



32<sup>ND</sup> ANNUAL  
**Stars of Energy  
Efficiency**

# Sponsorship Packet

Wednesday, September 18, 2024, 6 - 10PM

INTERNATIONAL SPY MUSEUM  
700 L'ENFANT PLAZA SW, WASHINGTON, DC 20024

Join us for an energy prom like no other, as the Alliance hosts its the 32<sup>ND</sup> Awards Gala and celebrates its 47<sup>TH</sup> anniversary!

Since 1993, the energy efficiency community has gathered at the Alliance's Evening with the Stars of Energy Efficiency Awards Gala to honor the outstanding work of our peers. We are thrilled to welcome energy efficiency leaders from industry, government, and academia to Washington, D.C., for our gala as we celebrate our 2024 award recipients.

So dig out your finest from the back of the closet and join us for what promises to be one of our most celebratory Galas yet!



THE 2024 STARS

**STARS OF ENERGY EFFICIENCY**

**INNOVATIVE STAR OF ENERGY**

**EFFICIENCY CHARLES H. PERCY AWARD**

## 2024 Awards Gala Sponsorship Opportunities

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### **Premier Sponsor: \$25,000**

- **Benefits:**
  - Title recognition as the Premier Sponsor for the gala.
  - Opportunity to address attendees.
  - Premier logo placement on all event materials
  - Exclusive branding opportunities at key gala locations (e.g., welcome area, main dining hall).
  - Dedicated social media campaigns highlighting sponsorship.
  - VIP seating and complimentary tickets for 12 guests with access to all exclusive areas.
  - Facilitated networking opportunities with key attendees.
  - Highlight of company's sustainability initiatives during the event.
  - First option on future premier sponsorship opportunities.

### **Dinner Sponsorship Tiers:**

- **Platinum Dinner Sponsor: \$15,000**
  - Benefits include logo display during dinner, acknowledgment during the dinner hour, full-page ad in the event program, VIP seating and 6 complimentary tickets, and dedicated mention in all event communications.
- **Gold Dinner Sponsor: \$10,000**
  - Benefits include logo display during dinner, half-page ad in the event program, VIP seating and 4 complimentary tickets, and mention in event communications.
- **Silver Dinner Sponsor: \$5,000**
  - Benefits include logo display during dinner, recognition in the event program, and 2 complimentary tickets.

### **Cocktail Hour Sponsor: \$15,000**

- **Benefits:**
  - Branding as the exclusive Cocktail Hour Sponsor.
  - Logo displayed prominently during the cocktail hour and on related materials.
  - Mention as the sponsor in all event communications and social media.
  - Networking opportunities.

### **Dessert Hour Sponsor: \$10,000**

- **Benefits:**
  - Branding as the exclusive Dessert Hour Sponsor.
  - Logo display on dessert-related signage and areas.
  - Acknowledgment in event communications and social media.
  - Complimentary one tickets

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### **Additional Sponsorship Opportunities**

#### **Media Sponsor**

- **Benefits:**
  - Branding across all gala-related media.
  - Acknowledgment in all press releases and interviews.
  - Social media mentions.

#### **Product Sponsor**

- **Benefits:**
  - Opportunity to provide branded products or services at the event.
  - Recognition in the event program and on signage.



## Sponsorship Impact

Each sponsorship level is designed to provide significant visibility, networking opportunities, and alignment with sustainability goals. Sponsors at every level will be recognized for their contribution to advancing energy efficiency and their commitment to a sustainable future.

## How to Become a Sponsor

- **Contact:** Colin Spady, Director of Development at [colinspady@ase.org](mailto:colinspady@ase.org) or Felicia Kelly, Chief of Staff at [fkelly@ase.org](mailto:fkelly@ase.org).
- **Discussion:** Reach out to discuss how you can tailor your sponsorship to best meet your marketing and Corporate Social Responsibility objectives.
- **Confirmation:** Secure your sponsorship early to maximize the pre-event visibility and planning benefits.