

## **Become a 2020 Annual Sponsor Today!**

NAESCO is the leading national trade organization representing and promoting the energy efficiency industry in the energy marketplace, the media, and the government both at the state and federal level.

Become a 2020 Annual Sponsor and show your company's support of NAESCO and expand recognition of your company's commitment to making Energy Efficiency a sustainable and cost competitive resource to the widest possible audience.

NAESCO is offering three levels of Annual Sponsorship: Platinum \$12,500, Gold \$7,500 and Silver \$5,000. Benefits for each level are detailed below.

### **How many decision makers will you reach?**

Last year, NAESCO welcomed 1,200+ participants at its NAESCO meetings, workshops, conferences and webinars, of which at least 15% were potential public sector customers. We expect to exceed those numbers in 2020!

NAESCO's website averages 4000 sessions and 14,000 page-views per month. Nearly two-thirds of our visitors are new each month.

Recipients of all event marketing materials for the Federal Market Workshop, the Technology and Financing Workshop, and the November conference and tradeshow include an audience of 6,500 industry contacts who regularly receive news and updates directly from NAESCO.

The 4,750 subscribers of NAESCO's quarterly, online publication, *NAESCO News* include 500+ state and federal energy policy makers, nonprofit organizations and allied trade groups, as well as energy efficiency trade press contacts.

NAESCO proudly offers exclusively to our 2020 Annual Sponsors, multiple opportunities to maximize their visibility as a market leader to energy professionals nationwide *throughout the year*.

As a NAESCO Annual Sponsor, your company's name and logo will be prominently featured throughout 2020 in all NAESCO's publications, the home page of NAESCO's website, and on all marketing materials and promotions for every NAESCO event.



## Platinum Annual Sponsor

(Marketing investment of \$12,500)

In addition to being prominently featured on the home page of NAESCO's website, Platinum Annual Sponsors will be recognized at 2020 events and event marketing materials/promotions.



### Benefits include:

NEW! A complimentary booth at the next R3 Conference and Innovation Expo to be held November 16-18 in Austin, TX. The booth includes two registrations. (Exclusively for Platinum Sponsors)

The opportunity to give a brief pitch to an audience of ESCO and Affiliate reps at the Affiliate and Board Member Luncheon at the R3 Conference. (Exclusively for Platinum Sponsors)

3 full, complimentary registrations to the Federal Market Workshop and the Technology and Financing Conference. (Exclusively for Platinum Sponsors)

Your company's logo, linked to your company website, will appear as an Annual Sponsor on the NAESCO website home page. In addition, your Annual Sponsorship will be recognized on your company's profile page on NAESCO's website.

Your company will have preferential booth location at the November 16-18, 2020, R3 Conference and Innovation Expo in Austin, TX.

Preferred choice of ESCOs to meet with at the "Partnership Forum" meetings for member exhibitors held at the November R3 Conference and Innovation Expo.

Banner advertising in each issue of the *NAESCO News*, RFP notifications and other correspondence.

Your company name and logo included on all NAESCO event marketing promotions.

Access to full list of attendees, both prior to and after all 2020 NAESCO events.

Your logo and company name on signage at all 2020 NAESCO events.

Introduction by NAESCO's Chair of the Board of Directors, of your company at all 2020 NAESCO events.

Name badges with sponsorship recognition for all your company representatives at every 2020 NAESCO event.

Opportunity to distribute company publications or promotional materials at all 2020 NAESCO events.

## **Gold Annual Sponsor**

(Marketing investment of \$7,500)

In addition to being prominently featured on the home page of NAESCO's website, Gold Annual Sponsors will be recognized at 2020 events and event marketing materials/promotions.

### **Benefits include:**

2 full, complimentary registrations to the R3 Conference and Innovation Expo, a \$2,000.00 value.

1 complimentary registration to the Federal Market Workshop and the Technology and Financing Conference.

Your company's logo, linked to your company website, will appear as an Annual Sponsor on the NAESCO website home page. In addition, your Annual Sponsorship will be recognized on your company's profile page on NAESCO's website.

Your company will receive preferred choice of booth location at the 2020 R3 Conference and Innovation Expo.

Preferred choice of ESCOs to meet with at the "Partnership Forum" meetings for member exhibitors held at the November conference and tradeshow.

Access to full list of attendees, both prior to and after all 2020 NAESCO events.

Your logo and company name on signage at all 2020 NAESCO events.

Your company name and logo included on all 2020 NAESCO event marketing promotions.

Introduction of your company by NAESCO's Chair of the Board of Directors, at all 2020 NAESCO events.

Name badges with sponsorship recognition for all your company representatives at every 2020 NAESCO event.

Opportunity to distribute company publications or promotional materials at all 2020 NAESCO events.

## **Silver Annual Sponsor**

(Marketing investment of \$5,000)

In addition to being prominently featured on the home page of NAESCO's website, Silver Annual Sponsors will be recognized at 2020 events and event marketing materials/promotions.

1 full, complimentary registration to the R3 Conference and Innovation Expo, a \$1,000.00 value.

Access to full list of attendees, both prior to and after all 2020 NAESCO events.

Your company will receive preferred choice of booth location at the 2020 R3 Conference and Innovation Expo.

Preferred choice of ESCOs to meet with at the “Partnership Forum” meetings for member exhibitors held at the November conference and tradeshow.

Your logo and company name on signage at all 2020 NAESCO events.

Your company name and logo included on all 2020 NAESCO event marketing promotions.

Introduction of your company by NAESCO’s Chair of the Board of Directors, at all 2020 NAESCO events.

Name badges with sponsorship recognition for all your company representatives at every 2020 NAESCO event.

Opportunity to distribute company publications or promotional materials at all 2020 NAESCO events.