

## 2023 Benefit Breakfast

Thursday, October 12, 2023 | 8 – 9:30 a.m.  
Saint Paul RiverCentre and virtual livestream

Featured Speaker  
Ramez Naam



## SPONSORSHIP OPPORTUNITIES

### Delivering on the Promise

Celebrating the moment with an eye to the future.



Executive Director  
Brenda Cassellius

You're invited to join Fresh Energy as a sponsor for our high-energy and inspiring Benefit Breakfast featuring climate tech entrepreneur Ramez Naam and Fresh Energy's new executive director Brenda Cassellius. Together, with special guests, they will host an engaging discussion delving into why the stakes have never been higher when it comes to making our clean energy future a reality—and the crucial role Fresh Energy is playing to make it possible.

#### 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.

#### Visibility and Reach

Your brand will be recognized as a sponsor during the Benefit Breakfast on October 12 and in event promotions on Fresh Energy's website, social media channels, and email campaigns.

- ▶ **Expected Attendance** | 500+ in-person guests | 200+ virtual guests
- ▶ **Website** | 104,000 annual visitors | 220,000 annual page views
- ▶ **Social Media** | 17,000 followers ▶ **Email** | 8,200 subscribers

#### About the Benefit Breakfast

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.

This year's event will be hybrid—in-person at the Saint Paul RiverCentre and livestreamed for virtual attendees.



You won't want to miss the dynamic **Fair of the Future**, an all-electric showroom featuring the latest vehicles, lawn tools, gadgets, and more. The Fair of the Future is a great opportunity to network and make connections with other clean energy leaders and enthusiasts before and after the program. **New this year:** Sponsors at the \$3,000 level and up will have the opportunity to display materials at the Fair of the Future.

#### Contact

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Sponsorship packages and benefits	Benefit Breakfast Title Sponsor \$25,000	Energy Access and Equity Sponsors \$15,000	Fair of the Future Sponsors \$10,000	VIP Meet and Greet Sponsors \$5,000	Clean Energy Champion Sponsors \$3,000	Friends of the Future Sponsors \$1,500
Exclusive recognition as the title sponsor	✓					
Opportunity to share corporate message	✓					
Exclusive logo/branding on specified event materials	Take-away gift, Fair of the Future signage + coffee bar branding	Fair of the Future signage + coffee bar branding	Fair of the Future signage + coffee bar branding	Coffee bar branding		
Verbal recognition from the podium	✓	✓	✓	✓		
Opportunity to display materials at Fair of the Future	Priority Placement	Priority Placement	Preferred Placement	Preferred Placement	✓	
Tickets to VIP Meet and Greet with keynote speaker	✓ 20 tickets	✓ 20 tickets	✓ 20 tickets	✓ 10 tickets	✓ 4 tickets	✓ 1 ticket
Guest tickets to the event	VIP Seating 20 tickets	Priority Seats 10 tickets + gift a table to a community organization	Priority Seats 20 tickets	Preferred Seats 10 tickets	✓ 10 tickets	✓ 10 tickets
Visibility in printed event packet	✓ Logo + feature	✓ Logo	✓ Logo	✓ Logo	✓ Name listed	✓ Name listed
Visibility in event slideshow	✓ Specialty slide	✓ Logo	✓ Logo	✓ Logo	✓ Logo	✓ Name listed
Recognition on Fresh Energy's Twitter, Facebook, LinkedIn, and Instagram channels	✓ 3 custom posts	✓ 1 custom post + 2 mentions	✓ 2 mentions	✓ 1 tagged mention	✓ 1 tagged mention	✓ Name listed
Recognition on Fresh Energy website and in event emails	✓ Logo with link	✓ Logo	✓ Logo	✓ Name listed	✓ Name listed	✓ Name listed

Sponsors must be committed by Friday, September 15, 2023 to receive benefits listed above.