

2020-2021

CANADIAN RENEWABLE ENERGY ASSOCIATION SPONSORSHIP PROSPECTUS



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 sponsorsing 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 storge 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

Virutal Showcase

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

Analytics





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



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 Part er (3-5 minute pre-recorded video)
- Prominent ann by anner when enterering event and throughout the event
- Promont lao pacement on event website
- Promber logo recognition in marketing material (CanREA emails, registration page, survey, etc.)

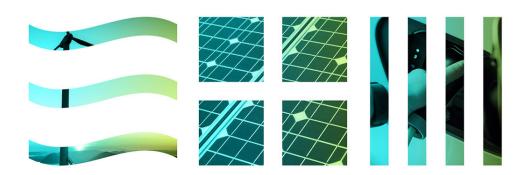
Networking & Business Development

- Access and full use the elent latform inclusive of networking opportunities
- Ability Piveeting(s) with attendees (7-10 days prior to event)
- 8 complimentary passes
- Delegate list

Virtual Showcase

• Create your very own virtue sho case (includes: logo, marketing blurb, videos, white papers, interviews, or ducts solv ion offerings)

Analytics



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 Stream Partner - \$10,000 (1 SOLD - multiple streams 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

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.)



- 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









Spring Forward. ReCharge Canada's Economy | Wind. Solar. Storage.

Proposed dates: April 28-29, 2021

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 enterering 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

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)

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

Analytics

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 carts
- Partner logo reconition on e ent website and position

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 gelf balls
- Partner re ognitor on Copp'. A event page website and onsite

Network 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 (1 SOLD, 3 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.



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