices into event operations. Through roles in event operations and as an Event Verifier for the Council for Responsible Sport, Jen has successfully led teams in reducing waste, conserving energy, and minimizing environmental impact, while also supporting events in achieving their sustainability goals. Now a Sustainability Program Manager for Rico Solutions, a consulting firm specializing in sports and event sustainability, Jen continues to drive environmental initiatives forward.

Passionate about creating lasting change, Jen's approach to sustainability is grounded in real-world experience. Committed to continuous learning, she actively engages with the sustainability community through memberships and ongoing education, valuing the insights and collaboration that come from working with peers. This dedication to learning and sharing knowledge drives Jen to advance sustainability collaboratively, ensuring that environmental responsibility is not just a goal but a reality in the sports and events industries.



<https://www.linkedin.com/in/jen-marhenke/>



# Course Learning Outcomes

After completing this course, you will be able to:

- Understand sustainability as a revenue driver in sports events.
- Analyze the financial impacts and market positioning of sustainable initiatives.
- Develop and implement sustainability plans in operations.
- Maximize sponsorship and partnership opportunities with sustainability.
- Measure and communicate success through verifiable metrics.
- Build actionable plans for long-term value and continuous improvement.

## Course Content

This is a fully online, self-paced course consisting of four sessions. Each course session includes an informative video lecture and a printable PDF resource page. This course takes approximately four hours to complete.

### Session 1

#### **The Business Case for Sustainable Sports & Events**

In Session 1, participants will learn how sustainability has evolved in the sports industry from a cost center to a strategy that enhances profitability, brand value, and market competitiveness.

### Session 2

#### **Strategic Implementation & Operations**

Session 2 focuses on how to build and enhance sustainability initiatives by conducting baseline assessments, applying systems-thinking and data-driven strategies, and fostering stakeholder engagement.

### Session 3

#### **Sponsorship & Partnership Monetization**

In Session 3, Jen Marhenke will discuss how to create a variety of innovative strategies to monetize sustainability including crafting compelling value propositions, exploring new partner categories, and more.



## Session 4

### Sustainability Success in Action

The goal of Session 4 will be to help participants define and track KPIs to evaluate sustainability impacts, using frameworks to report progress, ROI, and partnership benefits, while crafting data-driven narratives that resonate with fans, partners, and the broader community.

## Upon Completion

Successful completion of the course materials will earn you a Certificate of Achievement from the Sports Tourism Learning Institute and four credits towards your [Sports Tourism Strategist Designation](#).

Having completed this course, you will also gain a deeper understanding of the topic, real-world application strategies, and numerous professional resources and connections to reference during your career.

## Questions?

If at any time you have questions about this course or any of our other courses, please contact us at [info@sportseta.org](mailto:info@sportseta.org). Because this course is self-paced, please do not try to contact the course content providers (instructors) with your questions.

If you need technical help with the course, please email us at [support@sportseta.org](mailto:support@sportseta.org).

