



A Chester County Economic Development Council initiative

## Event Sponsorship Opportunities

### 2020 - 2021 Levels and Benefits

The Smart Energy Initiative holds a number of seminars and workshops designed to increase awareness of local and domestic energy issues for both the industry and non-energy industry businesses. Topics cover the full breadth of this diverse industry, and always include solutions employing the region's energy companies and their highly-trained workforce. These events attract audiences composed of business owners/leaders, industry advocates, elected officials, community leaders. Each event has available sponsorships that offer exposure and benefits. Funds from sponsorships are used to offset the costs of refreshments, facilities, marketing costs, and Smart Energy Initiative staff time used to develop and coordinate events. Benefits and sponsor levels can be customized to suit the sponsors' needs and the specific event.

#### **Presenting or Title Sponsorship Level: \$3000**

- Sponsor name will be part of the official event name
- Most prominent name and logo placement on all printed materials related to the event
- Most prominent ad in any program guides or agenda hand outs
- Logo placement on backdrops for presentation materials and/or photo opportunities
- Logo placement on SEI web site
- Preferred seating/tables
- Photo opportunities for any press coverage
- Introduction of the event and your company
- Two complimentary tickets to the event

#### **Gold Event Sponsorship Level: \$1,500**

- Premier placement of your company logo and website on the program announcement, which is sent at least twice to a minimum of 4,000 individuals. The program announcement is also posted on numerous websites, calendars and social media venues.
- Opportunity to give a brief introduction of your company or services at the beginning of the presentation.
- Opportunity to introduce the speaker(s).
- Your business logo and address will be included in the pre-meeting projection of a slide noting SEI thanks to our sponsors; the slide is shown prior to the presentation.
- Permission to set up a table to share their business information before and after the presentation.
- One individual marketing piece to be included in handouts for the event.
- Two complimentary tickets to the event

#### **Support Event Sponsorship Level: \$700**

- A company logo and web link on the announcement flyer listing the sponsor as a Supporting Sponsor of SEI and event. Again this announcement will be sent at least twice to a minimum of 4,000 individuals and the program announcement is also posted on numerous websites, calendars and social media venues.
- Your business logo and website will be included in the pre-meeting projection of a slide noting SEI thanks to our sponsors; the slide is shown prior to the presentation.
- One individual marketing piece to be including in handouts for the event.
- Two complimentary tickets to the event

#### **2020 Sample Events:**

- February 2020 Annual Energy Briefing Seminar
- SEI Breakfast Briefings
- Working Groups meetings on select topics