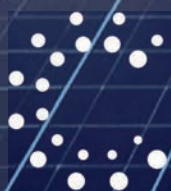


2020-2021

# CANADIAN RENEWABLE ENERGY ASSOCIATION SPONSORSHIP PROSPECTUS



Canadian Renewable  
Energy Association

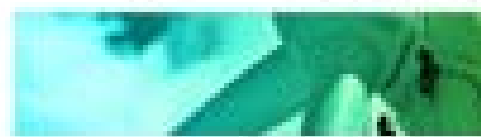
Association canadienne  
de l'énergie renouvelable

The Canadian Renewable Energy Association is pleased to provide valuable opportunities to enhance your company's profile and brand, and connect you with industry leaders and customers within the Canadian renewable energy and energy storage sector. By sponsoring one or more of our events:

- Your company is aligning your brand with a proven industry leader which allows you to create and maximize your organization's visibility among Canadian renewable and energy storage communities.
- Your support helps promote key activities such as business development, networking, advocacy, and events to enhance Canada's renewable energy and energy storage sectors.

## About the Canadian Renewable Energy Association

We are the voice for wind energy, solar energy and energy storage solutions that will power Canada's energy future. Our association works to create the conditions for a modern energy system through stakeholder advocacy and public engagement. Our diverse members are uniquely positioned to deliver clean, low-cost, reliable, flexible and scalable solutions for Canada's energy needs.



## CanREA Vision and Mission

### Vision

Our vision is to ensure wind energy, solar energy and energy storage play a central role in transforming Canada's energy mix.

### Mission

To advocate on behalf of the wind energy, solar energy and energy storage industries to benefit Canada's economy and energy future.

To increase stakeholder understanding that renewable electricity and energy storage are clean, low-cost, reliable, flexible and scalable solutions for Canada's energy needs.

To provide a forum devoted to dialogue, collaboration, stewardship and growth of the industry.

### History

The Canadian Renewable Energy Association was established on July 1, 2020 when the Canadian Wind Energy Association and the Canadian Solar Industries Association united to create one voice for wind energy, solar energy and energy storage solutions.

# Sponsorship Opportunities

## Webinar Sponsorship

Put yourself in the room! The Canadian Renewable Energy Association hosts monthly webinars, presenting quality content and virtual networking opportunities, bringing together industry leaders to highlight and discuss issues relevant to this growing industry.

### Sponsorship Options

#### Presenting Partner - \$5,000

##### *Profile & Branding*

- 2 minute pre-recorded introduction video played upon arriving at event
- Prominent logo placement on event website
- Prominent banner ad upon entering and throughout the webinar
- Prominent logo recognition in marketing material (CanREA emails, registration page, survey, etc.)

##### *Networking & Business Development*

- Access and full use of the event platform inclusive of networking opportunities
- Ability to schedule 1:1 meeting(s) with attendees
- Ability to schedule VIP Meeting(s) with attendees (7-10 days prior to event)
- 10 complimentary passes
- Delegate list

##### *Virtual Showcase Booth*

- Create your very own virtual showcase booth (includes: logo, marketing blurb, videos, white papers, interviews, products/solution offerings)

##### *Analytics*

- Post-event data report

#### Networking Partner - \$2,500

##### *Profile & Branding*

- 2 minute pre-recorded introduction video from Partner in networking area
- Banner ad in networking area

##### *Networking & Business Development*

- Access and full use of the event platform inclusive of networking opportunities
- Ability to schedule 1:1 meeting(s) with attendees
- 5 complimentary passes
- Delegate list

##### *Virtual Showcase*

- Create your very own virtual showcase booth (includes: logo, marketing blurb, videos, white papers, interviews, products/solution offerings)

##### *Analytics*

- Post-event data report





## Virtual Showcase - \$1,000

### *Profile & Branding*

- Logo recognition on Virtual Showcase page

### *Networking & Business Development*

- Access and full use of the event platform inclusive of networking
- Ability to schedule 1:1 meeting(s) with attendees
- Delegate list

### *Virtual Showcase*

- Create your very own virtual showcase booth (includes: logo, marketing blurb, videos, white papers, interviews, products/solution offerings)

### *Analytics*

- Post-event data report

## **Bulk Sponsorship Packages for CanREA Webinars**

Maximize your visibility! Sponsor more than one webinar and receive a 25% discount!

Presenting Partner - \$40,000 for 8 webinars less 25% = \$30,000

Networking Partner - \$20,000 for 8 webinars less 25% = \$15,000



## Canadian Renewable Energy Forum: Wind. Solar. Storage. (Virtual Event)

In this new world of virtual events, business development professionals across the world are looking for new and creative ways to increase brand recognition with high levels of return on their investment. Benefit from CanREA's network and engage with over 250+ delegates at CanREA's premiere event, Canadian Renewable Energy Forum, on November 9 & 10, 2020.

### Sponsorship Options (2-day virtual event)

#### Presenting Partner - \$20,000

##### *Profile & Branding*

- Introductory remarks from Partner (3-5 minute pre-recorded video)
- Prominent banner ad – main banner when entering event and throughout the event
- Prominent logo placement on event website
- Prominent logo recognition in marketing material (CanREA emails, registration page, survey, etc.)

##### *Networking & Business Development*

- Access and full use of the event platform inclusive of networking opportunities
- Ability to schedule 1:1 meeting(s) with attendees
- Ability to schedule VIP Meeting(s) with attendees (7-10 days prior to event)
- 8 complimentary passes
- Delegate list

##### *Virtual Showcase*

- Create your very own virtual showcase booth (includes: logo, marketing blurb, videos, white papers, interviews, products/solution offerings)

##### *Analytics*

- Post-event data report

#### Networking Partner - \$15,000

##### *Profile & Branding*

- Optional pre-recorded introductory video from Partner in networking area (available for participants to click on)
- Banner ad located in networking area
- Logo placement on event website
- Logo recognition in marketing material (CanREA emails, registration page, survey, etc.)

##### *Networking & Business Development*

- Access and full use of the event platform inclusive of networking opportunities
- Ability to schedule 1:1 meeting(s) with attendees
- 6 complimentary passes
- Delegate list

##### *Virtual Showcase*

- Create your very own virtual showcase booth (includes: logo, marketing blurb, videos, white papers, interviews, products/solution offerings)

##### *Analytics*

- Post-event data report



## **Program Stream Partner - \$10,000 (2 opportunities available)**

### *Profile & Branding*

- Logo recognition on event website
- Logo recognition located on program stream sessions
- Logo recognition in marketing material (CanREA emails, registration page, survey, etc.)

### *Networking & Business Development*

- Access and full use of the event platform inclusive of networking opportunities
- Ability to schedule 1:1 meeting(s) with attendees
- 4 complimentary passes
- Delegate list

### *Virtual Showcase*

- Create your very own virtual showcase booth (logo, marketing blurb, videos, white papers, interviews, products/solution offerings)

### *Analytics*

- Post-event data report

## **Virtual Happy Hour Partner - \$10,000**

### *Profile & Branding*

- Logo recognition on event website
- Banner ad in Happy Hour networking space
- Logo recognition in marketing material (CanREA emails, registration page, survey, etc.)

### *Networking & Business Development*

- Access and full use of the event platform inclusive of networking opportunities
- Ability to schedule 1:1 meeting(s) with attendees
- 4 complimentary passes
- Delegate list

### *Virtual Showcase*

- Create your very own virtual showcase booth (includes: logo, marketing blurb, videos, white papers, interviews, products/solution offerings)

### *Analytics*

- Post-event data report

## **Event Supporter - \$5,000**

### *Profile & Branding*

- Logo recognition on event sponsor page
- Logo recognition on event website

### *Networking & Business Development*

- Ability to schedule 1:1 meeting(s) with attendees
- 4 complimentary passes
- Delegate list

### *Virtual Showcase*

- Create your very own virtual showcase booth (includes: logo, marketing blurb, videos, white papers, interviews, products/solution offerings)

### *Analytics*

- Post-event data report

## **Virtual Showcase Booth – Members \$1,500, Non Members \$2,000**

### *Profile & Branding*

- Create your very own virtual showcase booth (includes: logo, marketing blurb, videos, white papers, interviews, products/solution offerings)
- Logo recognition on Showcase page

### *Networking & Business Development*

- Ability to schedule 1:1 meeting(s) with attendees
- 2 complimentary passes
- Delegate list

### *Analytics*

- Post-event data report



## Operations Summit (Virtual Event)

On January 26 - 27, 2021, the Canadian Renewable Energy Association is launching the inaugural Operations Summit. This event is fully dedicated to the operation of wind, solar and energy storage sites in Canada. Building on the successes of the Canadian Wind Energy Association's past O&M Summit, we are excited to welcome solar power and energy storage manufacturers, owners, operators, suppliers and researchers to embark on a new level of industry engagement. Put your brand at the forefront and showcase your company as an industry leader!

### Sponsorship Options (2-day virtual event)

#### Presenting Partner - \$20,000

##### *Profile & Branding*

- Introductory remarks from Partner (3-5 minute pre-recorded video)
- Prominent banner ad – main banner when entering event and throughout the event
- Prominent logo placement on event website
- Prominent logo recognition in marketing material (CanREA emails, registration page, survey, etc.)

##### *Networking & Business Development*

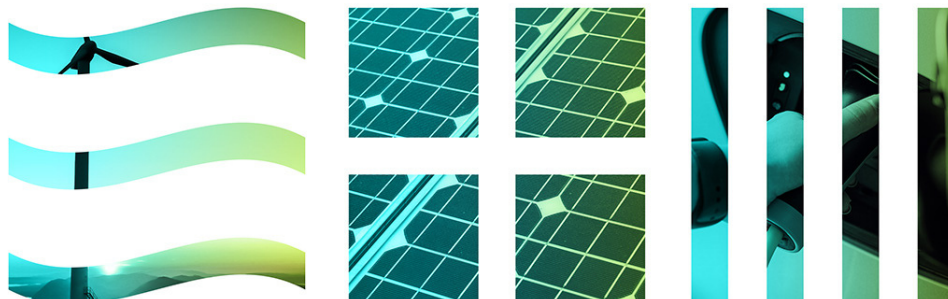
- Access and full use of the event platform inclusive of networking opportunities
- Ability to schedule 1:1 meeting(s) with attendees
- Ability to schedule VIP Meeting(s) with attendees (7-10 days prior to event)
- 8 complimentary passes
- Delegate list

##### *Virtual Showcase*

- Create your very own virtual showcase (includes: logo, marketing blurb, videos, white papers, interviews, products/solution offerings)

##### *Analytics*

- Post-event data report



## **Networking Partner - \$15,000**

### *Profile & Branding*

- Optional recording from Partner (2-3 minute pre-recorded video that attendees can click on and watch when entering the networking area)
- Banner ad in networking session
- Logo placement on event website
- Logo recognition in marketing material (CanREA emails, registration page, survey, etc.)

### *Networking & Business Development*

- Access and full use of the event platform inclusive of networking opportunities
- Ability to schedule 1:1 meeting(s) with attendees
- 6 complimentary passes
- Delegate list

### *Virtual Showcase*

- Create your very own virtual showcase (includes: logo, marketing blurb, videos, white papers, interviews, products/solution offerings)

### *Analytics*

- Post-event data report

## **Program Session Partner - \$10,000 (multiple sessions available)**

### *Profile & Branding*

- Logo placement in event session
- Logo placement on event website
- Logo recognition in marketing material (CanREA emails, registration page, survey, etc.)

### *Networking & Business Development*

- Access and full use of the event platform inclusive of networking opportunities
- Ability to schedule 1:1 meeting(s) with attendees
- 4 complimentary pass
- Delegate list

### *Virtual Showcase*

- Create your very own virtual showcase (includes: logo, marketing blurb, videos, white papers, interviews, products/solution offerings)

### *Analytics*

- Post-event data report



## Virtual Happy Hour Partner - \$10,000

### *Profile & Branding*

- Logo recognition on event website
- Banner ad in Happy Hour networking space
- Logo recognition in marketing material (CanREA emails, registration page, survey, etc.)



### *Networking & Business Development*

- Access and full use of the event platform inclusive of networking opportunities
- Ability to schedule 1:1 meeting(s) with attendees
- 4 complimentary passes
- Delegate list

### *Virtual Showcase*

- Create your very own virtual showcase booth (includes: logo, marketing blurb, videos, white papers, interviews, products/solution offerings)



### *Analytics*

- Post-event data report

## Virtual Showcase Booth – Members \$1,500, Non-Members \$2,000

### *Profile & Branding*

- Create your very own virtual showcase (includes: logo, marketing blurb, videos, white papers, interviews, products/solution offerings)
- Logo placement on showcase page



### *Networking & Business Development*

- Ability to book 1:1 virtual meeting(s) with attendees
- 2 complimentary pass
- Delegate list

### *Analytics*

- Post-event data report



## Golf Tournament (In Person Event)

The CanREA Golf Tournament is the perfect opportunity to entertain clients, network with key industry stakeholders and enjoy beautiful grassy fairways with spectacular views. Tournaments will be held in Alberta and Ontario. Each sponsorship includes either a twosome or foursome for the tournament. Take advantage of this opportunity to maximize your presence in the solar energy, wind energy and energy storage industries in a more casual setting.

### Sponsorship Options

#### Presenting Partner – \$25,000

##### *Profile & Branding*

- Welcome and opening remarks prior to shotgun kickoff
- Prominent logo featured on official tournament goodie bag given to each participant
- Prominent logo recognition in marketing material (CanREA emails, registration page, survey, etc.)

##### *Networking & Business Development*

- Golf foursome (includes green fees, BBQ and reception for 4 players)
- Registration list

#### Golf Cart Partner – \$10,000

##### *Profile & Branding*

- Partner logo on all player golf carts
- Partner logo recognition on event website and onsite

##### *Networking & Business Development*

- Golf foursome (includes green fees, BBQ and reception for 4 players)

#### Special Hole Partner – \$10,000

(Limited special holes per tournament)

Prominent hole Partner signs will be located at each tee box on the golf course. CanREA reserves the right to assign Partner to hole location. Example of special holes include longest drive, closest to the pin.

##### *Profile & Branding*

- Partner logo on hole signage
- Partner logo on tournament competition hole instruction sheet
- Partner logo recognition on CanREA website and onsite

##### *Networking & Business Development*

- Opportunity for company representatives (maximum 2 people) to be stationed at the special hole for the duration of the tournament
- 2 additional tickets to reception and dinner for company representatives assisting at the hole
- Golf foursome (includes green fees, BBQ and reception for 4 players)

### **BBQ Partner – \$10,000**

CanREA will offer a BBQ lunch for all participants prior to the shotgun start.

#### *Profile & Branding*

- Partner logo recognition in BBQ area
- Partner logo on participant water bottle
- Partner logo recognition on CanREA website and onsite

#### *Networking & Business Development*

- Golf foursome (includes green fees, BBQ and reception for 4 players)

### **On-course Beverage and Snack Partner – \$7,500**

#### *Profile & Branding*

- Partner logo at beverage/snack station
- Partner logo on drink tickets
- Partner logo recognition on CanREA website and onsite

#### *Networking & Business Development*

- Golf foursome (includes green fees, BBQ and reception for 4 players)

### **Golf Ball Partner – \$5,000**

#### *Profile & Branding*

- Partner logo on tournament golf balls
- Partner recognition on CanREA event page website and onsite

#### *Networking & Business Development*

- Golf foursome (includes green fees, reception and BBQ for 4 players)

### **Hole Partner – \$5,000**

Prominent hole Partner signs will be located at each tee box on the golf course. CanREA reserves the right to assign Partner to hole location.

#### *Profile & Branding*

- Partner logo on hole signage
- Partner recognition on CanREA website and onsite

#### *Networking & Business Development*

- Golf foursome (includes green fees, reception and BBQ for 4 players)

### **Event Supporter – \$2,500**

#### *Profile & Branding*

- Supporter recognition on CanREA event website and event material

#### *Networking & Business Development*

- Registration for 2 players (includes green fees, BBQ, reception, and BBQ!)



## Summer Solstice (In-Person Networking Event)

Position your company as a leader in the wind, solar and energy storage industries and demonstrate your commitment to the growth of the industry by aligning your company's name with CanREA. The Summer Solstice networking event, held in June 2021, will bring together over 200 industry professionals across Canada.

### Sponsorship Options

#### Presenting Partner – \$10,000

##### *Profile & Branding*

- Opportunity to host one representative to welcome participants at reception
- Prominent logo placement throughout the event (i.e. slide show)
- Opportunity to display a free-standing banner at reception
- Partner recognition in all event digital and print communications
- Partner logo recognition on drink tickets and coasters

##### *Networking & Business Development*

- 10 complimentary passes
- Registration list

#### Networking Partner - \$5,000 (2 available)

##### *Profile & Branding*

- Partner recognition in all event digital and print communications
- Partner logo placement throughout the event (i.e. slide show)
- Partner logo recognition on drink tickets

##### *Networking & Business Development*

- 5 complimentary passes
- Registration list

#### Event Supporter - \$2,500 (4 available)

##### *Profile & Branding*

- Partner recognition in all event digital communications
- Partner logo placement throughout the event (i.e. slide show)

##### *Networking & Business Development*

- 2 complimentary passes

## Terms & Conditions

### Sponsorship Agreement Terms & Conditions

- Digital and printed materials will be supplied by the sponsoring company and are subject to CanREA approval.
- CanREA reserves the right, at its sole discretion, to change the date or dates upon which the event is held or to cancel the event and shall not be liable in damages or otherwise by reason of any such change or cancellation, other than to refund in full any amounts paid by the Sponsor to CanREA.
- The Sponsor is responsible for compliance with all applicable laws, bylaws, ordinances, regulations, requirements, codes and standards, including those with respect to fire, safety, health and environmental matters and shall ensure that all equipment, materials and goods used by the Sponsor (if applicable) so comply.
- The Sponsor shall indemnify and hold harmless CanREA from and against any loss, injury or damages whatsoever suffered by CanREA as a result of the Sponsor's participation in the event, including without limitation, any third party claim against CanREA with respect to loss, injury or damage sustained or suffered by any other exhibitor or sponsor, the owner of the building, attendees of the conference, and their respective directors, officers, agents and employees.
- CANCELLATION POLICY FOR IN PERSON EVENT: From date sponsorship confirmation to 45 days prior to event, 50% refund. If less than 45 days' notice, no refund will be applied.
- CANCELLATION POLICY FOR VIRTUAL EVENT: From date sponsorship confirmation to 30 days prior to event, 50% refund. If less than 30 days' notice, no refund will be applied.

**Our team is here to listen and help.**

**If you have specific benefits you would like to see in action, please contact one of our team members directly and we will work with you to customize a package.**

**Please contact us at [sales@renewablesassociation.ca](mailto:sales@renewablesassociation.ca).**



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