

Sponsorship & Exhibit Opportunities

2020 Climate Leadership Conference



March 4-6, 2020 | Detroit, Michigan | The Westin Book Cadillac Detroit

Presented By

Center for Climate and Energy Solutions (C2ES) & The Climate Registry (TCR)









SPONSORSHIP PROSPECTUS

Connecting people, innovation, and opportunity

Whether your goal is to connect with key decision-makers, increase brand awareness, or promote your initiatives, the Climate Leadership Conference (CLC) is the perfect platform.

About the Climate Leadership Conference
Now in its ninth year, the annual Climate
Leadership Conference (CLC) is the preeminent exchange for addressing climate
change through policy, innovation, and
business solutions. The CLC annually attracts
hundreds of sustainability thought leaders
and decision-makers, providing a platform to
hear, learn from, and engage with senior
professionals tackling climate change in their
work. This year, the CLC will take place March
4-6, 2020 at the historic Westin Book Cadillac
Hotel in Detroit, hosted by the Center for
Climate and Energy Solutions (C2ES) and The
Climate Registry (TCR).



Celebrating the Climate Leadership Awards

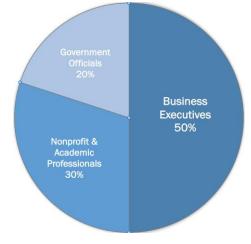
The CLC was developed in support of the Climate Leadership Awards, a national awards program that recognizes and incentivizes exemplary corporate, organizational, and individual leadership in response to climate change. Since 2012, the program has honored more than 170 recipients from diverse sectors across the U.S. (Past winners include Bank of America, Caesars Entertainment, City of Austin, TX, Ford, IBM, Kimberly-Clark, Mars, Microsoft, SC Johnson, Tiffany & Co, United Technologies Corporation, UPS – see list of 2019 award winners.) As part of their conference registration, CLC attendees are invited to the Climate Leadership Awards celebration, which will honor 2020 award recipients.

Enhance Your Brand's Visibility among Sustainability Professionals

The CLC offers valuable benefits:

- Credible positioning and high visibility as a leader in sustainability among peers and business partners
- Brand association with the prestigious Climate Leadership Awards program, including press coverage
- High-touch engagement with senior executives, stakeholders, and decision makers seeking climate solutions
- Wide exposure to a distribution list of over 25,000 energy, climate, and sustainability professionals
- A showcase for your product, service, or initiative to more than 400 conference attendees
- Opportunities to build new connections to drive your business forward

CLC delegates are leaders in climate, energy, and sustainability across sectors



"The quality of attendees stood out at this conference. I appreciated the high-level attendees working at the top of the field and the mix of private sector and government representatives." ~ 2019 participant





Sponsorship Prospectus





A Powerful Platform for Collaboration

The CLC annually attracts a global audience of over 400 executives, practitioners, local governments, and organizations confronting climate change through policy, innovation, and business solutions. Over the 3-day event, a host of networking opportunities are conducive to building new business connections with your peers and key decision-makers. Feedback from surveys is consistently 100% Positive or Very Positive for the conference, with 2019's highest marks on content, speakers, and networking opportunities.

Networking events include Meet & Greet Welcome Reception • Climate Leadership Awards Reception & Dinner • Refreshment breaks in the Networking Lounge & Exhibit Hall • Interactive workshops, tours, and strategy exchange sessions

New visibility for 2020!







"The attendees at this conference had by far the best questions and desire to engage in substantive conversations"

~ 2019 participant





Representative titles from 2019 CLC

CEO

Chief Sustainability Officer Circular Economy Specialist City Manager & Chief Resiliency Officer Climate Resilience Officer Corporate Sustainability Director **Energy Purchasing Manager Executive Director** First Secretary, Climate & Clean Energy Founder Global Director, Sustainable Business Head of CSR & Sustainability Infrastructure Planning & Research Specialist Low Carbon Strategy Analyst **National Director** National Resiliency Lead

Office of CAO Owner

President & CEO

President, National Retail Energy Business Private Sector Climate Mitigation Director Regenerative Development Manager Safety& Environment, Process Improvement Director Senior Director of Energy Markets & Sustainability Senior Tech Analyst Stormwater & Resilience Director

Supply Chain Manager Sustainable Finance Strategist

Trade Commissioner

US Director of Business Development & Partnerships







"Good sessions on relevant, up-to-date topics, and a nice variety of attendees to network with." ~ 2019 participant





Sponsorship Prospectus



March 4-6, 2020 | Detroit, MI | The Westin Book Cadillac Detroit

Sponsorship Opportunities

The Climate Leadership Conference is the perfect platform to make new contacts, increase brand awareness, and promote your initiatives. Sponsor brands are marketed before, during, and after the CLC through event website, communications, and social media, and benefit from dedicated on-site signage and materials throughout the 3-day event. Below are a wide variety of opportunities to meet your organization's budget and business development objectives.

Special events and custom packages can also be designed to meet sponsors' goals. Let's talk!

HOST CITY Sponsor \$50,000 (1 available)

Welcome climate leaders to your hometown with this premium package highlighting local progress addressing climate change.

- C-Suite plenary speaking role or other opportunities to participate in the program
- Dedicated branding during a networking event featuring local products
- Special 'thank you' from the podium
- Premiere placement on onsite registration welcome banner; premiere placement on logo slide rotating in conference sessions
- Logo included in all marketing materials and signage pre-, post-, during CLC + company description in event materials
- Dedicated paragraph in email blast to 25,000 sustainability professionals; special thank you post-event
- Opportunity to promote your thought-leadership on "Featured" area of new CLC website with social media support, email mention + additional post to highlight local NGOs and community leaders
- Access to speaker green room; reserved meeting space by request
- Early access to delegate list
- Full page color ad in program book; Exhibitor table + table to highlight local NGOs and community leaders
- Opportunity to distribute branded collateral at registration or throughout event (per sustainability guidelines)
- 10 full-conference registrations + 20% discount code on additional registrations for colleagues
- 2 reserved tables (20 seats) at the 2020 Climate Leadership Awards Dinner

PLATINUM Sponsor \$30,000

As a title sponsor, this package ensures significant brand profile at the CLC and demonstrates your organization's commitment to addressing climate change.

- C-Suite plenary speaking role or other opportunities to participate in the program
- Official sponsor for evening reception with dedicated projection or similar branding
- Special 'Thank you' from the podium
- Top placement of logo on onsite registration welcome banner; top placement on logo slide rotating in all conference sessions
- Logo included in all marketing materials and signage pre-, post-, during CLC + company description in event materials
- Recognition as featured sponsor in email blast to 25,000 sustainability professionals; thank you post-event
- Opportunity to promote your thought-leadership on "Featured" area of new CLC website with social media support and email mention
- Access to speaker green room; reserved meeting space by request
- · Early access to delegate list
- Full page color ad in program book; 1st choice to request specific exhibit space
- 7 full-conference registrations + 20% discount code on additional registrations for colleagues
- Reserved table (10 seats) at the 2020 Climate Leadership Awards Dinner

GOLD Sponsor \$22,500

As a presenting sponsor, this package provides strong brand exposure through high visibility marketing and a customized role in the program.

- Work with CLC Steering Committee to customize a speaking role in the program
- · Recognition as networking event or meal sponsor with dedicated projection or similar branding
- Logo featured in onsite registration welcome banner; recognition on logo slide rotating in all conference sessions
- Logo included in all marketing materials and signage pre-, post-, during CLC + company description in event materials
- 'Thank you' from the podium
- . Opportunity to promote your thought-leadership on "Featured" area of new CLC website with social media support and email mention
- Access to speaker green room
- Early access to delegate list
- Full page color ad in program book; 2nd choice to request specific exhibit space
- 5 full-conference registrations + 20% discount code on additional registrations for colleagues
- Reserved table (10 seats) at the 2020 Climate Leadership Awards Dinner





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SILVER Sponsor \$15,500

Showcase your work and get your message across by contributing to CLC program content.

- Work with CLC Steering Committee to customize a speaking role in the program
- Recognition on logo slide rotating in all conference sessions
- · Logo included in all marketing materials and signage pre-, post-, during CLC + company description in event materials
- Opportunity to promote your thought-leadership on "Featured" area of new CLC website with social media support
- Access to speaker green room
- Early access to delegate list
- Half page color ad in program book; 3rd choice to request specific exhibit space
- 4 full-conference registrations + 20% discount code on additional registrations for colleagues
- Reserved table (10 seats) at the 2020 Climate Leadership Awards Dinner

BRONZE Sponsor \$7,500

Gain recognition and participate in the Conference program.

- Opportunity to host a strategy exchange session for conference participants during main event
- Recognition on logo slide rotating in all conference sessions
- · Logo included in all marketing materials and signage pre-, post-, during CLC + company description in event materials
- Opportunity to promote your thought-leadership on "Featured" area of new CLC website with social media support
- Access to speaker green room
- Early access to delegate list
- Quarter page color ad in the program book; 4th choice to request specific exhibit space
- 2 full-conference registrations + 20% discount code on additional registrations for colleagues

CLIMATE IMPACT Sponsor \$13,000 (1 available)

Show your company's commitment as the event's climate champion by offsetting associated conference emissions (attendee travel and energy consumption).

- Special recognition in pre-conference email communication to all attendees
- Dedicated onsite signage using sponsor's own design (2-3 posters displayed in networking lounge/exhibit hall and/or table signage in sessions)
- Onsite recognition in program book, rotating presentation slides, and conference app
- Logo included in all marketing materials and signage pre-, post-, during CLC + company description in event materials
- Access to speaker green room
- Early access to delegate list
- Half page color ad in the program book; dedicated exhibit space
- 3 full-conference registrations + 20% discount code on additional registrations for colleagues

WIRELESS Sponsor \$12,000 (1 available)

Be the event hero by hosting wireless internet access for your attendees and receive recognition throughout the event.

- Dedicated onsite signage, including company logo and customized wireless access code + 'thank you' slide in plenary sessions
 throughout the event
- Logo included in all marketing materials and signage pre-, post-, during CLC + company description in event materials
- Access to speaker green room
- Early access to delegate list
- Half page color ad in the program book
- 3 full-conference registrations + 20% discount code on additional registrations for colleagues

CHARGING STATION Sponsor

\$10,500 (2 available)

Keep attendees charged up and provide networking opportunities around a branded device-charging station in main conference areas.

- High-top charging table wrapped in your logo
- Dedicated onsite signage with custom name using sponsor's own design (1-2 posters displayed in networking lounge/exhibit hall)
- Logo included in all marketing materials and signage pre-, post-, during CLC + company description in event materials
- Access to speaker green room
- Early access to delegate list
- Half page color ad in the program book
- 2 full-conference registrations + 20% discount code on additional registrations for colleagues





CLIMATE LEADERSHIP CONFERENCE

Sponsorship Prospectus

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CONFERENCE APP Sponsor

\$9,500 (1 available)

Support the technology that attendees reference throughout the event. The Conference App enhances networking opportunities and provides a platform for on-the-go event updates.

- Company logo displayed prominently on the Conference App landing page and footer
- Dedicated onsite signage including company logo with app instructions
- Logo included in all marketing materials and signage pre-, post-, during CLC + company description in event materials
- Access to speaker green room
- Early access to delegate list
- Half page color ad in the program book
- 2 full-conference registrations + 20% discount code on additional registrations for colleagues

NETWORKING & REFRESHMENT BREAK Sponsor

\$6,000

Your company will be featured in dedicated onsite signage and associated marketing materials with additional space to display literature during a Networking & Refreshments Break, open to all conference participants.

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• 2 dedicated posters + 4 tabletop signs displayed in networking lounge and exhibit hall during the break (sponsor may also display 1-2 of its own signs/banners)

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- Logo included in all marketing materials and signage pre-, post-, during CLC + company description in event materials
- 2 full-conference registrations + 20% discount code on additional registrations for colleagues

EXHIBITOR Package \$3,000

Gain brand exposure and build your network by connecting with attendees in an informal, intimate, and effective event format. All networking breaks, receptions, and buffet meals take place near the exhibitor area, ensuring heavy flow of traffic. Set up: 6' skirted tabletop display + 2 chairs.

- Placement on Exhibitor Map in program book, conference app, signage
- Logo included in all marketing materials and signage pre-, post-, during CLC + company description in event materials
- One (1) full-conference registration + 20% discount code on additional registrations for colleagues

PREFERRED TABLE SPONSOR at Climate Leadership Awards Dinner

\$3,000

- Sponsor a table (10 seats) at the Climate Leadership Awards Dinner, includes table signage.
- Logo included in all marketing materials and signage pre-, post-, during CLC

CONFERENCE GIVE-AWAY \$2,500 + Cost of Items

Get carried away! Your brand is guaranteed to get noticed when it's printed on a conference giveaway and given to each attendee (may include items such as pens, water bottles, tote bags, USB stick, OR company product). Giveaways are subject to the conference producers' sustainability standards and final approval.

- Items displayed near registration and throughout conference space
- Logo included in all marketing materials and signage pre-, post-, during CLC
- One (1) full-conference registration + 20% discount code on additional registrations for colleagues

SPONSORED AD IN CONFERENCE PROGRAM

\$2,500 - \$3,500

A limited number of sponsored ads are available in the conference program available to all attendees and distributed throughout the event. Quarter page color ad = \$2,500; Half page color ad = \$3,500.

- Logo included in all marketing materials and signage pre-, post-, during CLC
- One (1) full-conference registration + 20% discount code on additional registrations for colleagues

All Sponsors and Exhibitors will receive badge ribbons to indicate their level of participation. Customized sponsorship packages may be designed upon request to help maximize your participation in front of this valuable audience. Sponsorship opportunities are available on a first come, first served basis. The sooner you sponsor, the more exposure you receive!

For additional information about opportunities or to reserve your sponsorship package, please contact our team at (202) 271-5675 or sponsors@ClimateLeadershipConference.org







Remit Form & Agreement

March 4-6, 2020 | Detroit, MI | The Westin Book Cadillac Hotel

This agreement is made with the Climate Leadership Conference hosts, or the 'Collaborative' – the Center for Climate and Energy Solutions (C2ES) and The Climate Registry (TCR).

Sponsor Informatio	n	
Sponsoring Organization N	Name (as listed on all CLC promotion	al materials)
Address		
Website		
Primary Contact Name & 1	Title	
Contact Phone	Email _	
Sponsorship Oppor	tunities	
Please indicate the desire	d sponsorship package:	
Host City - \$50,000 Platinum - \$30,000 Gold - \$22,500 Silver - \$15,500 Bronze - \$7,500	 Climate Impact - \$13,000 Wireless - \$12,000 Charging Station - \$10,500 Conference App - \$9,000 Networking Break - \$6,000 	Exhibitor - \$3,000 CLA Table Sponsor - \$3,000 Give-away - \$2,500 (plus item cost) Program Ad - ½ \$3,500, ¼ \$2,500 Customized
	ole. A minimum 50% deposit is due with payment must be made prior to going to	nin 12 business days of the executed agreement in order to print – February 5, 2020.
Check	mailed to the contact above with the ch	eck payment instructions. No processing fee.
	mailed from PayPal; you do not need a ontact above. All invoices will include a	PayPal account to pay the invoice by credit card. The invoice 2.2% processing fee.
ACH An invoice will be er	mailed to the contact above with the AC	CH instructions. No processing fee.
	(no more than 100 words), and any ot	n (300 dpi minimum) logo in .jpeg or .eps format, boilerplate her materials/information necessary to complete your
		ed organization, on behalf of said organization, subscribe and ecept the sponsorship rules and regulations as part of this
Signature		Date
COMPLETE AND RETURN	I THIS AGREEMENT TO:	







Remit Form & Agreement

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2020 Climate Leadership Conference Rules, Regulations, and Conditions

- **1. Offer and Acceptance.** Sponsor's submission of this Sponsorship Agreement form, with or without a deposit, shall constitute an offer from Sponsor to enter into such Agreement with the Collaborative. Sponsor will receive promotion and other benefits upon full payment.
- 2. Soliciting/Social Functions. Sponsor is prohibited from distributing (i) items at the Event other than as provided for in the Sponsorship Agreement, and (ii) items that not Sponsor's own materials; in each case, unless Sponsor has obtained Collaborative's prior written approval. These prohibitions apply before, after, or during the Event's official hours. Canvassing at any time during the Event or distribution of advertising matter, souvenirs, or any other items whatsoever by anyone who is not a paid sponsor is strictly forbidden. Provided Sponsor has obtained prior written permission from Collaborative, Sponsor may conduct social functions in public areas of the Event venue, the host hotel, or other properties in the vicinity of the Event as long as such functions do not conflict with scheduled conference programs or activities.
- 3. Sponsor's Materials. Sponsor's materials will not be permitted to interfere with any other sponsorships, the Event itself, or to impede access to Event exhibits or the free use of aisles. All demonstrations and the distribution of Sponsorship promotional materials must be in accordance with this Agreement. Distribution of food or promotional giveaways must be approved in advance of the Event by Collaborative and must meet the Eco-Guidelines set forth for exhibitors. Sponsor agrees to deliver to Collaborative all materials reasonably required for the performance of the Agreement, including but not limited to a high-resolution electronic copy of Sponsor's logo, in a format and within the deadlines set by Collaborative. Sponsor understands and agrees that upon initial proofing of Collaborative use of Sponsor's logo, any modification or revision of Sponsor's logo, trade name or trademark in the Sponsorship materials is at the sole responsibility and direct cost of Sponsor. Sponsor grants to Collaborative a fully-paid, perpetual, worldwide, non-exclusive license to use, display, and reproduce (in print, electronically, or otherwise) Sponsor's name, trade names, logos, and product names in any listing of those companies sponsoring the Event and in Event promotional materials. In addition, Sponsor authorizes Collaborative to take photographs of Sponsor's exhibit and staff during, before, or after the Event and to use such photographs for any legitimate promotional purpose of Collaborative.
- **4. Copyrighted Material.** Sponsor agrees not to play, broadcast, perform, or distribute any copyrighted material owned by others without first obtaining (at its own expense) all necessary rights and licenses and paying in full all required royalties or other fees. Collaborative reserves the right to revoke the Sponsorship as a result of the extent of such copyright infringement.
- **5. Remedies.** If Sponsor fails to make any payment or otherwise breaches any provision of the Agreement, and fails to cure within a reasonable time (as defined in the next sentence) after Sponsor has received written notice from Collaborative specifying the breach, Collaborative shall have the right to exercise (without further notice) any one or more of the following remedies at any time after such reasonable time has passed: (i) cancel the Agreement in whole or in part; (ii) revoke the Sponsorship or any portion thereof; (iii) have any of the Agreement's violated provisions specifically enforced; and (iv) exercise any other remedy available by rule of law. By "reasonable time" is meant: (i) immediately, in the case of any breach occurring not more than five (5) days before or during the Event; (ii) 24 hours, in the case of any failed payment; and (iii) 5 days, in the case of any other breach. In addition, Collaborative may keep any and all monies received from Sponsor as liquidated damages, it being understood that Collaborative's losses and damages from Sponsor's breach of the Agreement are difficult to ascertain and that the agreed liquidated damages are not intended as a penalty.
- **6. Liability.** Neither Collaborative nor its partners, agents or representatives will be responsible for any injury, loss, or damage that may occur to Sponsor's employees, invitees, licensees, or guests, or Sponsor's property, from any cause whatsoever (including but not limited to errors or omissions in any Event promotional materials). Under no circumstances shall Collaborative or its agents or representatives be liable for (i) any special, indirect, incidental, or consequential loss or damage whatsoever, or (ii) any loss of profit, loss of use, loss of opportunity, or any cost or damage resulting from any such loss. Sponsor acknowledges that the risk allocations of this Section are reasonable based on the understanding that Sponsor shall obtain, at its own expense, adequate insurance against any such injury, loss, or damage. Sponsor assumes full responsibility and liability for the actions or omissions of its agents, employees, independent contractors, or representatives, whether acting within or without the scope of their authority, and agrees to defend, indemnify, and hold Collaborative, the Event venue, and their respective privies, harmless from and against claims resulting directly or indirectly from such actions or omissions. There is no other agreement or warranty between Sponsor and Collaborative except as set forth in this Agreement. The rights of Collaborative under the Agreement shall not be deemed waived except through a writing signed by an authorized representative of Collaborative.







Remit Form & Agreement

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- 7. Hotel Liability. The Sponsor assumes the entire responsibility and liability for losses, damages, and claims arising out of Sponsor's activities on the Hotel premises and will indemnify, defend, and hold harmless the Hotel, its owners, and its management company, as well as their respective agents, servants, and employees from any and all such losses, damages, and claims.
- **8. Force Majeure.** Collaborative shall not be liable for failure to perform its obligations under the Agreement as a result of strikes, riots, terrorist acts, acts of God, acts of government or any other cause beyond its control. In case the Event venue is damaged or destroyed by fire, the elements, or any other cause, or if circumstances make it unreasonably difficult for Collaborative to permit Sponsor to fulfill its Sponsorship or benefit from the Sponsorship opportunity in any part or the whole of the Event, then during such circumstances Collaborative, the building management, and their respective privies will be released and discharged from the obligation to supply Sponsorship, and Sponsor will be reimbursed a proportionate share of the Sponsorship cost previously received by Collaborative from Sponsor.
- **9. Branding, Promotion and Intellectual Property.** Each party is granted a nontransferable, non-exclusive license to use the other party's materials, marks, and logos (collectively, the "Intellectual Property") solely for the promotion and execution of the Sponsorship of this event. Sponsor specifically authorizes Collaborative to use sponsor's name and logo in connection with event promotion and materials disseminated at the event. Collaborative will present and/or list all sponsor and exhibitor names in alphabetical order within each category of participation (e.g. all sponsors will be listed or branded in alphabetical order separate from an alphabetical list of exhibitors). The intellectual property may not be used by either party for any purpose other than for the promotion and execution of the Sponsorship of this event, and may not be modified or edited without permission from the other party. Upon termination of the Sponsorship, each party will cease using such Intellectual Property and will, at the request of the other party, either destroy or deliver such Intellectual Property to the other party.
- 10. Jurisdiction and Attorney Fees. Should any legal action be commenced to resolve any dispute under the Agreement: (i) Sponsor hereby consents to venue and jurisdiction in the federal or state courts located in Washington, District of Columbia, and agrees that no such action may be brought in a forum not located in Washington, District of Columbia; and (ii) the prevailing party shall be entitled to an award of litigation expenses, interest, and reasonable attorney fees, in addition to any other remedy obtained
- 11. Laws, Taxes and Licenses. Sponsor shall observe and abide by all applicable federal, state, and local laws, codes, ordinances, rules, and regulations, as well as all rules and regulations of Collaborative and the host venue. Sponsor shall conduct itself, and shall require its agents, employees, independent contractors, and representatives, to conduct themselves, at all times in accordance with customary standards of decorum and good taste in the industry. Sponsor shall be responsible for obtaining any licenses, permits, or approvals required under local, city, state, or national law applicable to Sponsor's activities at or related to the Event. Sponsor shall be responsible for obtaining any tax identification numbers and paying all taxes, license fees, or other charges that may become due to any governmental authority concerning Sponsor's activities at or related to the Event.
- **12. Cancellations.** In the event that Sponsor wishes to cancel some or all of its Sponsorship, Sponsor may request and Collaborative may grant such cancellation, but only with the following understandings; (i) all cancellations must be requested in writing and addressed to C2ES at the address above; (ii) C2ES is not required to refund any portion of moneys (the 50% deposit, full fee, or otherwise) previously paid by Sponsor. Collaborative assumes no responsibility for having included the name of Sponsor in the Event catalog, brochures, news releases, or other materials if prior to processing cancellation.
- **13. Changes.** If Sponsor requests an increase of its Sponsorship after the Agreement has become effective, Collaborative will use reasonable best efforts to accommodate such request, subject to sponsorship availability, additional fee payment, and other circumstances then prevailing. If Sponsor requests a change that leads to a net reduction of sponsorship from original requirements, such request shall be covered by Section 11 above.

By signing this agreement, Signer signifies that he/she is a duly authorized agent of Sponsor and that the Sponsor has read, understands, and agrees to be bound by all the terms and conditions set forth above.

C2ES is a nonprofit, tax-exempt charitable organization (tax identification number 54-1892252) under Section 501(c)(3) of the Internal Revenue Code. Donations are tax-deductible as allowed by law. C2ES is a Delaware corporation, with offices located in Arlington, Virginia. Our audit and financial documents are made available here.



