

Sponsorship Packet



Fourth Annual Clean Power Healthy Communities Conference Local Clean Energy Alliance

California Endowment 1111 Broadway Ave, 7th Floor, Oakland, CA
October 17, 2013, 8:00 am to 4:30 pm, with Live Webcast

"It has been some time since I have participated in a conference as relevant and as purposeful...I was completely amazed."

- Pedro Rosado, District Representative for Senator Loni Hancock

The Local Clean Energy Alliance

Formed in 2007, the Local Clean Energy Alliance is the Bay Area's largest clean energy advocacy alliance, with over 90 organizational members representing community and nonprofit organizations, green businesses, and local government agencies. To join, see <http://www.localcleanenergy.org/join>.

Conference Goals

1. Promote cutting-edge opportunities to ramp up local renewable energy and energy efficiency in the Bay Area.
2. Raise \$15,000 for the Local Clean Energy Alliance's youth internship program, training five young people for clean energy careers.

2012 Sponsors

BAAQMD	Luminalt
Cutting Edge Capital	One Pacific Coast Foundation
CWA	Sacramento MUD
DIG Cooperative	Sierra Club (N. Alameda County Group)
East Bay Express	Sierra Club (National)
East Bay MUD	Sierra Club (S.F. Bay Chapter)
Ella Baker Center	Sightworks
Global Exchange	Silicon Valley Power
Green Retirement Plans	Sun First Solar
Greenlining Institute	Sungevity
Kent Lewandowski	Victor Douglas

Sponsorship Packages

Climate Hero: \$10,000

Passes: 7 conference passes and 30 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 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: 6 conference passes and 20 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 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 - \$3,000

Passes: 5 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

Efficiency Promoter: \$1,000

Passes: 4 conference passes and 5 webcast passes

Advertising: ¼ page ad in conference program and ½ screen ad on webcast*

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*

Baseload Provider: \$500

Passes: 3 conference passes and 3 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*

Local Jobs Booster: \$250

Passes: 2 conference passes

Tabling: Shared table space to post organizational literature at conference

Acknowledgement:

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

Community Energy Advocate: \$150

Passes: 1 conference pass

Acknowledgement:

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

Media Sponsor

Passes: 1 conference pass and 1 webcast pass

Acknowledgement:

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

Promotional Sponsor

Passes: 2 webcast passes

Acknowledgement:

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

In-Kind Sponsor

Passes: 2 webcast passes

Acknowledgement:

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

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

How to Sponsor

Fill out and return the attached form with your check by September 16th. Contact Colin Miller at Bay Localize with any questions, 510-834-0420, or colin@baylocalize.org.

For more information, please call or see the conference website at <http://www.localcleanenergy.org/Clean-Power-Healthy-Communities-iv>.

See Sponsorship Packages Summary

* Webcast ads loop continuously to viewers as slides during conference breaks.

† Basic Acknowledgement includes:

- 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

Sponsorship Packages Summary:

Level	Amount	# Passes	Advertising	Tabling	Acknowledgement
Climate Hero	\$10,000	7 passes 30 webcasts	two page ad in conference program <u>and</u> full screen ad on webcast*	full table and 2 chairs to share organizational literature at conference	Basic Acknowledgement† plus Name and logo featured at main stage, verbal recognition during program
Clean Energy Champion	\$5,000	6 passes 20 webcasts	full page ad in conference program <u>and</u> full screen ad on webcast*	full table and 2 chairs to share organizational literature at conference	Basic Acknowledgement† plus Name and logo featured at main stage, verbal recognition during program
Power Supplier	\$2,500 – \$3,000	5 passes 20 webcasts	½ page ad in conference program <u>and</u> full screen ad on webcast*	½ table and 1 chair to share organizational literature at conference	Basic Acknowledgement† plus Name and logo featured at main stage, verbal recognition during program
Efficiency Expert	\$1,000	4 passes 5 webcasts	¼ page ad in conference program and ½ screen ad on webcast*	¼ table to post organizational literature at conference	Basic Acknowledgement† plus Name and logo featured at main stage, verbal recognition during program
Baseload Provider	\$500	3 passes 3 webcasts		Shared table space to post organizational literature at conference	Basic Acknowledgement†
Local Jobs Booster	\$250	2 passes		Shared table space to post organizational literature at conference	Basic Acknowledgement†
Community Energy Advocate	\$150	1 pass			Basic Acknowledgement†
Media Sponsor		1 pass 1 webcast			Basic Acknowledgement†
Promotional Sponsor		2 webcasts			Basic Acknowledgement†
In-Kind Sponsor		2 webcasts			Basic Acknowledgement†

Preliminary Conference Program



Fourth Annual Clean Power Healthy Communities Conference Local Clean Energy Alliance

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October 17, 2013, 8:00 am to 4:30 pm, with Live Webcast

Registration and light breakfast (8:00 – 9:00)

Opening Introductory remarks to set the stage (9 – 9:15)

Plenary: What's at Stake and What's Possible for Bay Area Communities (9:15 – 10:10)

Why local, decentralized energy systems are key to greenhouse gas reductions, economic vitality, jobs, resilience, and healthy communities.

Breakouts: Bay Area Energy Initiatives (10:20 – 11:15)

Workshops on initiatives in the Bay Area that confront fossil fuels and that point the way forward for local clean energy: Community Choice initiatives, energy efficiency programs, and community solar.

Keynote Address: Tom Steyer on the Political Challenge and How to Address It (11:30 – 12:00)

Climate policy mover and shaker Tom Steyer discusses lessons learned on the front lines of state-wide and national energy advocacy and their application to building the local clean energy movement.

Lunch and Networking (12:00 -1:00)

Plenary: Organizing to Democratize Energy (1:00 – 2:00)

Representatives of game-changing energy campaigns/initiatives explore political strategy and organizing models.

Breakouts: Building Our Political Constituency (2:10 – 3:00)

Workshops on building political clout by sector: community, government, business, labor

Solutions to the Financing Challenge (3:10 – 4:10)

Bay Area financial strategists explore how to overcome obstacles to financing the development of local renewable energy resources.

Conference Wrap Up (4:15 – 4:30)

Post-Conference Social Hour (5:00 – 7:00)

Sponsorship Form



Clean Power Health Communities Conference

Thank you for sponsoring the Third Annual Clean Power Health Communities Conference on **October 17, 2013**. Please provide us with the following information:

Organization: _____

Website: _____

Contact Name: _____

Contact Phone: _____

Contact Email: _____

Sponsorship Level:

- Climate Hero: \$10,000**
- Clean Energy Champion: \$5,000**
- Power Supplier: \$2,500 - \$3,000**
- Energy Developer: \$1,000**
- Baseload Provider: \$500**
- Local Jobs Booster: \$250**
- Community Energy Advocate: \$150**

Please send form and check payable to the Earth Island Institute* to:

Local Clean Energy Alliance, c/o Bay Localize
436 14th Street, Ste 1216
Oakland, CA 94612

Please send logos and ads in the form of high resolution jpeg files to colin@baylocalize.org by September 16th.

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

** Bay Localize, the host organization of the Local Clean Energy Alliance, is fiscally sponsored by the Earth Island Institute.*