

# neuac

NATIONAL ENERGY & UTILITY AFFORDABILITY COALITION



## 2022 Sponsorship Opportunities

NEUAC Annual Conference

LIHEAP Action Day

## What is NEUAC?

The National Energy and Utility Affordability Coalition is a 501(c)3 nonprofit organization that bridges the gap between states, social service organizations, utilities, and government to empower them to work together and learn from each other in times of energy and poverty crisis. NEUAC is dedicated to heightening the awareness of the energy needs of limited-income Americans through advocacy and education. NEUAC also works to educate utility assistance professionals on best practices for program administration for those experiencing energy poverty.

## Making an Impact

In 2021, NEUAC accomplished the following:

- Hosted a virtual fly-in event with more than 250 attendees and 200 virtual meetings with members of the legislature to educate Congressional representatives and staffers about the importance of LIHEAP
- Continued advocacy and education efforts secured an additional \$900 million for LIHEAP at the start of the COVID-19 pandemic, and an additional \$4.5 billion in supplemental LIHEAP funds in early 2021
- Connected members from across the country and shared effective strategies for implementing LIHEAP and WAP during the COVID-19 pandemic
- Convened NEUAC's second virtual annual conference, hosting nearly 600 energy professionals
- The Open Letter to Congress in Support of LIHEAP garnered support from across the U.S., totaling more than 900 signatures by interested organizations
- Continued to issue "Policy Update" email alerts to keep stakeholders apprised of news as it happens in Washington, D.C.
- Organized efforts nationwide for LIHEAP Action Month and a successful social media campaign during the 40th anniversary of the program

## What is the NEUAC Annual Conference?

For more than 30 years, the NEUAC Annual Conference has convened utility assistance professionals in the nonprofit, government, tribal, and utility sectors. Topics include:

- Responding to crisis during the COVID-19 pandemic and addressing the growing need
- Vulnerable populations and energy insecurity
- Energy efficiency and renewables, weatherization, and water affordability
- Compelling change through advocacy, policy, and education
- Partnerships between utilities and nonprofit organizations
- Energy justice and equity, and more!

## What is LIHEAP Action Day?

NEUAC's LIHEAP Action Day fly-in event connects advocates from all across the country with policymakers on Capitol Hill to communicate the importance of the LIHEAP program. Our two-day event provides advocacy training, policy discussion, networking, and meeting scheduling.

## NEUAC Conference by the numbers

**650+**  
attendees



**50+**  
states, tribes,  
territories & Canada



### Sectors

Nonprofit - 50%  
Government/Tribe - 20%  
Utility - 30%

## LIHEAP Action Day by the numbers

**250+**  
attendees



**200+**  
meetings on  
Capitol Hill



**930**  
All-Parties Letter  
signatures

## 2022 Leading Partners to Date



## 2022 Sponsorship Levels and Benefits

Benefits	Patron \$3,000	Friend \$5,000	Supporter \$10,000	Champion \$15,000	Leader \$25,000	Legacy \$50k+
NEUAC Membership for Single State Utility	●	●	●	●	●	●
Organization logo on website, event publicity, social media, promotional materials	●	●	●	●	●	●
Recognition at LIHEAP Action Day	●	●	●	●	●	●
Waived conference registration fees for staff or nonprofit of your choice		1	2	3	4	6
NEUAC Membership for subsidiary organizations or additional states			●	●	●	●
Selections, subject to availability, from the Silver List (see page 5)		1	2			
Selections, subject to availability, from the Gold List (see page 5)				1	2	3

### Custom sponsorships are available.

I am happy to work with you on alternate recognition opportunities. Get in touch!

Katrina Metzler, Executive Director

kmetzler@neuac.org | 202.838.8375

## Gold Selections (number of items is based on sponsorship level on page 4)

Live or Virtual Event Options	Description
Exclusive plenary introduction	Introduce a plenary speaker
Opening remarks	Provide brief remarks to kick off event
Additional free registration	For staff, or may be gifted to a nonprofit partner
Live Event Options	Description
Exclusive lanyard sponsor	Logo recognition on lanyards
Exclusive keycard sponsor	Logo recognition on hotel room keycards
Exclusive "media wall" sponsor	Logo recognition on the hotel's "media wall"
Conference reception sponsor	Logo recognition on signage at conference reception
Breakfast sponsor	Logo recognition on signage during a breakfast, introduction
Beverage break sponsor	Logo recognition on signage at break stations
Virtual Event Options - TBD	Options from 2021 Below, 2022 Options TBD
Virtual exhibit space	Showcase your products or services in our tradeshow
Main page banner ad	Banner ad displayed at bottom of main conference page
Agenda page banner ad	Banner ad displayed on agenda page
Game prize sponsor	Sponsor a giveaway for the virtual conference game
Awards sponsor	Special recognition on awards section of conference site

## Silver Selections (number of items is based on sponsorship level on page 4)

Live or Virtual Event Options	Description
Additional free registration(s)	For staff, or may be gifted to a nonprofit partner
Presentation sponsor	Special recognition during specific breakout session
Live Event Options	Description
Chair drop	Place a flyer or promo item on each seat during conference
Transportation sponsor	Help local conference volunteers with parking
Reception sponsor	Logo recognition on food, desserts, or fun activity
Technology sponsor	Logo at charging stations
Virtual Event Options - TBD	Options from 2021 Below, 2022 Options TBD
Activities sponsor	Logo displayed for networking activity
Poverty simulation sponsor	Logo displayed for one poverty simulation session
Email communication spotlight	Special recognition in a conference marketing email

## Registration

**Sign up online at [neuac.org](http://neuac.org)**

*(duplicate this page as necessary for multi-state donors at **Supporter Level or higher**)*

**YES!** My organization will join and support NEUAC's efforts to heighten the awareness of energy poverty and help to reduce the energy burden of vulnerable households through advocacy, policy changes, partnerships, and education. Our annual support is indicated below.

Organization Name \_\_\_\_\_

Contact Name and Title \_\_\_\_\_

Telephone \_\_\_\_\_

Address \_\_\_\_\_

City \_\_\_\_\_ State \_\_\_\_\_ Zip \_\_\_\_\_

Email Address \_\_\_\_\_ Organization Twitter Handle \_\_\_\_\_

### SPONSORSHIP LEVEL:

- Patron (\$3,000)       Friend (\$5,000)       Supporter (\$10,000)  
 Champion (\$15,000)       Leader (\$25,000)       Legacy (\$50,000)       Other \_\_\_\_\_

### GOLD/SILVER SELECTIONS:


Total Amount \_\_\_\_\_ Method of Payment  Credit Card  Check  Invoice Me

Credit Card Number \_\_\_\_\_ Expiration Date \_\_\_\_\_ CVC \_\_\_\_\_

Signature \_\_\_\_\_

Please complete all fields and email to [info@neuac.org](mailto:info@neuac.org) or mail to:

NEUAC | PO Box 33878 Washington, DC 20033

**Questions? Contact Katrina Metzler at [kmetzler@neuac.org](mailto:kmetzler@neuac.org) or call 202.838.8375.**