



2022 Annual Sponsorship Packages

Become a 2022 Annual Sponsor Today and Reap the Benefits All Year!

Become a 2022 Annual Sponsor and show your company's support of NAESCO. Broadcast your company's commitment to making energy efficiency a sustainable and cost competitive resource to the widest possible audience. NAESCO proudly offers exclusively to our 2022 Annual Sponsors, multiple opportunities to maximize their visibility as a market leader to energy professionals nationwide *throughout the year*.

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.

Reach your target audience!

The 5,000 subscribers of NAESCO's quarterly, online publication, *NAESCO News* include 600+ state and federal energy policy makers, nonprofit organizations and allied trade groups, as well as energy efficiency trade press contacts.

Your company received recognition at every virtual and in-person event, including Webinars, Workshops and Conferences. Every marketing email, RFP announcement and newsletter emails had your logo as an Annual Sponsor on it, which was at least 75 times to an audience of 6,000+ people.

Our communications team has amplified NAESCO's and its members' presence in the industry and the results are paying off! NAESCO's *LinkedIn* page alone has had great results:

5,578 page engagements

90,859 organic page impressions

168,162 sponsored page impressions

2,250 followers **+39%** since December 2020

3,070 page views **+59%** since January 2021

NAESCO's website averages **6,500** sessions per month and averages **14,920** page views per month.

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 2022 events and in event marketing materials/promotions.

Benefits include:

A complimentary booth at the next R3 Conference and Innovation Expo to be held November 2022 in Orlando, FL. The booth includes two registrations. **(Exclusively for Platinum Sponsors)**

NEW: 1 complimentary registration to the Federal Market Workshop and June Member Meeting.

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

The opportunity to promote a product or service with a dedicated marketing email sent from NAESCO to ESCO representatives.

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 2022, R3 Conference and Innovation Expo in Orlando, FL.

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

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

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

Access to full contact list of attendees for all 2022 NAESCO events.

Your logo and company name on signage at all 2022 in-person NAESCO events.

Introduction by NAESCO's Board Chair or Executive Director, of your company at all 2022 in-person and virtual NAESCO events.

Name badges with sponsorship recognition for all your company representatives at every 2022 in-person NAESCO event.

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 2022 events and in 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 June Member Meeting.

NEW: Recognition at Annual Sponsor Appreciation Luncheon to be held at the 2022 R3 Conference.

The opportunity to promote a product or services with a dedicated marketing email sent by NAESCO to ESCO representatives.

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 2022 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 for all NAESCO events.

Your logo and company name on signage at all in-person and virtual NAESCO events.

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

Introduction of your company by NAESCO's Board Chair or the Executive Director, at all 2022 NAESCO in person and virtual events.

Name badges with sponsorship recognition for all your company representatives at every in-person 2022 NAESCO event.

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 2022 events and in event marketing materials/promotions.

1 full, complimentary registration to the 2022 R3 Conference and Innovation Expo, a \$1,000.00 value.

NEW: 1 complimentary registration to the Federal Market Workshop and the June Member Meeting.

NEW: Recognition at Annual Sponsor Appreciation Luncheon to be held at the 2022 R3 Conference.

Access to full contact list of attendees, for all 2022 NAESCO events.

The opportunity to promote a product or services with a dedicated marketing email sent by NAESCO to ESCO representatives.

Your company will receive preferred choice of booth location at the 2022 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 2022 NAESCO in-person and virtual events.

Your company name and logo included on all 2022 NAESCO event marketing promotions.

Introduction of your company by NAESCO's Board Chair or the Executive Director, at all 2022 in-person and virtual NAESCO events.

Name badges with sponsorship recognition for all your company representatives at every 2022 NAESCO in-person event.