

Action in the Heartland

Driving climate progress in Minnesota and beyond

Sept. 30,
2025
8 a.m.



Fresh Energy

Fresh Energy's
2025 Benefit Breakfast
at the Saint Paul RiverCentre
and virtual livestream



Hosted by
**Dr. Margaret
Cherne-Hendrick**
Chief Executive Officer
Fresh Energy



Karie Kirschbaum
City of Crookston



Bob Blake
Solar Bear and Native
Sun Community Power
Development



Alex Savelli
Accelera by
Cummins

Sponsorship Opportunities for Fresh Energy's Benefit Breakfast

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 and online for virtual guests. This year's program will feature a dynamic conversation with three Minnesota thought leaders and changemakers who are overcoming challenges to create a new playbook for clean energy and climate progress here in Minnesota.

Federal rollbacks, alongside local and global setbacks, are creating uncertainty for what the future of clean energy and climate action can look like in Minnesota and the Midwest. **Our expert panel will cut through the noise to translate national and global trends into real, local impact.** What progress is already happening? What opportunities lie ahead, and how can Minnesota continue to lead the way?



Participate in the dynamic Fair of the Future,

an all-electric showroom featuring the latest vehicles, bikes, lawn tools, gadgets, and more. The Fair is a great opportunity for guests to interact with event sponsors and network with other clean energy leaders and enthusiasts before and after the breakfast program. **Sponsors giving \$3,000+ have the opportunity to promote their business at the Fair of the Future.**

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.

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.

- **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

Check out
what guests
say about the
Benefit
Breakfast:



bit.ly/Fresh-Breakfast

Contact

Leigh Onkka
Director, Development Operations
and Grants
onkka@fresh-energy.org or 651 726 7572

Learn more



fresh-energy.org/benefitbreakfast25

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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. Founded in 1992, Fresh Energy is a trusted energy leader with a proven track record for achieving measurable progress toward a sustainable energy future.

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 or 651 726 7572

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