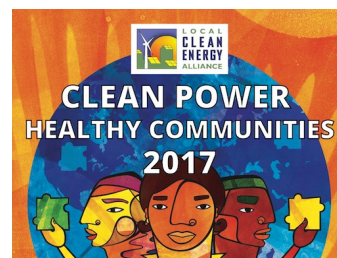


## Sponsorship Packet

# Clean Power, Healthy Communities 2017

## 10-year Anniversary, Book Release, & Action Conference



Now is your opportunity to be a part of the solution to climate change; the movement for community-based energy—investing in equitable sustainable businesses, providing family-sustaining clean energy jobs, powering schools, urban food systems, public transportation, and other public spaces, and strengthening community self-sufficiency and resilience.

## Theme: Bringing Energy to the Movement for Justice

The theme of Clean Power, Healthy Communities 2017 is to build a path forward to increased community control and ownership of renewable energy resources. We will explore how democratizing energy can empower and address the needs of our communities—especially low-income communities and communities of color—and strengthen the movement for environmental, economic, and social justice.

## Why Sponsor

1. Support the work of the Local Clean Energy Alliance
2. Demonstrate leadership in the movement to empower communities through local control and ownership of renewable energy resources
3. Associate your organization/brand with climate solutions that strengthen communities and put social and economic justice at their core.
4. Support the development of programs that expand renewable energy through community-based commercial and residential projects
5. Show your support to the region's top clean energy thinkers and decision makers representing labor, government, green business, environment, and underrepresented community sectors
6. Share your organization's literature with Clean Power, Healthy Communities 2017 event participants and attendees, who are pioneering efforts to address social justice issues through local clean energy

## Host Committee

Ben Bartlett  
Minda Berbeco  
Linda Berrera  
Strela Cervas  
Nick Chaset  
Cisco DeVries  
Antonio Diaz  
Gopal Dyaneni  
Mike Eisenscher  
Lora Jo Foo  
Rosa Gonzalez  
Sarah Shanley Hope

Wahleah Johns  
Nick Josefowitz  
Dan Kalb  
Andreas Karelis  
Andy Katz  
Danny Kennedy  
Martha Kuhl  
Aaron Lehmer  
Loretta Lynch  
Tara Marchant  
Dianne Martinez

Michelle  
Mascarenhas-Swan  
Salvador Menjivar  
Colin Miller  
Nancy Nadel  
Pennie Opal Plant  
Janelle Orsi  
Greg Rosen  
Francesca Viotor  
Al Weinrub  
Miya Yoshitani

## The Local Clean Energy Alliance

2017 marks the 10th year of Local Clean Energy Alliance (LCEA) pursuing groundbreaking programs to promote the equitable development and democratization of local renewable energy resources, from Community Choice in the East Bay to building a national movement to democratize energy. Hope you can join us for a fun and engaging gathering to connect and a great chance to co-create an action towards Energy Democracy.

The LCEA has also become a national leader in promoting energy democracy — community-based control and ownership of energy resources — as an essential aspect of the struggle for climate justice and the transformation from a fossil-fuel economy to a more equitable, sustainable, and resilient renewable energy economy.

## Event Goals

1. Build cross-sector alliances between top clean energy thinkers, community and labor advocates, government decision makers, and green businesses
2. Strengthen the national movement to democratize energy through linking community-based energy projects around the region, state, and country
3. Advance the work to strengthen Alameda County's Community Choice energy program, East Bay Community Energy (See our [10-year journey to East Bay Community Energy](#))
4. Promote cutting-edge programs to incentivize more renewable energy and energy efficiency projects in the local economy
5. Raise \$55,000 to seed Local Clean Energy Alliance's work into the next 10 years

*"I was pleasantly surprised, inspired even, by the conference framing: that clean energy is just one piece of community power. I went in thinking I'd learn about the innovations in clean energy, but saw how various groups were weaving in community transformation right alongside it."*

*-Mari Rose Taruc, Former State Organizing Director Asian Pacific Environmental Network (APEN)*

## Partial List of the 2015 Conference Sponsors ([full list here](#))

11th Hour Project	Greenlining Institute
350 Bay Area	ILWU Local 6
Alameda County Public Health Department	Kaiser Permanente
Asian Pacific Environmental Network	Leadership for a Clean Economy
Brightline Defense Project	LIUNA 261
CA Nurses Association	Luminalt
Center for Biological Diversity	Movement Generation
Center for Climate Protection	Oakland Climate Action Coalition
Center for Environmental Health	Physicians For Social Responsibility SF Bay Chapter
City of Oakland- Green Business Development Team	Rainbow Grocery
Clean Coalition	RE-volv
Community Bank of the Bay	RichmondBUILD
Earthjustice	San Francisco Public Utilities Commission
East Bay Express	Sierra Club SF Bay Chapter
EBMUD	Solar Richmond
Ecology Center	Sustainable Economies Law Center
Emerald Cities Oakland	Tom Steyer / TomKat Foundation
Food & Water Watch	Transition US

## Sponsorship Packages

### Climate Hero: \$10,000

*Passes:* 4 conference passes and 10 webcast passes

*Advertising:* two page ad in conference program and full screen ad on webcast\*

*Tabling:* full table and 2 chairs to share organizational literature at conference

*Acknowledgement:*

- Name and logo on media sponsors' ads
- Name and logo featured at main stage, verbal recognition during program
- Name, logo, and link featured on conference web site
- Name and logo featured on program and all event marketing
- Name and logo acknowledged on webcast\* in addition to ad

### Clean Energy Champion: \$5,000

*Passes:* 4 conference passes and 10 webcast passes

*Advertising:* full page ad in conference program and full screen ad on webcast\*

*Tabling:* full table and 2 chairs to share organizational literature at conference

*Acknowledgement:*

- Name and logo on media sponsors' ads
- Name and logo featured at main stage, verbal recognition during program
- Name, logo, and link featured on conference web site
- Name and logo featured on program and all event marketing
- Name and logo acknowledged on webcast\* in addition to ad

### Power Supplier: \$2,500

*Passes:* 3 conference passes and 10 webcast passes

*Advertising:* ½ page ad in conference program and full screen ad on webcast\*

*Tabling:* ½ table and 1 chair to share organizational literature at conference

*Acknowledgement:*

- Name and logo highlighted at main stage, verbal recognition during program
- Name, logo, and link highlighted on conference web site
- Name and logo highlighted on program and all event marketing
- Name and logo acknowledged on webcast\* in addition to ad



### Energy Developer: \$1,000

*Passes:* 3 conference passes and 5 webcast passes

*Advertising:* ¼ page ad in conference program and ½ screen ad on webcast<sup>[1]</sup>

*Tabling:* ¼ table to post organizational literature at conference

*Acknowledgement:*

- Name and logo displayed at main stage, verbal recognition during program
- Name, logo, and link listed on conference web site
- Name and logo listed on program and all event marketing
- Name and logo listed on webcast\*

*NOTE: Logo on media ads available for community in the movement and small local businesses.*

### Baseload Provider: \$500

*Passes:* 2 conference passes and 5 webcast passes

*Tabling:* Shared table space to post organizational literature at conference

*Acknowledgement:*

- Name, logo, and link listed on conference web site
- Name and logo listed on program and all event marketing
- Name and logo listed on webcast\*

*NOTE: Logo on media ads available for community in the movement and small local businesses.*

### Local Jobs Booster: \$250

*Passes:* 1 conference passes and 1 webcast passes

*Tabling:* Shared table space to post organizational literature at conference

*Acknowledgement:*

- Name and link listed on conference web site
- Name listed on program and all event marketing
- Name listed on webcast\*

*NOTE: only available for community in the movement and small local businesses*

**In addition, all sponsors have the choice to share a product or service with attendees as door prizes or through a raffle.**

*\* Note 1: Webcast ads loop continuously to viewers as slides during conference breaks.*



## Sponsorship Packages Summary

Package Level >>		Climate Hero	Clean Energy Champion	Power Supplier	Energy Developer	Baseload Provider	Local Jobs Booster
		\$10,000	\$5,000	\$2,500	\$1,000	\$500	\$250
Website	Logo and link Displayed	Feature-size	Feature-size	Large	Standard	Standard	Name and link only
	Logo on all event marketing	Feature-size	Feature-size	Large	Standard	Standard	Name only
Program Book	Logo displayed	Feature-size	Feature-size	Large	Standard	Standard	Name only
	Ad page	2-page	1-page	1/2 page	1/4 page		
Webcast	Logo displayed	Feature-size	Feature-size	Large	Standard	Standard	Name only
	Ad space	full-screen	full-screen	full-screen	1/2 screen		
Main Stage	Logo/Name Displayed	Feature-size	Feature-size	Large	Standard		
	Verbal recognition during program	✓	✓	✓	✓		
Logo on Media Ad		Feature-size	Large	Large			
Table	Share organization al literature	Full Table & 2 Chairs	Full Table & 2 Chairs	1/2 Table & 1 Chair	1/4 table	Shared	Shared
Conference Pass		4	4	3	3	2	1
Webcast Pass		10	10	10	5	5	1

## Preliminary Program for Action Conference (Nov 17)<sup>[2]</sup>

### Opening:

Welcome, recognize sponsors, and other remarks

### Morning Plenary 1: The National Movement

A panel of [Energy Democracy](#) authors offer their take on the current political moment, the forces at play nationally, the significance of the energy democracy movement, and where it needs to go. They will contrast energy democracy to the technical transition to 100% renewables and provide perspectives on what *Bringing Energy to the Movement* means at the national level.

### Morning Plenary 2: The Local Movement

A panel of [Energy Democracy](#) authors offer their take on how building energy democracy addresses environmental, economic, and social justice at the community level. Panelists will provide perspectives and examples of what *Bringing Energy to the Movement* means at the level of local organizing—the kinds of local institutions and initiatives that democratize energy, empower communities, build resilience, and address the critical day-to-day issues that we face.

(We want to use formats during the plenaries that generate active debate within the panel and encourage audience engagement with the panel. No PowerPoint presentations)

### Lunch and Networking

#### PM Breakout Session 1 Workshops: Energy impacts and the movement

Energy and housing, food, transportation, and livable neighborhoods

Building union strength and good jobs in the energy sector

Tearing down wall street: energy, models of local investment and economic development

Resilient, sustainable communities, neighborhood organizing, a holistic approach

Community Choice energy and other institutional/regulatory frameworks for energy democracy

Community energy development models: cooperatives, shared solar, microgrids, distributed energy resources (DERs)

### Networking Break

#### PM Breakout Session 2 Workshops: Energy impacts and the movement

A repeat of the same workshops as in Session 1 so that conference attendees can choose to participate in two.

(Share proposals and ideas from the breakout sessions.)

### Closing

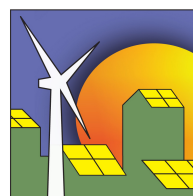
### Happy Hour Socializing

\* Note 2: More information on the two-day program on the [Clean Power, Healthy Communities 2017 website](#)

# Sponsorship Form

## Clean Power Healthy Communities 2017

Thank you for sponsoring the Sixth Annual Clean Power,  
Healthy Communities Gathering on **November 16-17, 2017**.



LOCAL  
CLEAN  
ENERGY  
ALLIANCE

Please provide us with the following information below:

Organization: \_\_\_\_\_

Website: \_\_\_\_\_

Contact Name: \_\_\_\_\_

Contact Phone: \_\_\_\_\_

Contact Email: \_\_\_\_\_

Sponsorship Level:

- ☐ **Climate Hero: \$10,000**
- ☐ **Clean Energy Champion: \$5,000**
- ☐ **Power Supplier: \$2,500**
- ☐ **Energy Developer: \$1,000**
- ☐ **Baseload Provider: \$500**
- ☐ **Local Jobs Booster: \$250**
- ☐ **Other (Contact event organizer)**

If you prefer to pay by credit card, there is 3% transition fee. Please maximize your impact by covering 100% of the sponsorship amount when using the [online Sponsorship Form](#).

Otherwise, please send form and check payable to Social and Environmental Entrepreneurs<sup>[3]</sup> (please note "LCEA conference" in memo field) to:

Local Clean Energy Alliance  
436 14<sup>th</sup> Street, Ste 1216  
Oakland, CA 94612

Please send logos in the form of high resolution jpeg files to Crystal Huang,  
[Crystal@theXPollinators.com](mailto:Crystal@theXPollinators.com) by October 16<sup>th</sup>.

**We appreciate your support of clean air and green jobs in the Bay Area!**

*\* Note 3: The Local Clean Energy Alliance, is fiscally sponsored by Social and Environmental Entrepreneurs.*