Learn more about the benefits of sponsorship.

Sponsorship

In-Person Event:
May 10-12, 2023
Minneapolis, MN

Virtual Access:
gettingtozeroforum.org

Put your company on the leading edge of a new energy future for the built environment.

The Getting to Zero Forum is a year-round engagement for zero energy and zero carbon buildings. Event sponsorship offers your business an opportunity to lead in this fast-growing marketplace and showcase your leadership.
New Buildings Institute – Co-Host

Founded in 1997, New Buildings Institute (NBI) is a nonprofit organization pushing for better buildings that achieve zero energy, zero carbon, and beyond—through research, policy, guidance, and market transformation—to protect the health of the planet. NBI works collaboratively with governments, utilities, energy efficiency advocates and building professionals to remove barriers to energy efficiency, including promoting advanced design practices, improved technologies, public policies and programs that make buildings better. Learn more at newbuildings.org

RMI – Co-Host

RMI is an independent, non-partisan nonprofit that drives the efficient and restorative use of resources. Co-founded in 1982 by Amory Lovins, its Chairman Emeritus and Chief Scientist, RMI advances market-based solutions, engaging businesses, communities, and institutions to cost-effectively shift to efficiency and renewables. RMI employs rigorous research, analysis, and whole-systems expertise to develop breakthrough insights. They then convene and collaborate with diverse partners—business, government, academic, nonprofit, philanthropic, and military—to accelerate and scale solutions. Learn more at rmi.org

“As always, this event reframes the conversation about ‘what’s next.’ Super valuable.”
- attendee of 2021 Getting to Zero Forum
Why Sponsor?

Value of Sponsorship

We consider sponsors to be partners driving better outcomes for the growing zero energy and zero carbon buildings market. We find most of our partners’ objectives fall into the following mission-driven categories and have designed our sponsorship packages to maximize brand interaction and reflect these broad goals.

Engage Year-Round
Contribute to and get featured in Getting To Zero Resource Hub, blogs, media outreach, webinars before and after the Forum

Facilitate Learning
Provide development opportunities for employees, customers, and stakeholders

Gain Recognition
Build awareness of your green building efforts and achievements

Spotlight Innovation
Showcase company visionaries and leading-edge practices

Build Relationships + Drive Investments
Collaborate to build new business opportunities and demonstrate your leadership in the clean energy economy and the future of the built environment

Actionable Solutions
Discover tools, technical expertise, and practical applications to advance your company in this new and growing market
Support extends to year-long benefits

The Getting to Zero Forum is a three-day event, but the movement to drive the highest levels of efficiency in buildings happens all year. Sponsor support of the Getting to Zero platform allows ongoing education platforms and resources to be delivered 365 days a year to customers, clients and stakeholders.

Virtual Education & Training

Provide your staff with unlimited access to online educational modules, featuring the highest-rated sessions from the Getting to Zero Forum. All modules have AIA continuing education credits available. Value of modules is up to $290 per person accessing training.

All-Access Resource Hub

The Getting to Zero Resource Hub is an open-source collection of over 300 zero energy and zero carbon resources from organizations across the U.S. The Hub spans six topic areas including design, embodied carbon, local governments toolkit, policy, residential, and schools. gettingtozeroforum.org/resource-hub

Raising Awareness & Recognition

Media mentions of net zero are substantially increasing. To support media coverage and recognition for leaders in this market, we support coverage by pitching stories and connecting press with experts and training those experts on messaging.

Collaboration & Networks

Over 4,000 leading professionals, 20 local grassroots organizations and others committed to net zero goals in the built environment are collaborating and utilizing our tools to educate peers, clients and stakeholders about the feasibility and opportunities of getting to zero.
Through a Call for Speakers, we curate meaningful and current material for our program. Our team of industry experts identifies key topics, tour options, preconference workshops, and inspiring and thought-provoking keynotes. Sponsors at Visionary Level and above have the opportunity to collaborate with the Forum team on select content.

Be Part of Our Program
Plan to join our Call for Speakers process and contribute your ideas

Common programming topic areas:
Design, Build, Operate, Renovate
Policy and Program Innovations
Building-Grid Integration and Grid Friendly Buildings
Development, Finance & Ownership
Residential/Multifamily Sector
Manufacturing and Product Innovation

Mark your calendars now:
Call for Speakers Opens: July 2022
Call for Speakers Closes: Sept. 2022
Program Released: January 2023
Sponsor Window Closes: March 2023
Who Attends?

Attendees represent industry “changemakers” who will drive the innovation, policy and practice necessary to dramatically improve the energy performance of buildings all the way to zero energy* and zero carbon. High-performance buildings are critical to achieving climate action goals.

State and local policymakers, designers, program managers, building owners, operators, CRE professionals and others gather at the Forum to collaborate on opportunities for zero energy / zero carbon policies and programs that will drive scale of future ZE/ZC projects. See below for the 2021 make up of attendees. Nearly half occupy senior-level positions in their companies and organizations.

*In this emerging market, definitions are evolving. Generally, zero energy (ZE) buildings are defined as those that produce at least as much energy as they consume over a year.
By the Numbers

552 Attendees
113 Speakers
47 Scholarships

29 Breakouts
3 Plenaries
3 Workshops
2 Tours

38 Sponsors / Exhibitors
22 Community Partners

Since the first full Getting To Zero Forum in 2015:

- More than doubled attendee participation
- 180% increase in sessions
- 250% increase in speakers
## Sponsor Levels & Benefits

<table>
<thead>
<tr>
<th>SPONSOR LEVELS</th>
<th>Supporter</th>
<th>Advocate</th>
<th>Change Maker</th>
<th>Innovator</th>
<th>Pioneer</th>
<th>Visionary</th>
<th>Catalyst</th>
<th>Trail Blazer</th>
<th>Host</th>
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<tr>
<td>Logo visibility and Social Media Tools / Support</td>
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<td>Printed Materials, Onsite Signage + Session Intro Slide</td>
<td>Base Tier</td>
<td>Base Tier</td>
<td>Mid Tier</td>
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<td>Mid Tier</td>
<td>Top Tier</td>
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<td>2</td>
<td>3</td>
<td>4</td>
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<td>9</td>
<td>13</td>
<td>18</td>
<td>24</td>
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<td>Program Advertisement</td>
<td>Logo in sponsor block</td>
<td>1/4 page ad</td>
<td>1/3 page ad</td>
<td>1/2 page ad</td>
<td>Full-page ad</td>
<td>Inside cover ad</td>
<td>Back cover ad</td>
<td>Two-page spread ad</td>
<td>Two-page center spread ad</td>
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<td>Specialty benefits (all include special signage and logo in Forum Program)</td>
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* If no exhibit table is desired, substitute 50% off an additional full in-person registration. Some additional benefits are negotiable and can be traded upon request.

^ Requires co-sponsorship of Next Gen Student Program
Sponsor Specialty Benefits

Block Sponsor – exclusive
• Work with Getting to Zero Forum team to drive programming for one “block” of educational sessions (180 minutes of content)
• Feature logo in Forum program and block sessions
• Attend VIP dinner with top level speakers, dignitaries

Keynote or Plenary Intro Sponsor – exclusive
• Introduce from the stage a prominent Keynote or Plenary speaker with all participants attending, feature your logo, and share details of your company
• Attend VIP dinner with top level speaker and dignitaries

Plenary Sponsor or Breakout Session Sponsor – limited to 3
• Work with Getting To Zero Forum educational session team to drive programming for one plenary or breakout session
• Attend VIP dinner with top level speakers and dignitaries

Welcoming Reception Sponsor
• Co-host reception on first day of Forum with all attendees
• Includes custom signage with logo

Student Networking Event Sponsor
• Co-host reception for scholarship and Next Gen students to network with professional attendees (Requires co-sponsorship of Next Gen Student Program)

Lanyard / Badge Sponsor
• Logo featured on lanyard for badges worn by all Forum registrants

Tour Sponsor
• Highlighted as primary sponsor of off-site tour of zero energy building or other related facility
• Includes custom signage with logo

Registration Sponsor
• Highlighted as primary sponsor of registration desk visited by all registrants
• Includes custom signage with logo

Wireless Sponsor
• Highlighted in event program and on signage as sponsor of on-site wireless internet
Marketing Benefits

Social Media Support
• NBI announcement on social media about company joining as sponsor
• Ready-to-use social media graphic to promote your sponsorship
• (if applicable) Ready-to-use social media graphic to promote company staff members presenting at event

Logo Featured in
• Forum advertising
• Email promotions and newsletters
• Printed Materials (program, on-site signage, session intro slide)
• Sponsor Slideshow (various tiers)
• GettingtoZeroForum.org Website
We have potential to transform the way we design and construct commercial buildings within the next two decades to achieve zero energy and zero carbon goals.

Won’t you join us in defining the future of the built environment?

Support Getting to Zero Today!

Contact
Meghan Humphreys, NBI
meghan@newbuildings.org

goingtozeroforum.org