

HOPE IN ACTION

Driving change for climate solutions.

OCT. 9
2024
8 a.m.

Sponsorship Opportunities

Fresh Energy's 2024 Benefit Breakfast at the Saint Paul RiverCentre and Virtual Livestream

**FEATURED
SPEAKER**
Dr. Ayana
Elizabeth
Johnson

**EVENT
CHAIR**
Ted
Contag

You're invited to join Fresh Energy as a sponsor of our inspiring and hope-filled Benefit Breakfast with nationally known marine biologist, policy expert, and author Dr. Ayana Elizabeth Johnson. This year's program will feature intimate and honest conversations about how we can find optimism in climate solutions and why Fresh Energy's work taking on some of the biggest decarbonization challenges is inspiring Minnesotans to have hope for the future.

You won't want to miss the dynamic Fair of the Future all-electric showroom where you can check out the latest vehicles, bikes, 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.

Exhibit at the Fair!

Sponsors at the \$3,000 level and up will have the opportunity to have a presence at the Fair of the Future to promote their business.



Visibility and Reach

Your brand will be recognized as a sponsor during the event on October 9 and in event promotions on Fresh Energy's website, social media channels, and email campaigns.

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

About Fresh Energy

Founded in 1992, Fresh Energy is an independent nonprofit organization working to design, influence, and implement equitable policy to continue ambitiously advancing a carbon-neutral economy in Minnesota and the Midwest. Fresh Energy is a trusted energy leader with a proven track record for achieving measurable progress toward a sustainable energy future.

Contact

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



fresh-energy.org/benefitbreakfast24

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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

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Sponsors must commit by Friday, September 13 to receive all benefits listed above.