

Celebrate Cleantech Research

An event awarding excellence in cleantech research and commercialization

Sponsorship and Advertising Opportunities

Publication Date, May 1, 2010

Program Date, May 26, 2011

Objective

The Colorado Cleantech Industry Association is pleased to announce the inaugural **Celebrate Cleantech Research** event. This celebratory event will honor the leading-edge researchers who are behind-the-scenes of Colorado's thriving cleantech industry. We are very pleased to welcome Dr. W.S. Sampath, co-founder of Abound Solar and CSU Professor, as the event's keynote speaker.

Program Agenda:

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| 2:00 – 3:00 | Networking and registration |
| 3:00 – 3:30 | Schlessman Auditorium
Keynote Speaker, Dr. W.S. Sampath, Founder, Abound Solar |
| 3:30 - 4:30 | Video and Panel
CU, CSU and CO School of Mines – Technology Commercialization
Successes and the Tech Transfer Process |
| 4:30 – 5:00 | Research Awards Ceremony
Master of Ceremonies, Bart Taylor, Cobiz Magazine
Recognizing the most entrepreneurial university researchers in the following disciplines: Solar, Wind, Smart grid, Bio-based fuels and chemicals, Transportation, Efficiency, Energy storage, Water |
| 5:00 – 7:00 | Networking and Reception |

The strength of Colorado's energy-focused research capabilities is widely cited as one of the state's greatest cleantech assets. – Colorado Cleantech Action Plan

In partnership with the May 26th Awards Celebration, CCIA is offering combination program sponsorship/advertising packages that include the special **Cleantech Research Insert** we will be developing for **ColoradoBiz Magazines's May issue**. Supporting the program through one of the many sponsorship opportunities we've created provides you a great marketing opportunity. A single sponsorship:

- showcases your organization in the May Cleantech Research Insert;
- highlights your company at the Celebrate Cleantech Research event;
- creates a marketing piece that is utilized by CCIA and our statewide partners to showcase Colorado's cleantech community for an entire year; and,
- provides your organization visibility as a supporter of Colorado's cutting-edge cleantech research community.

Sponsoring the inaugural **Celebrate Cleantech Research** event is a great way to exercise your marketing dollars this spring!

Interested in sponsoring the May 26th Research Awards event AND the November Industry Awards Luncheon? Special discounts for joint sponsorship are available.

1445 Market Street • Denver, CO 80202 • Tel: (303) 623-2690

www.coloradocleantech.com • info@coloradocleantech.com

Audience

Program - The Celebrate Cleantech Research event will welcome more than 200 attendees representing all sectors of cleantech – industry, education, finance, legal, public sector, accounting.....and many more.

ColoradoBiz Insert – Modeled after the extremely successful 2010 industry insert, the inaugural Cleantech Research Insert is scheduled for distribution with ColoradoBiz’s May issue. The May issue features Colorado Trendsetters. ColoradoBiz Magazine has more than 21,000 print subscribers and a total audience of more than 81,000. In addition to its print coverage, CoBizmag.com offers visitors web-exclusive business updates and analysis, of which the **Research Insert** articles will be a feature. The May issue is an ideal distribution vehicle to showcase our trendsetting researchers and support community!

Don't miss your chance to get involved in the inaugural year of what promises to be a market leading event.

Event Sponsorship and Insert Advertising - Details

Ad due date: April 4, 2011

Publication date: May 1, 2011

Program date: May 26, 2011

Content: The cleantech insert will include 12 pages of informative editorial material along with paid advertising. Editorial materials will highlight -

- 1) The importance of the research community to the development and ongoing growth of Colorado’s cleantech industry.
- 2) Research leaders within the University of Colorado-Boulder, Colorado State University and Colorado School of Mines. The featured leaders will be honored for their research contributions to cleantech commercialization and spin-out potential.
- 3) Full and half-page advertising sponsors may be invited to comment within articles written by Colorado Biz staff.

Sponsorship and Advertising Packages

Advertisements in the Cleantech Insert are offered at a **significantly** reduced rate compared to regular advertising rates.

All advertisements in the Cleantech Insert will be:

- Full-color;
- Housed on the CCIA website for one year within a PDF copy of the full Cleantech Insert;
- Hard copies of the research insert will be provided at all upcoming CCIA programs; and
- Hard copies of the insert will be distributed to all incoming international delegations.

Sponsorship Level	Cost	Cleantech Insert Advertisement Size	Combined Program and Research Insert Sponsorship Benefits
Presenting Sponsor Limited to One Sponsor	\$7,500	One page	<ul style="list-style-type: none">• Full-page color ad• Presenting sponsorship of the 2011 Cleantech Research Awards Celebration• Banner ad on CCIA program webpage• Six (6) program tickets• Company logo & recognition in all publicity as presenting sponsor (radio, social media, newsletters, etc.)• Opportunity to provide welcoming remarks at the beginning of the event• Welcome letter from the President/CEO on program website• Logo prominently displayed on online materials• Corporate signage on stage

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			<ul style="list-style-type: none"> • Logo displayed during program welcome slideshow • Recognition in the CCIA Newsletter
Limited to two sponsors (sponsors must be from different industries)	\$5,000	2/3 page	<ul style="list-style-type: none"> • 2/3 page color ad • Sidebar ad on CCIA program webpage • Four (4) program tickets • Company logo & recognition in all publicity • Verbal recognition during the event • Logo prominently displayed on online materials • Logo displayed during program welcome slideshow • Recognition in the CCIA Newsletter
Limited to 5 sponsors	\$3,500	1/2 page	<ul style="list-style-type: none"> • ½ page color ad • Two (2) program tickets • Verbal recognition during the program welcome remarks • Logo prominently placed on program webpage • Logo displayed during program welcome slideshow • Recognition in the CCIA Newsletter
Unlimited	\$2,500	1/3 page	<ul style="list-style-type: none"> • 1/3 page color ad • One (1) program ticket • Logo on CCIA program webpage • Logo displayed during program welcome slideshow • Recognition in the CCIA Newsletter
Unlimited	\$1,250	1/6 page	<ul style="list-style-type: none"> • 1/6 page color ad • Logo on CCIA program webpage • One (1) program ticket • Logo displayed during program slideshow • Recognition in the CCIA Newsletter
Break Sponsor	\$1,500		<ul style="list-style-type: none"> • Logo prominently displayed on signage in the break/networking area • Logo displayed on the CCIA program webpage • Recognition in the CCIA newsletter • Two (2) program tickets
Reception Host	\$6,000		<ul style="list-style-type: none"> • Verbal recognition during reception remarks • Six (6) program tickets • Logo prominently displayed on signage in the break/networking area • Logo displayed on the CCIA program webpage • Recognition in the CCIA newsletter
Tickets	\$50 – CCIA Members \$75 Non-members		<ul style="list-style-type: none"> • One (1) program ticket

For detailed ad specs, including acceptable file formats, color guidance and publication trim sizes, please contact Shelly Curtiss at shelly@coloradocleantech.com or call 303-623-2690.

Join us in 2011 as we set the stage for an annual celebration of the leading cleantech researchers in the Rocky Mountain Region. The 2012 program will include universities from across the region and 2011 supporters will have the opportunity to help us grow and expand the program beyond Colorado.

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Sponsorship and Advertising Opportunities

2011 Sponsorship Agreement

Company or organization name as you would like to be listed in print materials

Contact name

Address

City

State

Zip

Phone

Email

Sponsorship

- Exclusive Presenting Sponsor w/ full page color ad in the Research Insert, \$7,500
- Event sponsor w/ 2/3 page full color ad in the Research Insert, \$5,000
- Event sponsor w/ 1/2 page full color ad in the Research Insert, \$3,500
- Event sponsor w/ 1/3 page full color ad in the Research Insert, \$2,500
- Event sponsor w/ 1/6 page full color ad in the Research insert, \$1,250
- Individual ticket, CCIA Members - \$50, Non-members - \$75

Payment

- Please invoice me, I would like to pay by credit card
- My check is enclosed, made payable to Colorado Cleantech Industry Association

Timing

- 1) Because of very tight time constraints, please notify Shelly Curtiss via email, shelly@coloradocleantech.com of your intention to sponsor.
- 2) Following email notification, please fill out this form, scan it, and send it to Shelly as sponsorship confirmation.