

AREDAY

American Renewable Energy DayTM

2017 Sponsorship Program

14th Annual AREDAY Summit

June 19-24, 2017

Presented by

AREI

areday.net

american renewable energy
INSTITUTE

Location

Viceroy LEED Gold Hotel
Aspen/Snowmass, CO

WHY AREDAY



Known as the “Davos of Clean and Renewable Energy,” AREDAY brings together over 300 Global Renewable Energy and Climate Change Leaders in potent discussions and sessions. The purpose of this dynamic, results driven five-day annual AREDAY Summit, a program of the American Renewable Energy Institute (AREI), is to provide a platform for high level multi-sector networking that translates into actual investments, collaborations, strategic alliances and new initiatives.

The power of convening and the face-to-face interaction at AREDAY provides the opportunity to —

- strategically expand your network
- meet new clients and collaborators
- establish your brand and logo with climate change action and renewable energy solutions
- engage with cross-sector intelligence
- learn from best-in-class industry professionals
- capture new business

Attendees also have the opportunity to —

- showcase next generation renewable energy technologies, innovations, markets and policies
- experience a world-class LEED Gold venue, the Viceroy Aspen/Snowmass Hotel
- take a deep dive and emersion into the Colorado Rocky Mountains surrounding the spectacular Aspen/Roaring Fork Valley

The AREDAY Summit is unlike any other you will attend in the climate and renewable energy space.

The opportunities to become a sponsor of the 2017 AREDAY Summit are limited. Contact us soon at (970)930-8002.

– **Chip Comins**, AREI Chairman & CEO and **Sally Ranney**, President

SPONSORSHIP MAKES AN IMPACT

Sponsor Recognition and Benefits

- **Gain** brand exposure
- **Position** your brand as an industry lead in solutions to Climate Change
- **Raise** brand awareness
- **Reach** a targeted climate base and influential audience
- **Showcase** your company/organization, its products, programs and initiatives
- **Benefit** from significant media coverage
- **Connect** with the large and engaged audience to generate new business
- **Set** your company/organization apart from the competition
- **Visibly** support the future of renewable energy and climate change solutions
- **Take advantage** of AREI introduction and one-on-one meet
- **Opportunity** to host side events and your own reception



“AREDAY was terrific. I’m so glad that I had a chance to be there and attend the engaging sessions. I learned a lot from the outstanding panelists. I have to say that AREDAY was the best program of its type that I have attended. Congratulations on a job well done.”

– **Ted Turner**

Founder CNN, Turner Enterprises, Inc.,
Turner Renewable Energy

2017 AREDAY SUMMIT

June 19-24, 2017

Viceroy Hotel, Aspen/Snowmass, CO

The AREDAY Summit is solutions-driven.

AREDAY showcases renewable innovative technology, sustainable climate change solutions and the leadership that can accelerate implementing low carbon economies. The Paris Agreement, the Sustainable Development Goals (SDGs), the U.S. elections, escalated investor interest and increased corporate involvement provide a playing field for getting in place the energy transformation at the speed and scale now essential for ensuring a livable healthy planet.

AREDAY presents the best social and environmental thinkers and entrepreneurs purposed to expand renewable energy markets, and to provide solutions to climate change and CO₂ emissions to avoid crossing the ideal threshold of 1.5 degrees C in global temperature rise.

AREDAY

- an annual program of AREI, now in its 14th year
- five days of Summit programming
- located in Aspen/Snowmass, CO
- 150+ speakers
- 11+ countries represented
- 300+ total attendees
- 90+ presentations and sessions
- known for catalyzing and initiating 50+ investments, strategic alliances, and collaborations
- diverse and multi-generational participation
- high-level alumni network of 1000+
- live-streamed and video recorded
- associated Summit programs include IMPACT FILM, Startup Green, AREDAY Expo!, AREDAY ELECTRIC Vehicle Show, VIP Reception and Concert

AREDAY ATTENDEES

Who Attends AREDAY?

The design of AREDAY is intentionally integrated, bringing influential world leaders ranging from heads of state to grassroots leaders in both public and private sectors, to learn from each other and engage in meaningful, solutions-focused dialogue.

- ✓ Two-thirds are C-suite level corporate officers, founders, VPs, and leaders in renewable energy, innovative technology, and energy and climate policy.
- ✓ One-fourth are investors and philanthropists.
- ✓ One-third are women.



The full compliments of attendees and speakers include —

- Leaders in Renewable Energy, Innovative Tech and Climate Change
- Experts in Ecosystem and Species Conservation
- Government Officials and Policymakers
- Corporate CEOs
- NGO CEOs and Senior Staff
- Individuals, Philanthropists and Foundations
- Social and Business Entrepreneurs
- Educators
- University Students
- Grassroots Leaders
- Award-winning Film Producers and Musicians

PRESS, SOCIAL MEDIA, AND ADVERTISING

National

- *Wall Street Journal*
- *CNN*
- *Fox News*
- *Yahoo*
- *Huffington Post*
- *EcoWatch*
- *Renewable Energy World*
- *Origin Magazine*
- *ABC News*
- *Solar Daily*
- *C-Span*
- *Newslocker*
- *Whole Foods Magazine*



Local

Front Cover/4 Page Wrap *Aspen Times*, *Denver Post*, *Colorado Biz*, *Aspen Daily News*, *PEAK Magazine*, *Snowmass Sun*, *Aspen Magazine*, *Aspen Sojourner*, *Grand Junction Daily Sentinel*, *Sopris Sun*, *Mountain Town News*, *Edible Aspen*, Hundreds of Local Posters, Interviews and Paid Advertisements on *Aspen NPR*, and *KSPN*

- **Monthly E-Blast:** 10,000 Circulation
- **Sustainability News and Entertainment Radio Show:** 2,000,000 Listeners
 - **Twitter:** 50,000 followers
 - **Podcast:** 2,000,000 - 5,000,000 Downloads/week
- **Facebook:** 7,000 likes

AREDAY ALUMNI

*The AREDAY Summit convenes one of the **largest in-person brain trusts** of the global renewable energy industry and climate change decision-makers and thought leaders*



Lester Brown



Chip Comins, T Boone Pickens, Toni Brinker, Rosalynn Carter, President Jimmy Carter, Sally Ranney and Ted Turner



Huang Ming



Dr. Sylvia Earle



Ólafur Ragnar Grímsson,
The President of Iceland



Thomas Friedman and Amory Lovins



Douglas Brinkley, Tom Steyer, and Theodore Roosevelt IV

AREDAY ALUMNI



Laura Turner Seydel, Ted Turner, John R Seydel,
Sally Ranney and Chip Comins



Tim Wirth and General Wesley Clark

President Jimmy Carter, *39th President of the United States*
President Ólafur Ragnar Grímsson, *5th President of Iceland*

Ted Turner, *Founder of CNN, Turner Renewable Energy*

Huang Ming, *Founder/Chairman, Himin Solar, China*

Thomas Friedman, *Author, Journalist The New York Times*

Hon. Kevin Rudd, *26th Prime Minister Australia*

Dr. Slyvia Earle, *Mission Blue*

Amory Lovins, *Rocky Mountain Institute*

Timothy Wirth, *VP, UN Foundation, former Under Secretary of State
for Environmental Affairs*

General Wesley Clark, *Growth Energy, Retired General of the
United States Army*

Michael Eckhart, *Global Head of Environmental Finance and
Sustainability Citigroup Capital Markets, Inc*

Tom Steyer, *Founder, NextGen Climate*

Theodore Roosevelt IV, *Chairman, Cleantech Initiative Barclays Bank*

Rachel Kyte, *CEO, Sustainable Energy for All, Former World Bank*

Dr. Jane Lubchenco, *1st Women Administrator, NOAA*

James Cameron, *Director, Writer and Producer, Avatar, Titanic*

Daryl Hannah, *Actress*

Leilani Munter, *NASCAR Race Driver, Carbon Free Girl*

Larry Schweiger, *National Wildlife Federation*

T. Boone Pickens, *BP Capital Management*

Michael Brune, *Executive Director, Sierra Club*

Michael Bennet, *Senator of Colorado*

Bill Ritter, *Governor of Colorado*

John Hickenlooper, *Governor of Colorado*

Louie Pshyosis, *Oscar-winning Director of The Cove and Racing Extinction*

ADDITIONAL AREDAY INFORMATION

Sample AREDAY Summit Topics:

- Financing Low Carbon Economies
- Clean Technology Advancements
- Level the Playing Field - Investment Opportunities
- Erasing the Barriers for Clean Energy at Scale
- The Intelligence of Smart Grids
- Battery Storage Revolution
- Strategically Investing The Carbon Budget
- Green Building Innovations
- Changing the Rules: Policy and Finance
- Fresh Water Challenges
- Ocean Clean-up and Protection
- Biodiversity at Risk and New Strategies
- Food Scarcity and Security
- Agriculture, Carbon and Best-practices
- Indigenous Rights and the Rights of Nature
- Carbon Positive Strategies Climate Justice for Future Generations
- Carbon Tax
- Corporate Climate Programs

Other AREDAY Programming

- IMPACT FILM Festival
- StartUp Green Clean Tech Accelerator
- AREDAY Renewable Expo!
- AREDAY ELECTRIC Vehicle Show
- Networking Receptions
- AREI Sponsored Snowmass Village Free Summer Concert



“AREDAY is fast becoming The Davos of renewable energy, a gathering of thought leaders seeking to coalesce around a shared vision of where renewable energy is going and how to get it there.”

– **Michael Eckhart**, Managing Director,
Global Head of Environmental Finance, Citigroup, Inc

AREDAY ELECTRIC VEHICLE SHOW

June 22 - 24, 2017

AREDAY ELECTRIC Vehicle Show will feature a full selection of electric vehicles to be showcased on the Snowmass Village Mall in conjunction with the AREI Renewable Energy Expo! from 12pm Thursday, June 22nd to 5pm Saturday June 24th, 2017.

Attendees will have the opportunity to test drive cars and meet with proud EV owners and distributors to discuss how EVs work, how to compare different makes and models where to find public charging stations, and about state and federal tax credits for EV purchases.

AREDAY ELECTRIC will be kicked off with an Electric Vehicle parade and the formation of the Roaring Fork EV Club at 2pm on Thursday, June 22nd and will feature a free AREDAY Concert by Taj Mahal at the base of Snowmass Mountain later that evening.



2017 SPONSORSHIP OPPORTUNITIES



National Title Sponsorship - \$100,000

- 10 full passes to AREDAY Summit
- Invitations to the AREDAY Private Event
- Double AREDAY exhibit space
- Banner on Summit main stage
- Large logo on AREDAY homepage
- Banner on the stage at the Snowmass Free Concert (+5,000 attendees)
- Large logo on stage during IMPACT FILM
- National Title placement in all AREDAY print and electronic advertising and mailings
- Acknowledgement in all press interviews and press packets
- Acknowledgement in all AREDAY television and radio spots
- 150-word description in the AREDAY program
- Reserved table in the Summit Plenary Hall
- Sponsor a lunch and networking reception
- Logo on all AREDAY E-Blasts

2017 SPONSORSHIP OPPORTUNITIES



Sustainable Planet - \$75,000

- 8 full passes to AREDAY Summit
- Invitations to the AREDAY Private Event
- Double AREDAY exhibit space
- Sponsor a lunch and networking reception
- Large logo on Summit main stage
- Medium Logo on AREDAY Homepage
- Large logo on the stage at the Snowmass Free Concert (+5,000 attendees)
- Sustainable Planet placement in all AREDAY print and electronic advertising and mailings
- Acknowledgement in all press interviews and press packets
- 150-word description in the AREDAY program
- Reserved table in the Summit Plenary Hall
- Logo in 5 AREDAY E-Blasts



Green Guardian - \$50,000

- 6 full passes to AREDAY Summit
- Invitations to the AREDAY Private Event
- Single AREDAY exhibit space
- Sponsor a lunch
- Large logo on Summit main stage
- Medium logo on the stage at the Snowmass Free Concert (+5,000 attendees)
- Green Guardian placement in all AREDAY print and electronic advertising and mailings
- Acknowledgement in all press interviews and press packets
- 150-word description in the AREDAY program
- Reserved table in the Summit Plenary Hall

2017 SPONSORSHIP OPPORTUNITIES



Renewable Champion - \$25,000

- Single AREDAY exhibit space
- 5 passes to the Summit
- Logo on promotional materials
- Write up in promotional materials
- Sponsor a breakfast
- Medium logo on Summit main stage
- Opportunity to prominently display banner
- Medium logo on the Snowmass Free Concert stage (+5,000 attendees)
- Reserved table in the Summit Plenary Hall



Eco Steward - \$15,000

- Single AREDAY exhibit space
- 4 passes to the Summit
- Logo on promotional materials
- Write up in promotional materials
- Sponsor a breakfast
- Medium logo on Summit main stage
- Opportunity to prominently display banner
- Small logo on the Snowmass Free Concert stage (+5,000 attendees)



2017 SPONSORSHIP OPPORTUNITIES



Climate Defender - \$10,000

- Single AREDAY exhibit space
- 3 passes to the Summit
- Logo on promotional materials
- Write up in promotional materials
- Medium logo on Summit main stage



Earth Ally - \$5,000

- Single AREDAY exhibit space
- 2 passes to the Summit
- Logo on promotional materials
- Small logo on Summit main stage



Energy Efficient - \$2,500

- Single AREDAY exhibit space
- 1 pass to the Summit
- Logo on promotional materials

SPONSORSHIP BENEFITS

	National Title \$100,000	Sustainable Planet \$75,000	Green Guardian \$50,000	Renewable Champion \$25,000	Eco Steward \$15,000	Climate Defender \$10,000	Earth Ally \$5,000	Energy Efficient \$2,500
AREDAY exhibit space	2	2	1	1	1	1	1	1/2
Passes to the Summit	10	8	6	5	4	3	2	1
Logo on Promotional Materials	✓	✓	✓	✓	✓	✓	✓	✓
Write Up in Promotional Materials	✓	✓	✓	✓	✓	✓		
Logo On Main Summit Stage	Banner	Large	Large	Medium	Medium	Medium	Small	
Opportunity to Prominently Display Banner	✓	✓	✓	✓	✓			
Logo on the stage at the Free Concert	Banner	Large	Medium	Medium	Small			
Logo on AREDAY Homepage	Large	Medium						
Sponsor of a Breakfast				✓	✓			
Sponsor of a Lunch	✓	✓	✓					
Sponsor a Networking Reception	✓	✓						
Invitations to the AREDAY Private Event	✓	✓	✓	✓				

Customized sponsorship packages are also available. Contact Ali Welch, Ali@areinstitute.net for more information.

OTHER SPONSORSHIP OPPORTUNITIES

IMPACT FILM Sponsor

What is IMPACT FILM?

A solutions oriented film festival, featuring documentary and environmental focused films which provide a action plan for the audience to engage in moving forward. The event is open to the public and free to AREDAY Summit pass holders.

What sets IMPACT FILM apart from other film festivals?

IMPACT FILM not only raises awareness but provides specific action recommendations and a road map towards solutions.

IMPACT Silver Sponsor - \$2,500

- Single AREDAY exhibit space
- 1 pass to the Summit
- Logo on IMPACT FILM Promotional Materials

IMPACT Gold Sponsor - \$5,000

- Single AREDAY exhibit space
- 2 passes to the Summit
- Logo on IMPACT FILM Promotional Materials
- Logo on IMPACT FILM Tickets

OTHER SPONSORSHIP OPPORTUNITIES

STARTUP GREEN Sponsor

What is Startup Green?

A business, incubator and accelerator, providing entrepreneurs the opportunity to share, collaborate, expand, identify and develop businesses and overcome market barriers with mentorship from industry leaders.

What sets Startup Green apart from other accelerator/incubators?

This unique experience of a world class Summit, alongside a business development program, provides participants with direct access to successful cleantech pioneers and investors. Mentors in the finance, policy, business, engineering and NGO sectors will assist with business plan development, networking and foresight into the cleantech marketplace.

Startup Green Silver Sponsor \$2,500

- Single AREDAY exhibit space
- 1 pass to the Summit
- Logo on Startup Green Promotional Materials

Startup Green Gold Sponsor \$5,000

- Single AREDAY exhibit space
- 2 passes to the Summit
- Logo on Startup Green Promotional Materials
- Participate on the Startup Green panel during the AREDAY Summit

AREDAY 2016 SUMMIT SPONSORS



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For more information

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