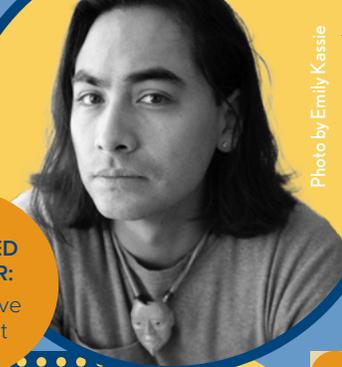


Our Shared Challenge

Together, we can do hard things.

FEATURED
SPEAKER:
Julian Brave
NoiseCat



You're invited to join Fresh Energy as a sponsor for our dynamic and inspiring virtual Benefit Breakfast in October. Each year, the Benefit Breakfast engages hundreds of supporters and raises critical funds to support Fresh Energy's work to speed the transition to an equitable carbon-neutral economy in Minnesota, the Midwest, and beyond.

About Fresh Energy

Founded in 1992, Fresh Energy is an independent nonprofit organization working to advance ambitious, effective climate policy that will cut carbon emissions to net zero while reducing disparities and building prosperity.

Fresh Energy is a trusted energy leader with a proven track record for achieving measurable progress toward a sustainable energy future.

What our guests say about the Benefit Breakfast

Thoughtful
Energizing
Uplifting Enlightening
Inspirational
Good
Inspiring Upbeat
Confirming Great Encouraging
Informative
Hopeful
Excellent

Visibility and Reach

The Benefit Breakfast attracts nearly 1,000 committed clean energy enthusiasts, advocates, supporters and business partners, government and community leaders, and stakeholders from academia and philanthropy.

Your brand will be recognized during the Benefit Breakfast and in event promotions on Fresh Energy's website, social media channels, email campaigns, and printed packet. Sponsors committed by July 22, 2022 will also be recognized at an in-person event in August.

- ▶ **Nearly 1,000 guests** attended the 2021 Virtual Benefit Breakfast or viewed the recorded program.
- ▶ **Website** | 196,000 annual visitors | 291,000 annual page views
- ▶ **Social Media** | 16,000 followers
- ▶ **Email** | 7,500 subscribers

Contact

Leigh Onkka, Senior Development Manager
onkka@fresh-energy.org
651 726 7572

fresh-energy.org/benefitbreakfast

freshenergytoday freshenergy

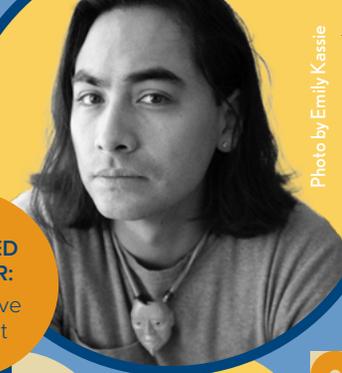


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Sponsorship packages and benefits	Benefit Breakfast Title Sponsor \$25,000	Innovation + Technology Sponsors \$10,000	Visionary Partner Sponsors \$5,000	Clean Energy Champion Sponsors \$3,000	Friends of the Future Sponsors \$1,500
Exclusive recognition as the title sponsor	✓				
Opportunity to create a short pre-recorded message to be shown during the program	✓				
Logo in event background	✓	✓			
Acknowledgment from speakers during event	✓ Special recognition	✓ Thanked by name	✓ Thanked by name		
Recognition at in-person August 2022 event* <i>Deadline for recognition is July 22, 2022</i> <i>*TBD based on COVID-19 guidance</i>	✓ Special recognition	✓ Logo	✓ Logo	✓ Name listed	✓ Name listed
Sponsor recognition in Decarbonize: The Clean Energy Podcast	✓ Thanked by name	✓ Thanked by name	✓ Thanked by name	✓ Thanked by name	
Visibility in printed event packet	✓ Logo + feature	✓ Logo	✓ Logo	✓ Name listed	✓ Name listed
Visibility in event slideshow	✓ Specialty slide	✓ Logo	✓ Logo	✓ Logo	✓ Name listed
Recognition in all event promotions and Fresh Energy's Annual Report	✓ Logo with link	✓ Logo	✓ Name listed	✓ Name listed	✓ Name listed
Recognition on Fresh Energy's Twitter, Facebook, and LinkedIn channels	✓ Visibility campaign with 3 custom posts	✓ 1 custom post + 2 mentions	✓ 2 mentions	✓ 1 mention	✓ 1 mention
Guest tickets to the event	20 tickets	20 tickets	10 tickets	10 tickets	10 tickets