

2025 Annual Sponsorship Packages

Become an Annual Sponsor Today and Reap the Benefits All Year!

Become a 2025 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 multiple opportunities exclusively to our 2025 Annual Sponsors to maximize their visibility as a market leader to energy professionals nationwide *throughout the year*.

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:

- 173,429 Organic Page Impressions
- 295,256 Sponsored Page Impressions
- 4,830 Followers
- 4,491 Page Views
- 6% Page Engagement Rate

NAESCO's website averages **4,430** sessions per month and 53,160 annually. Page views average 8,900 per month and 106,800 annually.

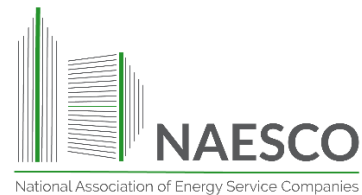
NAESCO offers three levels of Annual Sponsorship:

Platinum	\$12,500
Gold	\$7,500
Silver	\$5,000

Benefits for each level are detailed below.

Platinum Annual Sponsor

(\$12,500 Marketing investment)



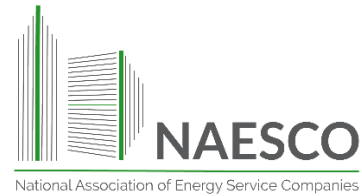
In addition to being prominently featured on the home page of NAESCO's website, Platinum Annual Sponsors will be recognized at 2025 events and in event marketing materials.

Benefits include:

- A complimentary booth (including 2 registrations) and 1 additional registration at the 2025 R3 Conference and Innovation Expo (**Exclusively for Platinum Sponsors**)
- Give a brief pitch at the Members Award Luncheon at the Annual R3 Conference (**Exclusively for Platinum Sponsors**)
- Preferred choice of booth location at the 2025 R3 Conference and Innovation Expo
- Preferred choice of ESCOs to meet with at the "Partnership Forum" meetings for member exhibitors held at the 2025 R3 Conference and Innovation Expo
- 1 complimentary registration to both the Federal Market Workshop and June Members Meeting
- Access to the full contact list of attendees for all 2025 NAESCO events
- Your logo and company name on signage at all 2025 in-person NAESCO events
- Introduction by NAESCO's Board Chair, Officer or Executive Director, of your company at all 2025 in-person events
- Name badges with sponsorship recognition for all your company representatives at every 2025 in-person NAESCO event
- Your company's logo, linked to your company website appearing as an Annual Sponsor on the NAESCO website home page
- Your company name and logo included on all RFP, Webinar, and event marketing emails
- **NEW!** Give a brief pitch at the June Meeting Board of Directors meeting at breakfast (**Exclusively for Platinum Sponsors**)
- **NEW!** Preferred choice of ESCOs or other members to sit with at Regional meetings
- **NEW!** Total of 4 complimentary registrations to Regional meetings
- **NEW!** Promote a product or service with a dedicated 30-second marketing video to be shown prior to 2 monthly webinars as a webinar sponsor with a company shoutout on social media

Gold Annual Sponsor

(\$7,500 Marketing investment)



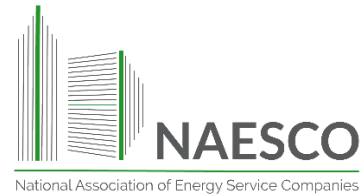
In addition to being prominently featured on the home page of NAESCO's website, Gold Annual Sponsors will be recognized at 2025 events and in event marketing materials.

Benefits include:

- 50% off the 2025 R3 Conference and Innovation Expo exhibitor booth (including 2 registrations) or 2 complimentary registrations
- Preferred choice of booth location at the 2025 R3 Conference and Innovation Expo
- Preferred choice of ESCOs to meet with at the "Partnership Forum" meetings for member exhibitors held at the 2025 R3 Conference and Expo
- 1 complimentary registration to both the Federal Market Workshop and the June Member Meeting
- Access to the full contact list of attendees for all 2025 NAESCO events
- Your logo and company name on signage at all 2025 in-person NAESCO events
- Introduction by NAESCO's Board Chair, Officer or Executive Director, of your company at all 2025 in-person events
- Name badges with sponsorship recognition for all your company representatives at every 2025 in-person NAESCO event
- Your company's logo, linked to your company website appearing as an Annual Sponsor on the NAESCO website home page
- Your company name and logo included on all RFP, Webinar, and event marketing emails
- **NEW!** Preferred choice of ESCOs or other members to sit with at all Regional meetings
- **NEW!** Total of 2 complimentary registrations at Regional meetings
- **NEW!** Promote a product or service with a dedicated 30-second marketing video to be shown prior to 1 monthly webinars as a webinar sponsor with a company shoutout on social media

Silver Annual Sponsor

(\$5,000 Marketing investment)



In addition to being prominently featured on the home page of NAESCO's website, Silver Annual Sponsors will be recognized at 2025 events and in event marketing materials.

Benefits include:

- 1 complimentary registration to the 2025 R3 Conference and Innovation Expo (\$1,400 value)
- Preferred choice of booth location at the 2025 R3 Conference and Innovation Expo
- Preferred choice of ESCOs to meet with at the "Partnership Forum" meetings for member exhibitors held at the 2025 R3 Conference and Expo
- 1 complimentary registration to both the Federal Market Workshop and the June Member Meeting. (Regional meetings not included)
- Access to the full contact list of attendees for all 2025 NAESCO events
- Your logo and company name on signage at all 2025 in-person NAESCO events
- Introduction by NAESCO's Board Chair, Officer or Executive Director, of your company at all 2025 in-person events
- Name badges with sponsorship recognition for all your company representatives at every 2025 in-person NAESCO event
- Your company's logo, linked to your company website appearing as an Annual Sponsor on the NAESCO website home page
- Your company name and logo included on all RFP, Webinar, and event marketing emails
- **NEW!** Preferred choice of ESCOs or other members to sit with at all Regional meetings
- **NEW!** Total of 1 complimentary registration to one Regional meeting