



2024 Benefit Breakfast



# 2025 Benefit Breakfast

September 30, 2025



## SPONSORSHIP OPPORTUNITIES

**You're invited to join Fresh Energy as a sponsor** for our 10th annual Benefit Breakfast on September 30, 2025, at the Saint Paul RiverCentre. This high-energy, inspiring event attracts nearly 1,000 committed clean energy enthusiasts, advocates, supporters and business partners, government and community leaders, and stakeholders from academia and philanthropy. The 2025 Benefit Breakfast will also be livestreamed for virtual attendees.

### You won't want to miss the dynamic Fair of the Future!

The Fair of the Future is an all-electric showroom featuring the latest vehicles, bikes, lawn tools, gadgets, and more. The Fair provides guests with a great opportunity to interact with event sponsors and network with other clean energy leaders and enthusiasts before and after the breakfast program.

**Exhibit at the Fair!**

Sponsors giving \$3,000+ have the opportunity to promote their business at the Fair of the Future.



Check out what guests say about the Benefit Breakfast:



[bit.ly/Fresh-Breakfast](https://bit.ly/Fresh-Breakfast)

### Contact

Leigh Onkka  
Director, Development Operations and Grants  
[onkka@fresh-energy.org](mailto:onkka@fresh-energy.org)  
651 726 7572

### Learn more

[fresh-energy.org/benefitbreakfast25](https://fresh-energy.org/benefitbreakfast25)



### Audience, Visibility, and Reach

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

- ▶ **Expected Attendance:**  
700+ in-person guests  
200+ virtual guests
- ▶ **Website:**  
128,200 annual visitors  
225,900 annual page views
- ▶ **Social Media:**  
8,300 followers
- ▶ **Email:**  
8,600 subscribers

### About Fresh Energy

Founded in 1992, Fresh Energy is an independent nonprofit organization working to advance ambitious, effective climate policies 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.



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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

**Contact** Leigh Onkka, Director, Development Operations and Grants, [onkka@fresh-energy.org](mailto:onkka@fresh-energy.org) or 651 726 7572

Sponsors must be committed by Friday, September 5, 2025, to receive all benefits listed above.