

2021 Virtual Benefit Breakfast

FUTURE FOCUS: The New Climate Economy



SPONSORSHIP OPPORTUNITIES



FEATURED SPEAKER:
Donnel Baird, CEO of BlocPower

Thursday, October 14, 2021 | 8-9 a.m. | Virtual Event

Don't miss your chance to sponsor Fresh Energy's 2021 Virtual Benefit Breakfast! We are thrilled to welcome award-winning climate tech entrepreneur Donnel Baird for a fascinating discussion of how ambitious public policy can spur private markets toward a just, carbon-neutral future.

As CEO of Brooklyn-based BlocPower, Donnel Baird is proving that businesses can tackle carbon pollution while making a profit and creating family-supporting jobs. His company uses electric heat pump technology and innovative financing tools to get fossil fuels out of buildings—particularly affordable housing—improving indoor air quality and reducing costs for building owners and residents.

All proceeds from this inspiring event will support Fresh Energy's work to speed the transition to an equitable carbon-neutral economy in Minnesota, the Midwest, and beyond.

Visibility and Reach

Website + Email + Social Media

- 66,000 annual website visitors
- 150,000 annual website page views
- 6,500 email subscribers
- 15,000 social media followers

Event webpage and blog posts

- 2,800 Pageviews
- 2,500 Unique Visitors

The Benefit Breakfast attracts committed clean energy enthusiasts, advocates, supporters and business partners, government and community leaders, and stakeholders from academia and philanthropy.

Your brand will be recognized during the event and promotions on Fresh Energy's website, social media channels, and email campaigns.

Nearly 1,000 guests attended the 2020 Virtual Benefit Breakfast or viewed the recorded program.

What our guests say



fresh-energy.org/benefitbreakfast

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Contact

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Sponsorship packages and benefits	Benefit Breakfast Title Sponsor \$20,000	Innovation + Technology Sponsors \$10,000	Visionary Partner Sponsors \$5,000	Clean Energy Champion Sponsors \$3,000	Friends of the Future Sponsors \$1,500
Exclusive recognition as the event sponsor	✓				
Opportunity to create a short pre-recorded message to be shown during the program	✓				
Logo in event background	✓	✓			
Acknowledgment from speakers during event	✓ Special recognition	✓ Thanked by name	✓ Thanked by name		
Exclusive access to pre- or post-event reception	10 tickets	6 tickets	4 tickets	2 tickets	
Sponsor recognition in Decarbonize: The Clean Energy Podcast	✓ Thanked by name	✓ Thanked by name	✓ Thanked by name	✓ Thanked by name	
Visibility in printed event packet	✓ Logo + message	✓ Logo	✓ Logo	✓ Name listed	✓ Name listed
Visibility in event slideshow	✓ Specialty slide	✓ Logo	✓ Logo	✓ Logo	✓ Name listed
Recognition as a supporter in all event promotions and Fresh Energy's Annual Report	✓ Logo with link	✓ Logo	✓ Name listed	✓ Name listed	✓ Name listed
Social media recognition on Fresh Energy's Twitter, Facebook, and LinkedIn channels	✓ Visibility campaign with 3 custom posts	✓ 1 custom post + 2 mentions	✓ 2 mentions	✓ 1 mention	✓ 1 mention
Guest tickets to the event	20 tickets	20 tickets	10 tickets	10 tickets	10 tickets