

neuac

NATIONAL ENERGY & UTILITY AFFORDABILITY COALITION



2021 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 2020, NEUAC made the following achievements:

- Hosted a fly-in event with more than 200 attendees and 250 meetings on Capitol Hill to educate Congressional representatives and staffers about the importance of LIHEAP
- Advocacy and education efforts helped Congress to appropriate an additional \$900 million for LIHEAP at the start of the COVID-19 pandemic
- Connected members from across the country and shared best practices for shifting administration of LIHEAP and WAP during the COVID-19 pandemic
- Convened NEUAC's first ever virtual conference, hosting more than 650 energy professionals
- The Open Letter to Congress in support of LIHEAP garnered support from across the U.S., totaling more than 1,200 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

What is the NEUAC Annual Conference?

The NEUAC Annual Conference has been around for more than 30 years! The 2021 Conference will provide training and educational opportunities for utility assistance professionals in the nonprofit, government, tribal, and utilities 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 - 30%
Utility - 20%

LIHEAP Action Day by the numbers

220+
attendees



270+
meetings on
Capitol Hill



1,289
All-Parties Letter
signatures

2021 Leading Partners to Date



2020 Leading Partners



2021 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 Parent Organization or 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.

We are happy to work with you on alternate recognition opportunities. Get in touch!

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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(s)	Staff or nonprofit, amount based on sponsorship level
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 2020 Below, 2021 Options TBD
Exclusive top banner ad	Logo displayed on top banner on all pages
Featured sponsor ad	Logo displayed as a featured sponsor on all pages
Rotating right side banner ad	Logo with hyperlink on right side banner
Large homepage tile ad	Logo displayed on homepage tile space
Break video	Submit short video to be played between live sessions

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

Live or Virtual Event Options	Description
Additional free registration(s)	Staff or nonprofit, amount based on sponsorship level
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 attendees with parking
Reception sponsor	Logo recognition on food, desserts, or fun activity
Technology sponsor	Logo at charging stations
Virtual Event Options - TBD	Options from 2020 Below, 2021 Options TBD
Featured sponsor ad	Small logo displayed beneath navigation
Break video	Submit short video to be displayed between live sessions
Small homepage tile ad	Small ad displayed on homepage tiles

Registration

Sign up online at neuac.org

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)

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 or mail to:

NEUAC | 1850 M Street NW, Suite 610 | Washington, DC 20036

Questions? Contact Erica Lambert at elambert@neuac.org or call 202.530.2210.