



AREDAY

American Renewable Energy DayTM

2016 Sponsorship Program

13th Annual AREDAY Summit

June 20-24, 2016

Presented by

AREI

areday.net

american renewable energy
INSTITUTE

Location

Viceroy LEED Gold Hotel
Aspen/Snowmass, CO

WHY AREDAY



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

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

- strategically expand your network
- meet new clients and collaborators
- engage with cross-sector intelligence
- learn from best-in-class industry professionals
- capture new business
- showcase next generation renewable energy technologies, innovations, markets and policies

At the same time, attendees have —

- a world-class LEED Gold venue, the Viceroy Aspen/Snowmass Hotel
- the experience of a deep emersion into the Colorado Rocky Mountains surrounding the spectacular Aspen/ Roaring Fork Valley

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

Don't miss the opportunity to become a sponsor of the 2016 AREDAY Summit. Sponsorships are limited. Thank you.

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

2016 AREDAY SUMMIT

From Paris to the Polls: Implementing Low Carbon Economies

June 20-24, 2016

Viceroy Hotel, Aspen/Snowmass, CO

The AREDAY Summit is solutions-driven.

AREDAY showcases renewable, innovative technology, sustainable climate change solutions and leadership that will accelerate implementing low carbon economies. The Paris Agreement, the Sustainable Development Goals (SDGs), up-coming elections, escalated investor interest and corporate involvement now provide a playing field for getting real energy transition traction at the speed and scale now essential.

AREDAY presents the best social and environmental thinkers and entrepreneurs purposed to expand renewable energy markets, and to impact climate change and CO2 emissions so the threshold of 2 degrees C in global temperature rise is not exceeded.

AREDAY

- an annual program of AREI, now in its 13th year
- five days of Summit programming
- located in Aspen/Snowmass, CO
- 110+ 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 900+
- live-streamed and video recorded
- associated Summit programs including Impact Film, Startup Green, VIP Reception

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 and Innovative Tech
- Government Officials and Policymakers
- Corporate CEOs
- NGO CEOs and Senior Staff
- Individual and Institutional Investors
- Philanthropists
- Elected Officials
- 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:** 5,500 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



Dr. Sylvia Earle



Huang Ming



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

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. Sylvia 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 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

AREDAY Summit Topics Include:

- Financing Low Carbon Economies
- Implication of the Paris Agreement
- Clean Technology Advancements and Investment
- Erasing the Barriers - Utilities and the Transition
- The Intelligence of Smart Grids
- Battery Storage Revolution
- How to Invest in the Carbon Budget
- Green Building Innovations
- Changing the Rules - Policy in Action
- 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
- Air Capture Carbon Negative
- Climate Justice for Future Generations
- Carbon Tax
- Corporate Initiatives

Other AREDAY Programming

- Impact Film Festival
- StartUp Green Clean Tech Accelerator
- 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

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 and influential audience
- **Showcase** your company, its products and initiatives
- **Set** yourself apart from the competition
- **Benefit** from significant media coverage
- **Connect** with the large and engaged audience to generate new business
- **Visibly** support the future of renewable energy
- **Take advantage** of AREI introductions and one-on-one meetings



“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

2016 SPONSORSHIP OPPORTUNITIES



National Title Sponsorship - \$100,000

- 10 full passes to AREDAY Summit
- Invitations to the AREDAY Private Event
- Double 8 x 10 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

2016 SPONSORSHIP OPPORTUNITIES



Sustainable Planet - \$75,000

- 8 full passes to AREDAY Summit
- Invitations to the AREDAY Private Event
- Double 8 x 10 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 8 x 10 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

2016 SPONSORSHIP OPPORTUNITIES



Renewable Champion - \$25,000

- Single 8 x 10 exhibit space
- 5 passes to the Summit
- Logo on promotional materials
- Write up in promotional materials
- Host of a break and breakfast
- Medium logo on Summit main stage
- Opportunity to prominently display banner
- Small logo on the the Snowmass Free Concert (+5,000 attendees)
- Reserved table in the Summit Plenary Hall



Eco Steward - \$15,000

- Single 8 x 10 exhibit space
- 4 passes to the Summit
- Logo on promotional materials
- Write up in promotional materials
- Host of a breakfast
- Medium logo on Summit Main Stage
- Opportunity to prominently display banner



2016 SPONSORSHIP OPPORTUNITIES



Climate Defender - \$10,000

- Single 8 x 10 exhibit space
- 3 passes to the Summit
- Logo on promotional materials
- Write up in promotional materials
- Small logo on Summit main stage
- Host a break



Earth Ally - \$5,000

- Single 8 x 10 exhibit space
- 2 passes to the Summit
- Logo on promotional materials
- Logo at Coffee Station



Energy Efficient - \$2,500

- Single 4 x 10 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
8x10 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	Small		
Opportunity to Prominently Display Banner	✓	✓	✓	✓	✓			
Logo on the stage at the Free Concert	Banner	Large	Medium	Small				
Logo on AREDAY Homepage	Large	Medium						
Host of a Break				✓		✓		
Host of a Breakfast				✓	✓			
Host of a Lunch	✓	✓	✓					
Host 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 8 x 10 exhibit space
- 2 passes to the Summit
- Logo on Impact Film Promotional Materials

Impact Gold Sponsor - \$5,000

- Single 8 x 10 exhibit space
- 3 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 \$3,500

- Single 8 x 10 exhibit space
- 2 passes to the Summit
- Logo on Startup Green Promotional Materials

Startup Green Gold Sponsor \$6,000

- Single 8 x 10 exhibit space
- 3 passes to the Summit
- Logo on Startup Green Promotional Materials
- Participate on the Startup Green panel during the AREDAY Summit

AREDAY 2015 SUMMIT SPONSORS



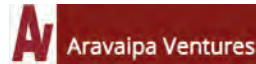
Marjorie Layden
Schimberg



E.W. Stetson III



Green Alpha
ADVISORS



Adcock Foundation



McBride
Family Foundation

Invenergy

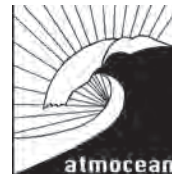
Jim Farrell
CC3IC

Goodwin
Foundation

Jane Smith
Turner Foundation



Seminole Equity Partners, LLC



Eric Ringsby

THE ASPEN TIMES

Nancy Stetson



MINTZ LEVIN
Mintz Levin Cohn Ferris Glovsky and Popeo PC





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