

2024 Annual Sponsorship Packages

Become a 2024 Annual Sponsor Today and Reap the Benefits All Year

Become a 2024 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 2024 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!

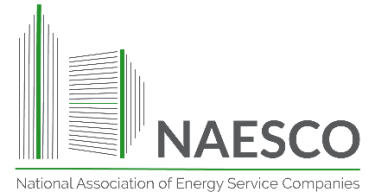
The 6,400 subscribers of NAESCO's quarterly, online publication, *NAESCO News* include 650+ state and federal energy policy makers, nonprofit organizations and allied trade groups, as well as energy efficiency trade press contacts.

Your company will receive recognition at every virtual and in-person event, including Webinars, Workshops and Conferences. Every marketing email, RFP announcement and newsletter email has your logo as an Annual Sponsor on it!

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:

113,007 Organic Page Impressions
103,743 Sponsored Page Impressions
3,912 Followers
4,491 Page Views
6% Page Engagement Rate

NAESCO's website averages **6,800** sessions per month and 80,000 annually. Page views average 14,100 per month and 172,000 annually.



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 2024 events and in event marketing materials/promotions.

Benefits include:

A complimentary booth (includes 2 registrations) and 1 additional registration at the next R3 Conference and Innovation Expo to be held 2024 in Anaheim, CA. **(Exclusively for Platinum Sponsors)**

1 complimentary registration to the Federal Market Workshop and June Member Meeting. (Regional Meetings not included)

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

NEW! The opportunity to promote a product or service with a dedicated marketing video to be shown prior to a monthly webinar. Video must not exceed 60 seconds.

Your company's logo, linked to your company website, will appear as an Annual Sponsor on the NAESCO website home page.

Your company will have preferential booth location at the 2024, R3 Conference and Innovation Expo.

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

Your company name and logo included on all RFP, Webinar and event marketing promotions.

Access to full contact list of attendees for all 2024 NAESCO events.

Your logo and company name on signage at all 2024 in-person NAESCO events.

Introduction by NAESCO's Board Chair, Officer or Executive Director, of your company at all 2024 in-person events.

Name badges with sponsorship recognition for all your company representatives at every 2024 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 2024 events and in event marketing materials/promotions.

Benefits include:

50% off R3 Conference and Innovation Expo exhibit booth or two complimentary registrations

1 complimentary registration to the Federal Market Workshop and the June Member Meeting. (Regional Meetings not included)

NEW! The opportunity to promote a product or service with a dedicated marketing video to be shown prior to a monthly webinar. Video must not exceed 60 seconds.

Your company will receive preferred choice of booth location at the 2024 R3 Conference and Innovation Expo.

Preferred choice of ESCOs to meet with at the "Partnership Forum" meetings for member exhibitors held at the 2024 R3 Conference and Expo.

Access to full list of attendees for all NAESCO events.

Your company name and logo included on all RFP, Webinar and event marketing promotions.

Introduction of your company by NAESCO's Board Chair or the Executive Director, at all 2024 NAESCO in person events.

Name badges with sponsorship recognition for all your company representatives at every in-person 2024 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 2024 events and in event marketing materials/promotions.

1 full, complimentary registration to the 2024 R3 Conference and Innovation Expo, a \$1,200.00 value.

1 complimentary registration to the Federal Market Workshop and the June Member Meeting. (Regional meetings not included)

Access to full contact list of attendees, for all 2024 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 2024 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 company name and logo included on all RFP, Webinar and event marketing promotions.

Introduction of your company by NAESCO's Board Chair or the Executive Director, at all 2024 in-person and virtual NAESCO events.

Name badges with sponsorship recognition for all your company representatives at every 2024 NAESCO in-person event.