

*AREDAY is pleased to offer multiple sponsorship opportunities for your company or organization for premium exposure within the renewable energy industry, investor, finance, and business communities.*

# AREDAY

**American Renewable Energy Day™**

## WHY SPONSOR AREDAY?

Through sponsoring AREDAY, your company or organization has an unparalleled opportunity for visibility and branding within the renewable energy, finance, and policy sectors.

You have the flexibility and option to choose how to show your support of AREDAY throughout the three-day summit and at pre and post events.

Sponsorship of AREDAY is the chance to elevate your company's profile and position as a leading market player.

Our global media partners provide exposure through advertisements and media coverage at the national and international levels.

By choosing to support AREDAY, your company or organization will be able to advertise to the global AREDAY network. Depending on sponsorship level, there will be additional opportunities throughout the year for brand visibility at associated events made possible by our various partnerships.

### **AREDAY Summit Location**

The Summit will take place in the historic Hotel Jerome in Aspen, CO one of the top hotels in the Rocky Mountain West. This luxury hotel provides an intimate setting with state-of-the-art meeting facilities allowing one to conduct business in a relaxed and secure atmosphere.

### **Attendee Demographic**

*Local, national and international leaders from:*

- Renewable energy
- Finance
- Corporate executives
- High-level government officials
- Investors and entrepreneurs
- Philanthropists
- NGO representatives
- Educators

Chip Comins, Founder & Director | Sally Ranney, Director

PO Box 7784 Aspen, CO 81612 | 970.948.9929 | [www.areday.net](http://www.areday.net) | [info@areday.net](mailto:info@areday.net)

AREDAY is a project of AREI, Inc. American Renewable Energy Institute: a Nonprofit Corporation  
Federal Tax ID # 27-5216186

## UNDERWRITING for SPECIFIC AREDAY 2011 EVENTS

*Providing for targeted brand and logo exposure*

### **\$20,000 - The AREDAY Opening Reception Networking Event**

*The opening reception will provide the opportunity for introductions and networking for AREDAY attendees and speakers  
(One sponsorship opportunity available)*

- Exclusive logo signage at AREDAY Reception of 300-400 guests
- Logo on all AREDAY signage during the Summit
- Acknowledgement in AREDAY Program stating sponsorship of reception
- Company/ organization information included in AREDAY Program
- Logo featured on AREDAY website (good for 6 months after the Summit) and associated media outlets
- Company/ organization's information/ materials featured on table at event
- Logo placement in all AREDAY print and electronic advertising and mailings
- 3 full passes to AREDAY Summit (includes access to the Summit, Expo and Film Festival)

### **\$20,000 - The AREDAY Closing Reception**

*The closing reception will provide the opportunity for introductions and networking for AREDAY attendees and speakers  
(One sponsorship opportunity available)*

- Exclusive logo signage at AREDAY Closing Reception
- Logo on all AREDAY signage throughout the Summit
- Acknowledgement in the AREDAY Program stating sponsorship of reception
- Company/ organization information included in AREDAY Program
- Logo featured on AREDAY website (good for 6 months after the Summit) and associated media outlets
- Company/ organization's information/ materials featured on table at event
- Logo placement in all AREDAY print and electronic advertising and mailings
- 3 full passes to AREDAY Summit (includes access to the Summit, Expo and Film Festival)

### **\$15,000 - The AREDAY Film Festival**

*The AREDAY Film Festival, the day prior to the AREDAY Summit, will feature award-winning environmental documentaries  
(One sponsorship opportunity available)*

- Prominent logo signage throughout the Festival
- Acknowledgement in the AREDAY Summit Program stating sponsorship of the Festival
- Company/ organization information included in AREDAY Program
- Logo on all AREDAY Film Festival materials
- Logo featured on AREDAY website (good for 6 months after the Summit) and associated media outlets
- 2 full passes to AREDAY Summit (includes access to the Summit, Expo and Film Festival)

### **\$15,000 - The AREDAY DVD Series**

*The AREDAY DVD set will feature the entire AREDAY Summit with bonus interviews and will be available for purchase on the AREDAY website*

*(One sponsorship opportunity available)*

- Company/ organization's logo on the AREDAY DVD indicating sponsorship
- Logo in AREDAY Program
- Company/ organization's logo on AREDAY website
- Company/organization's information included in AREDAY Program
- Logo featured on AREDAY website (good for 6 months after the Summit) and associated media outlets
- 2 full passes to the AREDAY Summit (includes access to the Summit, Expo and Film Festival)

## **\$12,500 - The AREDAY Evening Benefit**

*Hosted at a private residence in Aspen, the AREDAY Evening Benefit is intended to highlight a worthy non-profit organization*

*(One sponsorship opportunity available)*

- Opportunity for a representative from your company/ organization to introduce speakers at the event
- Prominent signage at the reception of 100 attendees
- Acknowledgement in the AREDAY Program stating sponsorship of Benefit
- Company/ organization information included in AREDAY Program
- Logo placement in all AREDAY print and electronic advertising and mailings
- Logo featured on AREDAY website (good for 6 months after the Summit) and associated media outlet
- 2 full passes to AREDAY Summit (includes access to the Summit, Expo and Film Festival)

## **\$10,000 - AREDAY Summit Program**

*Covers the cost of the entire AREDAY printed program*

*(One sponsorship opportunity available)*

- Company/organization logo on the back page of the AREDAY Program highlighting sponsorship
- Company/organization's information included in AREDAY Program
- Logo featured on AREDAY website (good for 6 months after the Summit) and associated media outlets
- 1 full pass to AREDAY Summit (includes access to the Summit, Expo and Film Festival)
- 20% discount on additional passes to the Summit

## **\$10,000 - AREDAY Panel**

*Panel topic of your company/ organization's choice*

- Logo signage on the main stage during the panel
- Acknowledgement in the AREDAY Summit Program stating sponsorship of the panel
- Logo featured on AREDAY website (good for 6 months after the Summit) and associated media outlets
- 20% discount on AREDAY Summit passes

## **\$7,500 - AREDAY Luncheon**

*The AREDAY Luncheon for each day of the Summit will feature organic, locally-sourced fare*

*(Three sponsorship opportunities available)*

- Prominent logo signage at the luncheon
- Announcement of sponsorship from the main-stage during the luncheon
- Acknowledgement in the AREDAY Summit Program stating sponsorship of the Luncheon
- Logo featured on AREDAY website (good for 6 months after the Summit) and associated media outlets
- Company materials featured on tables in hall, and on serving tables
- 1 full pass to AREDAY Summit (includes access to the Summit, Expo and Film Festival)

## **\$7,500 - AREDAY Gift Bags**

*For AREDAY Speakers and Sponsors*

*(Only one sponsorship opportunity available)*

- Company/organization logo on the AREDAY Gift Bag
- Acknowledgement in the AREDAY Summit Program stating sponsorship of the AREDAY 2011 Gift Bag
- Logo featured on AREDAY website (good for 6 months after the Summit) and associated media outlets
- Company/ organization description in event program
- 1 full pass to the AREDAY Summit (includes access to the Summit, Expo and Film Festival)

## **\$5,000 - Breaks**

*There will be two short breaks each day during programming of the Summit*

*(Six sponsorship opportunities available)*

- Prominent logo signage at the breaks
- Company/organization materials to be distributed on beverage and food tables throughout the Summit
- Logo featured on AREDAY website (good for 6 months after the Summit) and associated media outlets
- 20% discount on passes to the Summit

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## **Internet Exposure**

- AREDAY's email listserv is comprised of 7,000 contacts
- The AREDAY banner is featured on multiple internet platforms through our impressive media partnerships. We expect one million imprints to websites where the AREDAY banner is featured.
- Exposure through our media partners: Matter Network, Green Tech Media, Facebook, Global Green, World Climate Summit, Carbon War Room

## **Advertising Exposure**

- **Print advertising:** The Aspen Times, Aspen Chamber Resort Association, Edible Aspen, Aspen Daily News, Aspen Peak Magazine, Aspen Sojourner Magazine
- **Radio:** National, Rocky Mountain and Colorado Sponsors will be noted on the radio, with listeners in Aspen, Denver, and Boulder on KSPN, KDNK, KAJX, KPFA, KGNU and more
- **TV:** Plum TV, PBS, and CSPAN

## **Press Room**

There will be a press room at the 2011 AREDAY Summit provided for electronic and print media representatives to facilitate on-site coverage of the Summit and Expo to local, regional and national markets. Sponsors will be listed on a banner that will be strategically placed in the press room, providing an chance for national advertising.

### **Please send your contribution to:**

AREI, Inc.  
PO Box 7784 Aspen CO 81612  
Email: [Info@areday.net](mailto:Info@areday.net)  
Phone: (970) 948-9929  
Federal Tax ID # 24-5216186

### **Please make your sponsorship checks payable to:**

**AREI, Inc.**

**In the memo write "AREDAY"**

*We will provide you with a receipt for tax purposes.*



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