

2021 Annual Sponsorship Packages

Become a 2021 Annual Sponsor Today and Reap the Benefits All Year!

Become a 2021 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 2021 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!

In 2020, NAESCO welcomed 1,600+ participants at its NAESCO meetings, workshops, and webinars, of which at least 20% were potential public sector customers!

In 2020, NAESCO **doubled** the number of webinars hosted and shared the contact lists with our Annual Sponsors, which in turn doubled the number of marketing emails with their logo on them, exceeded potential customer contacts, and increased impressions to their potential customer targets. Overall, **event participation increased 25% this year!**

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:

5,347 page engagements **+89.63%** since Dec. 2019

93,615 total page impressions

1,541 followers **+87.02%** since Dec. 2019

1,252 page views **+93.02%** since Dec. 2019

NAESCO's website averages **6,500** sessions per month, up from 4,000 last year, and averages **14,920** page views per month.

NEW in 2021! Annual Sponsors receive priority status when NAESCO offers virtual focus group sessions with ESCOs. NAESCO is also exploring ways to host smaller, in-person meetings to foster Affiliate-ESCO partnerships and strengthen advocacy efforts at the regional level.

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.



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 2021 events and in event marketing materials/promotions.

Benefits include:

A complimentary booth at the next R3 Conference and Innovation Expo to be held November 2021 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)**

The opportunity to promote a product or services 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 2021, 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 email correspondence.

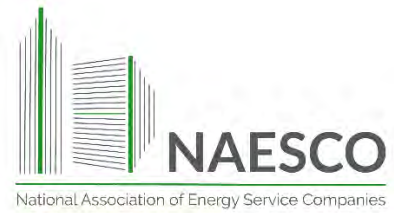
Your company name and logo included on all NAESCO event marketing promotions.

Access to full list of attendees for all 2021 NAESCO events.

Your logo and company name on signage at all 2021 in-person NAESCO events.

Introduction by NAESCO's Board Chair or Executive Director, of your company at all 2021 in-person and virtual NAESCO events.

Name badges with sponsorship recognition for all your company representatives at every 2021 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 2021 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 Meeting in Chicago (Technology and Financing 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 2021 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 2021 NAESCO in person and virtual events.

Name badges with sponsorship recognition for all your company representatives at every in-person 2021 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 2021 events and in event marketing materials/promotions.

1 full, complimentary registration to the 2021 R3 Conference and Innovation Expo, a \$1,000.00 value.

Access to full list of attendees, for all 2021 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 2021 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 2021 NAESCO in-person and virtual events.

Your company name and logo included on all 2021 NAESCO event marketing promotions.

Introduction of your company by NAESCO's Board Chair or the Executive Director, at all 2021 in-person and virtual NAESCO events.

Name badges with sponsorship recognition for all your company representatives at every 2021 NAESCO in-person event.