



# Sponsorship

GETTING TO  
**zero**

**In-Person Event:**

May 10-12, 2023  
Minneapolis, MN

**Virtual Access:**

[gettingtozeroforum.org](http://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.

**nbi** new buildings  
institute



**Learn more about the benefits of sponsorship.**

# What We're About

A woman with dark curly hair, wearing a grey blazer and a lanyard, is speaking at a clear podium. She is looking slightly to the right of the camera. The background is a blurred indoor setting with a microphone in front of her.

With 500+ anticipated attendees, the 2023 Getting to Zero Forum is both a year-round learning opportunity and a solutions-focused event that provides exclusive opportunities for companies and organizations to share products and services, gain industry visibility, and establish and nurture long-term working relationships. Sponsorship levels offer a variety of benefits enabling information sharing before, during and after the Forum through webinars, thought leadership blogs, presentation opportunities, event signage, and exhibit displays close to plenary, keynote and breakout sessions.

GETTING TO ZERO  
FORUM 2021

## 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](https://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](https://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



### 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



### Spotlight Innovation

Showcase company visionaries and leading-edge practices



### Actionable Solutions

Discover tools, technical expertise, and practical applications to advance your company in this new and growing market

# Getting to Zero 365



## 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](https://www.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.





# Be Part of Our Program

Plan to join our Call for Speakers process and contribute your ideas

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.

## **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

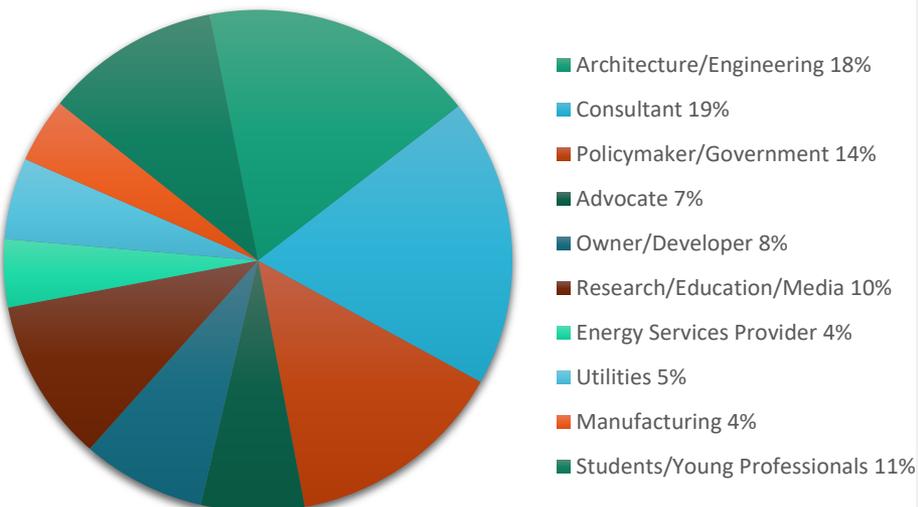
## ***Mark your calendars now:***

Call for Speakers Opens: August 2022  
Call for Speakers Closes: September 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.*

## Select Organizations from Past Forums

### A / E / C

Arup  
 Atelier Ten  
 Balfour Beatty Construction  
 BR+A Consulting Engineers  
 CMTA  
 DPR Construction  
 Ecotope  
 EHDD Architecture  
 Gensler  
 Glumac  
 Greenbank Associates  
 HDR, Inc.  
 HGA  
 HOK  
 Integral Group  
 Interface Engineering  
 Jacobs  
 McKinstry  
 Mithun  
 PAE  
 Paladino and Company  
 Perkins+Will  
 Point Energy Innovations  
 SERA Architects  
 Skanska  
 SOM  
 Stantec  
 Steven Winter Associates  
 The Green Engineer, Inc  
 Thornton Tomasetti  
 Wight & Company  
 WRNS Studio  
 WSP  
 ZGF Architects

### Consulting

2050 Institute  
 Black Vest Strategy  
 BREEAM USA  
 Brightworks Sustainability  
 DNV  
 Energy Solutions  
 IDeAs Consulting  
 Itron  
 NORESKO  
 Opinion Dynamics  
 P2S Inc.  
 Peter Turnbull & Associates LLC  
 Verdani Partners

### Government

California Energy Commission  
 City and County of Denver  
 City of Atlanta  
 City of Berkeley  
 City of Boston  
 City of Houston  
 City of Los Angeles  
 City of Portland (OR)  
 City of San Jose  
 City of Seattle DPD  
 DC DOEE  
 DC Housing Authority  
 Denver Public Schools  
 General Services Administration  
 LBNL  
 Massachusetts DER  
 NREL  
 NYC Mayor's Office of Sustainability  
 NYSERDA  
 PNNL  
 Royal Norwegian Consulate  
 General, New York  
 US Government (DOE, Dept. of State, Dept. of Interior, EPA, Army, GSA, NASA)  
 WA State Dept. of Commerce

### Real Estate / Finance

BlackRock  
 Brookfield Properties  
 Bruns Realty Group, LLC  
 Edlen & Co.  
 Fannie Mae  
 Hines  
 International Finance Corp.  
 Kobayashi Group  
 MACRO, A Savills Company  
 Maxwell-Kates Inc.  
 McDonald's Corporation  
 PACE Equity  
 Prudential Real Estate Investors  
 Sharp Development  
 Tishman Speyer

### Associations / NGOs

AIA  
 NASEO  
 U.S Climate Alliance  
 USGBC

### Manufacturers / Technology

American Honda Motor Co.  
 Autodesk  
 Bagatelos Architectural Glass  
 BASF  
 Bradford White Corporation  
 Bright Power  
 Brightcore Energy  
 CarbonCure Technologies  
 Cemex  
 Daikin North America LLC  
 enVerid Systems  
 Excel Dryer  
 FactoryOS  
 Finelite  
 Johnson Controls  
 Kingspan  
 Legrand  
 Mitsubishi Electric Cooling & Heating  
 NEXII / NexUS 1, LLC  
 NOSTROMO  
 Olivine, Inc.  
 Panasonic Eco Solutions  
 RenewAire  
 Rheem  
 SageGlass  
 Toyota Motor N.A.  
 Trane Technologies  
 WindowMaster

### Utilities / Energy Services

Ameresco  
 CLEAResult  
 Commonwealth Edison  
 Efficiency Maine Trust  
 Efficiency Vermont  
 Energy Trust of Oregon  
 Eversource | Mass Save  
 MEEA  
 National Grid  
 New York Power Authority  
 NEEP  
 NEEA  
 Pacific Gas & Electric Company  
 Portland General Electric  
 Slipstream  
 Southern California Edison  
 TRC  
 VEIC

# 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

SPONSOR LEVELS	Supporter \$4,000	Advocate \$7,500	Change Maker \$10,000	Innovator \$15,000	Pioneer \$25,000	Visionary \$35,000	Catalyst \$50,000	Trail Blazer \$75,000	Host \$100,000
Logo visibility and Social Media Tools / Support	✓	✓	✓	✓	✓	✓	✓	✓	✓
Printed Materials, Onsite Signage + Session Intro Slide	Base Tier	Base Tier	Mid Tier	Mid Tier	Mid Tier	Top Tier	Top Tier	Top Tier	Top Tier
Exhibit table*	✓	✓	✓	✓	✓	✓	✓	✓	✓
Comp registration	1	2	3	4	6	9	13	18	24
Program Advertisement	Logo in sponsor block	1/4 page ad	1/3 page ad	1/2 page ad	Full-page ad	Inside cover ad	Back cover ad	Two-page spread ad	Two-page center spread ad
Specialty benefits (all include special signage and logo in Forum Program)				Choose one: Registration, Wireless, or Pre-Conference Tour	Choose one: Lanyard, Welcoming Reception, or Student Networking Event Sponsor <sup>^</sup>	Breakout Session Sponsor	Plenary Sponsor	Plenary Intro or Block Sponsor	Keynote Intro and Block Sponsor
VIP Dinner Invitation(s)						1	1	2	3

\* 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.

<sup>^</sup> 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

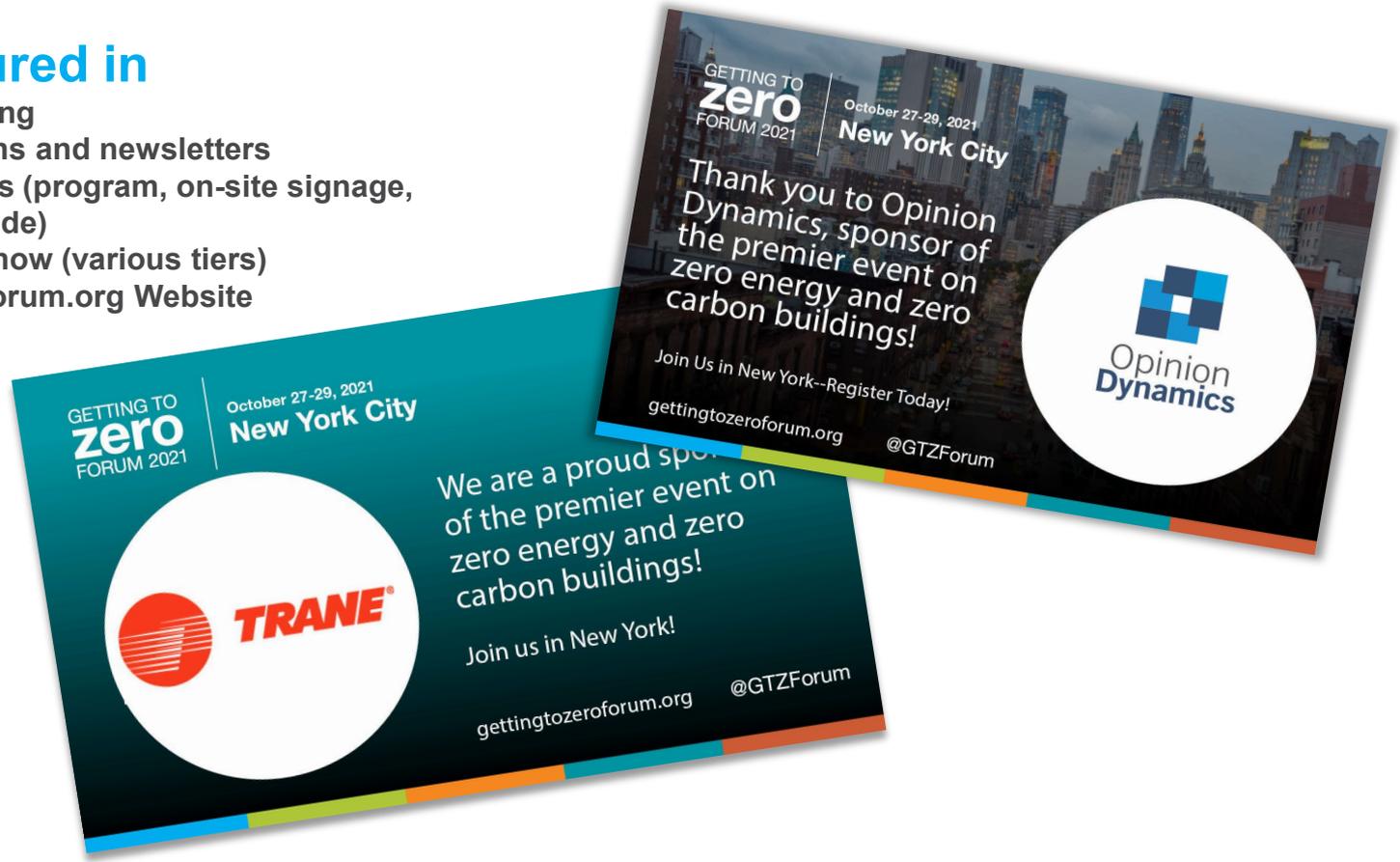
# Marketing Benefits

## 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](mailto:meghan@newbuildings.org)

[gettingtozeroforum.org](http://gettingtozeroforum.org)