



CLIMATE LEADERSHIP CONFERENCE

Sponsorship & Exhibit Opportunities

2021 Climate Leadership Conference



October 13-15, 2021 | New Orleans, LA | Royal Sonesta Hotel

Presented By

Center for Climate and Energy Solutions (C2ES)

The Climate Registry (TCR)

SPONSORSHIP PROSPECTUS

Connecting people, innovation, and opportunity

The Climate Leadership Conference (CLC) is the perfect platform to connect with key decision-makers, increase brand awareness, and promote your environmental initiatives. The following opportunities (1) provide wide exposure to a distribution list of more than 25,000 climate, energy, and sustainability professionals and over 10,000 social media followers, (2) showcase your product, service or initiative to more than 400 conference attendees, and (3) build new connections to drive your business forward.

Build new connections at the Climate Leadership Conference and Awards Ceremony

Now in its 10th year, the [Climate Leadership Conference \(CLC\)](#) is the premiere event 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's event will take place October 13-15, 2021 at the Royal Sonesta Hotel in New Orleans, hosted by the Center for Climate and Energy Solutions (C2ES) and The Climate Registry (TCR).



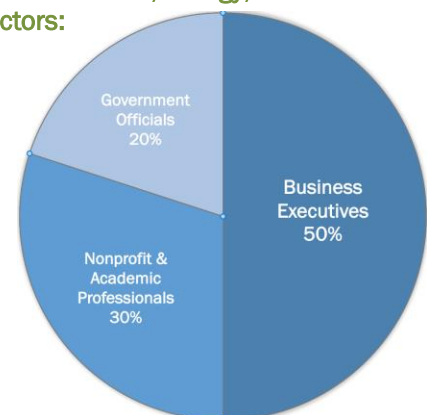
"The annual Climate Leadership Conference is the best single event for learning about climate solutions and for networking with the key decision-makers and influencers who shape the climate policy debate in the U.S."

~ Stephen Harper, Global Director, Environment, Energy and Sustainability Policy at Intel

Celebrating 10 years of climate leadership

The [Climate Leadership Awards](#) take place alongside the conference and have honored more than 185 recipients from diverse sectors across the U.S. since 2012. This national awards program recognizes and incentivizes exemplary corporate, organizational, and individual leadership in response to climate change. Past winners include Bank of America, Caesars Entertainment, City of Austin, TX, Ford, IBM, Jackson Family Wines, Kimberly-Clark, Mars, Microsoft, SC Johnson, Tiffany & Co, United Technologies Corporation, UPS – see [list](#) of 2020 award winners. As part of their conference registration, **CLC attendees are invited to the 2021 Climate Leadership Awards celebration.**

Join leaders in climate, energy, and sustainability across sectors:



A Powerful Platform for Collaboration

This three-day event attracts a global audience of over 400 executives, practitioners, local governments, and organizations confronting climate change through policy, innovation, and business solutions. Attendee survey feedback is consistently 100% Positive or Very Positive for the overall conference, with 2020's highest rating pertaining to 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



Representative titles from 2020 CLC

- CEO
- Chief Sustainability Officer
- Circular Economy Specialist
- City Manager & Chief Resiliency Officer
- Climate Resiliency 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

"The CLC is the premiere U.S. conference for companies to participate in peer exchange and stay up-to-date on the trends and innovations that will allow them to drive forward and thrive in a low-carbon economy."

~ Cynthia Cummis, Director of Private Sector Climate Mitigation at World Resources Institute

New visibility for 2021!

Virtual Climate Leadership Exchange (May 2021) • Sponsored "Featured Stories" content on CLC website + promoted through communications • Expanded promotions and longer marketing cycle to highlight support • New packages and benefits, including Leadership Circle and registration scholarship features

Sponsorship Opportunities

Enhance your brand's visibility among sustainability professionals at the 10th annual Climate Leadership Conference!

Sponsor brands are marketed before, during, and after the CLC through event website, virtual exchange, communications, and social media, and benefit from dedicated on-site signage and materials throughout the three-day event. Opportunities are designed to meet your organization's budget and business development objectives – we are also happy to work on custom packages to better meet sponsor's needs. **The sooner you sponsor, the more exposure you receive!**

PLATINUM Sponsor

\$30,000

As a title sponsor, your organization receives significant brand profile among sustainability professionals throughout the U.S. and showcases your commitment to addressing climate change.

- C-Suite plenary speaking role + opportunities to engage in program development
- Dedicated branding (logo projection) during a networking event for conference attendees
- Special 'Thank you' from the podium during a full-audience plenary session
- Opportunity to promote your thought-leadership or climate announcement on "Featured" area of CLC website (includes homepage tease); headline + link highlighted in marketing email + social media promotion
- Featured sponsor (includes logo) in promotional email blast to 25,000 sustainability professionals prior to event; Special mention featured in post-event 'thank you' email to attendees and stakeholders
- Sponsor 3 conference registration scholarships + communication/promotion of that effort
- Top logo placement in onsite registration welcome banner; premiere sponsor slide rotating in conference sessions
- Logo included in all marketing materials, website and signage pre-, post-, during CLC + org description in materials
- 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
- Seven (7) full-conference registrations + 20% discount code on additional registrations for colleagues
- Reserved seats at the 2021 Climate Leadership Awards Ceremony

GOLD Sponsor

\$25,000

As a presenting sponsor, your organization receives high visibility marketing and a customized role in the program.

- Work with CLC Steering Committee to customize a speaking role in the program
- Dedicated branding (logo projection) during a networking event for conference attendees
- Opportunity to promote your thought-leadership or climate announcement on "Featured" area of CLC website (includes homepage tease); headline + link highlighted in marketing email + social media promotion
- Recognition as a featured sponsor in promotional email blast to 25,000 sustainability professionals prior to the event; Special mention in post-event 'thank you' email to attendees and stakeholders
- Sponsor 2 conference registration scholarships + communication/promotion of that effort
- Logo featured in onsite registration welcome banner; premiere sponsor slide rotating in conference sessions
- Logo included in all marketing materials, website and signage pre-, post-, during CLC + org description in materials
- 'Thank you' from the podium during full-audience plenary session
- Access to speaker green room + early access to delegate list
- Full page color ad in program book; 2nd choice to request specific exhibit space
- Five (5) full-conference registrations + 20% discount code on additional registrations for colleagues
- Reserved seats at the 2021 Climate Leadership Awards Ceremony

SILVER Sponsor

\$13,000

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

- Work with CLC Steering Committee to customize a speaking role in the program
- Opportunity to promote your thought-leadership or climate announcement on "Featured" area of CLC website (includes homepage tease); headline + link highlighted in marketing email + social media promotion
- Logo recognition on support slide rotating in all conference sessions
- Logo included in all marketing materials, website and signage pre-, post-, during CLC + org description in materials
- Access to speaker green room + early access to delegate list
- Half page color ad in program book; 3rd choice to request specific exhibit space
- Four (4) full-conference registrations + 20% discount code on additional registrations for colleagues

BRONZE Sponsor

\$7,500

Gain recognition for your organization's climate efforts and participate in the program.

- Host a strategy exchange session for conference participants during main event
- Opportunity to promote your thought-leadership on "Featured" area of CLC website with social media support
- Logo recognition on support slide rotating in all conference sessions
- Logo included in all marketing materials, website and signage pre-, post-, during CLC + org description in materials
- Access to speaker green room + early access to delegate list
- Quarter page color ad in the program book; 5th choice to request specific exhibit space
- Two (2) full-conference registrations + 20% discount code on additional registrations for colleagues

CHARGING STATION SPONSOR

\$12,000 (SOLD OUT)

Keep attendees charged up - and networking while they are at it! Includes branded device-charging station in high traffic areas.

- High-top charging table wrapped in your logo and placed in networking lounge/exhibit hall
- Dedicated onsite signage using sponsor's own design (poster displayed in networking lounge/exhibit hall)
- Special recognition in program book, conference app and additional onsite signage including rotating presentation slides
- Logo included in all marketing materials, website and signage pre-, post-, during CLC + org description in materials
- Access to speaker green room + early access to delegate list
- Half page color ad in the program book
- Three (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 conference attendees and receive recognition throughout the event.

- Company logo on wireless landing page + customized wireless access code
- Special recognition in program book, conference app and additional onsite signage including rotating presentation slides
- Logo included in all marketing materials, website and signage pre-, post-, during CLC + org description in materials
- Access to speaker green room + early access to delegate list
- Half page color ad in the program book
- Three (3) full-conference registrations + 20% discount code on additional registrations for colleagues

CLIMATE IMPACT Sponsor

\$10,500 (SOLD OUT)

Demonstrate your company's commitment as the event's climate champion by offsetting associated conference emissions (attendee travel, event energy use, and F&B waste).

- Recognition in pre-conference 'know before you go' email communication to all attendees
- Dedicated onsite signage using sponsor's own design (2 posters displayed in networking lounge/exhibit hall)
- Special recognition in program book, conference app and additional onsite signage including rotating presentation slides
- Logo included in all marketing materials, website and signage pre-, post-, during CLC + org description in materials
- Access to speaker green room + early access to delegate list
- Quarter page color ad in the program book; 5th choice to request specific exhibit space
- Two (2) full-conference registrations + 20% discount code on additional registrations for colleagues.

CONFERENCE APP Sponsor

\$8,500 (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 (poster displayed in networking lounge/exhibit hall)
- Logo included in all marketing materials, website and signage pre-, post-, during CLC + org description in materials
- Access to speaker green room + early access to delegate list
- Quarter page color ad in the program book
- Two (2) full-conference registrations + 20% discount code on additional registrations for colleagues

NETWORKING & REFRESHMENT BREAK Sponsor

\$5,000

Your company will be featured during a Networking & Refreshments Break, open to all conference participants.

- Dedicated signage displayed in networking lounge and exhibit hall during the break (poster + tabletop signs; may additionally display own sign/banner/literature during break)
- Logo included in all marketing materials, website and signage pre-, post-, during CLC
- Two (2) full-conference registrations + 20% discount code on additional registrations for colleagues

LEADERSHIP CIRCLE Sponsor

\$5,000

Open to past Climate Leadership Award Winners only, organizations join the leadership circle to support these critical efforts to solve the climate crisis while showcasing their own commitment to addressing climate change.

- Invitation-only award winners networking breakfast with special guest speaker
- Logo included in all marketing materials, website and signage pre-, post-, during CLC
- Two (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 in exhibitor area, ensuring heavy flow of traffic. Set up: 6' skirted tabletop display + 2 chairs.

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

CONFERENCE GIVE-AWAY

\$2,500 + Cost of Items

Get carried away! Your brand is guaranteed to get noticed when it's shared with each attendee (i.e. pens, water bottles, 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, website 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, website and signage pre-, post-, during CLC
- One (1) full-conference registration + 20% discount code on additional registrations for colleagues

As we look forward to celebrating the 10th anniversary of the Climate Leadership Conference and Awards in 2021, we remain nimble, creative, and cautiously optimistic in our planning efforts. We look forward to coming together in October while sustaining momentum and critical climate dialogue throughout the year with a late-May virtual exchange. We continue to monitor safety and public health guidelines and will adapt aspects of the conference accordingly. We welcome collaboration and new ideas in this unprecedented time.

For additional information about opportunities or to reserve your sponsorship package, please contact our team at (703) 516-0630 or sponsors@ClimateLeadershipConference.org

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 Information

Sponsoring Organization Name (as listed on all CLC promotional materials)

Address _____

Website _____

Primary Contact Name & Title _____

Contact Phone _____ Email _____

Sponsorship Opportunities

Please indicate the desired sponsorship package:

- | | | |
|--|--|---|
| <input type="checkbox"/> Platinum - \$30,000 | <input type="checkbox"/> Gold - \$25,000 | <input type="checkbox"/> Silver - \$13,000 |
| <input type="checkbox"/> Charging Station - \$12,000 | <input type="checkbox"/> Wireless - \$12,000 | <input type="checkbox"/> Climate Impact - \$10,500 |
| <input type="checkbox"/> Conference App - \$8,500 | <input type="checkbox"/> Bronze - \$7,500 | <input type="checkbox"/> Networking Break - \$5,500 |
| <input type="checkbox"/> Leadership Circle - \$5,000 | <input type="checkbox"/> Exhibitor - \$3,000 | <input type="checkbox"/> Give-away - \$2,500 (plus item cost) |
| <input type="checkbox"/> Program Ad - ½ \$3,500, ¼ \$2,500 | <input type="checkbox"/> Customized _____ | |

Total amount \$ _____

PAYMENT SCHEDULE

Payments are non-refundable. A minimum 50% deposit is due within 12 business days of the executed agreement in order to hold the sponsorship. Full payment must be made prior to conference to be included in materials – September 24, 2021.

METHOD OF PAYMENT

- Check**
An invoice will be emailed to the contact above with the check payment instructions. No processing fee.
- Credit card**
An invoice will be emailed from PayPal; you do not need a PayPal account to pay the invoice by credit card. The invoice will be sent to the contact above. All invoices will include a 2.2% processing fee.
- ACH**
An invoice will be emailed to the contact above with the ACH instructions. No processing fee.

Sponsor organization will provide the Collaborative: High resolution (300 dpi minimum) logo in .jpeg or .eps format, boilerplate description of the company, no more than 100 words, and any other materials/information necessary to complete your sponsorship package benefits if applicable.

Acceptance: I, the duly authorized representative of the undersigned organization, on behalf of said organization, subscribe and agree to all terms and conditions provided here and below, and accept the sponsorship rules and regulations as part of this agreement.

Signature _____ Date _____

COMPLETE AND RETURN THIS AGREEMENT TO:

Email: sponsors@climateleadershipconference.org or Fax: 703-516-9551

2021 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 or 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.

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 may request reimbursement of 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.