Learn more about the benefits of sponsorship:

Getting to Zero
Put your company on the leading edge.
The Getting to Zero Forum is the premiere event dedicated to building decarbonization. Sponsorship offers your business an opportunity to lead in this fast-growing marketplace and showcase your ideas, products and services.

Learn more at gettingtozeroforum.org
This isn’t a moment, it’s a movement!

Our sponsors are partners in this event. Getting to Zero sponsorship packages help you maximize brand interaction and reflect these broad goals:

**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.

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

**Gain Recognition**
Build awareness of your green building efforts and achievements.

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

**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.
About the Forum

“Always one of the best events, with the best people, focused on scaling building decarbonization.”

—attendee of 2023 Getting to Zero Forum

With 600+ anticipated attendees, the 2024 Getting to Zero Forum is a solutions-focused event on May 21-23, 2024, that provides exclusive opportunities for companies and organizations to:

• share products and services,
• gain industry visibility, and
• establish and nurture long-term working relationships.

NBI’s Getting to Zero program is also a year-round learning opportunity to move the built environment market toward equitable decarbonization.

About the event co-hosts

The Forum is co-hosted by New Buildings Institute and RMI.

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.

RMI is an independent nonprofit that transforms global energy systems through market-driven solutions to align with a 1.5°C future and secure a clean, prosperous, zero-carbon future for all.
Who Attends?

State and local policymakers, designers, program managers, building owners, operators, commercial real estate professionals, manufacturers 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 2023 make up of attendees. Nearly half occupy senior-level positions in their companies and organizations. See a select list of past attendees [here](#).

Select Forum Sponsors:
Our team of industry experts curates meaningful and current material for our program by identifying key topics, tour options, preconference workshops, and inspiring and thought-provoking keynotes.

2023 Forum Topic Areas:
- Building-Grid Integration
- Codes and Policy
- Electrification
- Embodied Carbon
- Funding and Financing
- Tackling Existing Buildings
- Transforming the Market

Mark your calendars now:
- Call for Speakers Opened: August 22, 2023
- Call for Speakers Closed: November 2, 2023
- Program Released: January 2024
- Sponsor Window Closes: early April 2024
**Sponsor Levels & Direct Benefits**

- Next Gen support is $5,000 per student additional.

### SPONSOR LEVELS

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<tr>
<th></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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<tbody>
<tr>
<td></td>
<td>$4,000</td>
<td>$7,500</td>
<td>$10,000</td>
<td>$15,000</td>
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<td>$50,000</td>
<td>$75,000</td>
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#### Logo visibility, Blog Post, and Social Media Tools/Support
- Supporter
- Advocate
- Change Maker
- Innovator
- Pioneer
- Visionary
- Catalyst
- Trail Blazer
- Host

#### Printed Materials, Onsite Signage + Session Intro Slide
- Base Tier
- Mid Tier
- Top Tier

#### Exhibit table*
- Supporter
- Advocate
- Change Maker
- Innovator
- Pioneer
- Visionary
- Catalyst
- Trail Blazer
- Host

#### Comp registration
- Supporter: 1
- Advocate: 2
- Change Maker: 3
- Innovator: 4
- Pioneer: 6
- Visionary: 9
- Catalyst: 13
- Trail Blazer: 18
- Host: 24

#### Program Advertisement
- Supporter: Logo in sponsor block
- Advocate: 1/4 page ad
- Change Maker: 1/3 page ad
- Innovator: 1/2 page ad
- Pioneer: Full-page ad
- Visionary: Inside cover ad
- Catalyst: Back cover ad
- Trail Blazer: Two-page spread ad
- Host: Two-page center spread ad

#### Specialty benefits (all include special signage and logo in Forum Program)
- Supporter: Choose one:
  - Registration, Wireless, or Welcome Gift
- Advocate: Choose one:
  - Lanyard, Welcoming Reception, or Main Reception
- Change Maker: Breakout Session Sponsor
- Innovator: Plenary Sponsor
- Pioneer: Plenary Introduction
- Visionary: Plenary Speaker and Sponsor
- Pioneer: Plenary Speaker and Sponsor

#### VIP Dinner Invitation(s)
- Supporter: 1
- Advocate: 1
- Change Maker: 2
- Innovator: 3

#### Opt-in attendee list
- Supporter
- Advocate
- Change Maker
- Innovator
- Pioneer
- Visionary
- Catalyst
- Trail Blazer
- Host

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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.*
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<tr>
<th>Sponsor Specialty Benefits</th>
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<tbody>
<tr>
<td><strong>Plenary Speaker and Sponsor – exclusive at $100,000</strong></td>
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<tr>
<td>• Co-create Plenary presentation with Forum team involving your company’s leadership</td>
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<tr>
<td>• Be highlighted as presenting sponsor of Plenary, featuring your logo, and opportunity to share details of your company from Plenary stage</td>
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<tr>
<td>• Attend VIP dinner with top level speakers (3)</td>
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<tr>
<td><strong>Plenary Emcee – limited to two at $75,000</strong></td>
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<tr>
<td>• Your company’s leader acts as participating speaker or emcee for Plenary session</td>
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<tr>
<td>• Be highlighted as presenting sponsor of Plenary, featuring your logo, and opportunity to share details of your company from Plenary stage</td>
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<tr>
<td>• Attend VIP dinner with top level speakers (2)</td>
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<tr>
<td><strong>Plenary Sponsor– limited to two at $50,000</strong></td>
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<tr>
<td>• Be highlighted as a sponsor of Plenary, featuring your logo, and opportunity to share details of your company from Plenary stage</td>
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<tr>
<td>• Attend VIP dinner with top level speakers (1)</td>
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<tr>
<td><strong>Breakout Session Sponsor - $35,000</strong></td>
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<tr>
<td>• Co-create Breakout Session with Forum team</td>
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<tr>
<td>• Be highlighted as presenting sponsor of a Breakout Session, featuring your logo, and opportunity to share details of your company</td>
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<tr>
<td>• Attend VIP dinner with top level speakers (1)</td>
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<td><strong>Welcoming Reception Sponsor - $25,000</strong></td>
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<tr>
<td>• Co-host reception on first day of Forum with all attendees</td>
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<tr>
<td>• Includes custom signage with logo</td>
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<tr>
<td><strong>Main Reception Sponsor - $25,000</strong></td>
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<tr>
<td>• Co-host reception on second evening of Forum with all attendees</td>
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<tr>
<td>• Includes custom signage with logo</td>
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<tr>
<td><strong>Lanyard Sponsor - $25,000</strong></td>
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<tr>
<td>• Logo featured on lanyard for badges worn by all Forum registrants</td>
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<tr>
<td><strong>Registration Sponsor - $15,000</strong></td>
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<tr>
<td>• Highlighted as primary sponsor of registration desk visited by all registrants</td>
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<tr>
<td>• Includes custom signage with logo</td>
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<tr>
<td><strong>Wireless Sponsor - $15,000</strong></td>
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<tr>
<td>• Highlighted in event program and on signage as sponsor of on-site wireless internet</td>
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<tr>
<td><strong>Welcome Gift Sponsor - $15,000</strong></td>
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<tr>
<td>• Place your company's logo on the annual welcome gift for in-person conference attendees.</td>
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Next Gen is a professional development program of New Buildings Institute for college students, designed to foster the next generation of diverse buildings industry leaders, and in doing so, bolster inclusivity in the buildings industry at large. Over the course of the 7-month program, students work with each other as part of a Next Gen cohort and have the opportunity for advanced learning, résumé building, mentorship, networking and more.

Since 2021, 56 students have completed the Next Gen program. 79% of our Next Gen alumni identify as women or non-binary and 73% identify as people of color. We are thrilled to offer the program with two cohorts (40 students in total) for 2023-2024 with the same diversity goals.

“...The Next Gen Program was an incredible growth experience and enabled me to build connections within my intended career field. [Attending] the Getting to Zero Forum was especially valuable as I was introduced to leaders in the community and all their inspiring work. The educational sessions opened my mind to the different applications of zero energy and specifically the different mindsets that should be held as we progress into the sustainable future.”

—2022-23 Next Gen Participant

Next Gen Elements

1. Education
2. Mentorship
3. Networking
4. Professional Development
5. Cohort building
Engage with the Next Gen Program

Corporate and philanthropic partners are invited to engage with and support the Next Gen program with funding, volunteer time, and leadership:

Sponsor Students
- Sponsor one student for $5,000 in 2023/2024 to provide all program activities and financial support to attend the Getting to Zero Forum in Charlotte in May 2024, or;
- Work with NBI to provide support for multiple students’ experiences

Nominate Mentors
Link your company’s volunteering or diversity/equity/inclusion programs with the Next Gen program to help NBI recruit a diverse pool of professionals to serve as mentors. Seeking employees with experience in the built environment, real estate, sustainability and other related fields.

Meet Students at Getting to Zero Forum
Attend Next Gen Student Breakfast at Getting to Zero Forum to connect in-person with students seeking professional development opportunities.

Boost Your Getting to Zero Forum
Sponsor Benefits
Firms sponsoring both the Getting to Zero Forum and Next Gen in 2024 may negotiate Forum sponsorship benefits one level higher, as a bonus, below Innovator Level ($15,000).
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

gettingtozeroforum.org