

A WORD  
ABOUT WIND



# FINANCING WIND NORTH AMERICA

FINANCING WIND NORTH AMERICA  
& THE GALA DINNER

SPONSORSHIP  
OPPORTUNITIES

2020

2 - 3 SEPTEMBER 2020  
BOSTON

# A WORD ABOUT WIND

## A Word About Wind

AWORDABOUTWIND.COM

### A WORD ABOUT WIND

A Word About Wind is the world's biggest community for people working on the financial side of the global wind industry.

We help people in our 15,000-strong community to grow their businesses in two main ways.

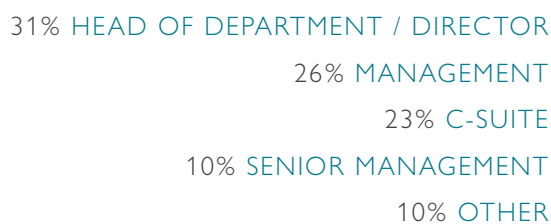
First, we run events that let them hear from the key players in the global wind industry and build their networks; and second, we publish 150 email briefings each year to help them make better business decisions, along with reports and bespoke research projects.

### OUR COMMUNITY

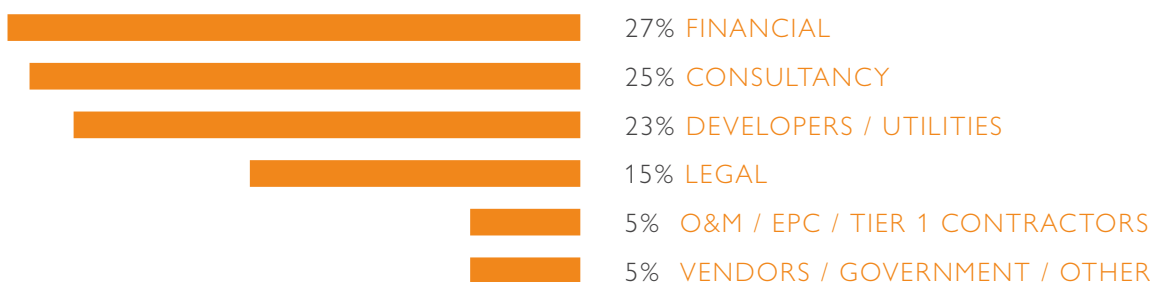
We are proud to count some of the biggest names and key players in wind energy amongst our members.

Our community has its strongest presence in Europe and the US, but is spread all around the world.

### MORE THAN HALF OF OUR CONFERENCE ATTENDEES ARE HEAD OF DEPARTMENT, DIRECTOR OR C-SUITE



### OUR ATTENDEES ARE SPLIT BETWEEN FINANCIAL AND TECHNICAL



A WORD  
ABOUT WIND

## FINANCING WIND NORTH AMERICA

# Financing Wind North America 2020

NORTHAMERICA.FINANCINGWIND.COM

### FINANCING WIND NORTH AMERICA

Here at A Word About Wind, we believe companies in the wind industry are helping to build a cleaner and fairer world.

That's why we want to help our sponsors to build their brands, make new connections, and win the deals that help them to grow. If we can do that, the world will benefit.

One of the main ways we do this is by bringing leading industry figures together at our Financing Wind North America conference.

### WHO IS FINANCING WIND NORTH AMERICA FOR?

Our Financing Wind North America conference is a key part of our international events programme. This event attracts key players in the industry, helping them to connect with each other and share insights into the market.

It's for those who typically don't 'do' big conferences, and won't be found traipsing around trade show floors. Rather, it's exclusively for our members – the key decision-makers in global wind.

### WHY SPONSOR FINANCING WIND?

Our membership base is comprised of senior people from across wind, including top players in the financial, legal and technical sides of the industry. They are hard to reach via traditional publications but, as a result of years of relationship-building, ours is a voice they know and trust.

By sponsoring the conference, you will be able to reach these senior influencers, connect with them, and drive new business growth.

### PREVIOUS FINANCING WIND SPEAKERS INCLUDE



Miguel Ángel Prado  
CEO  
EDP Renewables North America



Mark Goodwin  
President and CEO  
Apex Clean Energy



Shalini Ramanathan  
VP Origination  
Renewable Energy Systems



Ray Wood  
Co-head Natural Resources  
Bank of America Merrill Lynch



Beth Waters  
Managing Director, Project Finance - Americas  
MUFG



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Sponsorship opportunities 2020

# FINANCING WIND NORTH AMERICA



“ What struck me today is the audience. I discovered that you actually had a selection process and it was not just an open bar and open admission.

PHILIPPE KAVAFYAN  
CEO, MHI VESTAS

PREVIOUS EVENT SPONSORS INCLUDE



Morgan Lewis

## Opportunities at a glance

Choose from a range of sponsorship packages designed to raise your profile.

### HEADLINE

Become Financing Wind's strategic sponsor. Position your company as an industry leader and build your brand awareness effectively, to create authentic engagement opportunities.

### DAY

Feature as a premier sponsor before, during and after the event. Choose Day 1 or Day 2 to obtain branded recognition on your selected day.

### ENTERTAINMENT

Connect with your target audience at an exclusive pre-conference reception party on the night before Financing Wind, or dine with key players in wind.

- Speakers' Private Dinner
- Pre-Conference Reception Drinks

### LEADERSHIP

Build credibility by speaking to an international audience of key individuals in the wind industry, on a conference line-up that will include other top executives. Opportunities include:

- Panel discussion
- In-depth one-on-one interview

### NETWORKING

Networking is at the heart of our events. Connect with your audience as they connect with each other.

- Networking Room Sponsor
- Conference App Sponsor

### HOSPITALITY

Enhance participants' experience and promote your business where they meet to talk business and enjoy a break. Choose one of the following:

- Executive Breakfast
- Executive Lunch
- Coffee Break
- Networking Drinks

### PROFILING

Advertise, spread your message and promote your business directly to your target audience.

- Advertising & Profiling Sponsor

### SUPPORTING

Be seen by everyone with our branding opportunities. Choose between:

- Lanyards
- Pens & notebooks
- Wi-Fi
- Coat check

\*Tailor-made sponsorship packages are available and may be designed upon request to help maximize your company's visibility in front of this valuable audience. Get in touch to discuss.

## HEADLINE SPONSORSHIP

\$35,000

Exclusive headline sponsorship. Associate your company with A Word About Wind and connect with our community. This package ensures exclusivity and the highest profiling through the event.

### KEY BENEFITS

- Official opening sponsor presentation (10-15 minutes)
- Dedicated round table hosting with industry leaders
- 1 x panelist /moderator slot
- 2 x invitation to the exclusive speakers' dinner
- 5 x conference passes to Financing Wind North America 2020
- 25% saving on additional Standard Pass tickets
- 5 x key contact introductions prior to event
- Access to Speakers & Sponsors exclusive lounge

### PR & MARKETING BENEFITS

- Acknowledgment of the company as 'Financing Wind North America 2020 in association with...'
- Exclusive access to guest list
- Mention in any press releases
- Pre-conference e-shot to be sent to all registered attendees
- Post conference thank you message insertion from CEO/Director
- Prominent logo in pre- & post-event communications
- Prominent logo & URL link on sponsors page on conference website
- Prominent logo in onsite welcome banner
- Logo in all Twitter & LinkedIn graphic posts
- Logo on screen in ballroom
- 2-page colour ad in event program booklet
- 1 x insertion of literature or marketing material to include in the conference delegate pack (materials provided by the sponsor)
- 2 x roll-up banner stands for display in the networking area and dedicated exhibition space (banners to be provided by the sponsor)
- Premium exhibition space 4m x 1.5m
- Focused industry comment piece shared on AWAW blog, Wind Watch & newsletters (500 words)



## DAY SPONSORSHIP

\$20,000

Feature as a premier sponsor before, during and after the event.  
Choose Day 1 or Day 2 to obtain branded recognition on your selected day.

### KEY BENEFITS

- Day opening sponsor presentation (5 minutes)
- Hosting of dedicated break-out session
- 1 x panelist /moderator slot
- 1 x invitation to the exclusive speakers' dinner
- 4 x conference passes to  
Financing Wind North America 2020
- 25% saving on additional Standard Pass tickets
- 4 x key contact introductions prior to event
- Access to Speakers & Sponsors exclusive lounge

### PR & MARKETING BENEFITS

- Acknowledgment of the company as  
"Sponsor Day 1 or 2"
- Logo in pre- & post-event communications
- Logo & URL link on sponsors page on  
conference website
- Logo in onsite welcome banner
- Logo on screen in ballroom  
(to be displayed at selected Day 1 or Day 2)
- 1-page colour ad in event program booklet
- 1 x roll-up banner stands for display in the  
networking area at dedicated exhibition space  
(banner to be provided by the sponsor)
- Exhibition space 2m x 1.5m
- Focused industry comment piece shared on AWAW blog,  
Wind Watch & newsletters (500 words)



## ENTERTAINMENT SPONSORSHIPS

\$13,995

### SPEAKERS' PRIVATE DINNER

Host a private dinner for selected Financing Wind speakers on the evening before the conference. This will take place in a luxurious setting near the conference venue, and enable you to freely discuss the market in privacy and comfort. Other benefits include:

#### KEY BENEFITS

- Option for branding dining room (venue depending)
- Welcome from sponsor representative at dinner
- 3 x conference passes to Financing Wind North America 2020
- 20% saving on additional Standard Pass tickets
- 3 x invitations to the exclusive speakers' dinner
- Access to Speakers & Sponsors exclusive lounge
- 3 x key contact introductions prior to event

#### PR & MARKETING BENEFITS

- Logo in onsite welcome banner
- Logo in pre- & post-event communications
- Logo & URL link on sponsors page of website
- Logo on dinner invite sent to speakers
- 1-page colour ad in event program booklet
- Exhibition space (2m x 1.5m) and/or 1 x roll-up banner stand (banner to be provided by the sponsor)
- Focused industry comment piece shared on AWWAW blog (500 words)



## ENTERTAINMENT SPONSORSHIPS

\$13,995

### PRE-CONFERENCE RECEPTION DRINKS

Host a pre-conference networking drinks for Financing Wind attendees on the evening before the conference. Networking is at the heart of our events, and this is an ideal place to promote products, services and expertise to key decision-makers.

#### KEY BENEFITS

- Option for branding pre-conference reception space (venue depending)
- On-stage Q&A with conference chair on agreed topics for the benefit of all drinks attendees
- 3 x conference passes to Financing Wind North America 2020
- 20% saving on additional Standard Pass tickets
- 1 x invitation to the exclusive speakers' dinner
- Access to Speakers & Sponsors exclusive lounge
- 3 x key contact introductions prior to event

#### PR & MARKETING BENEFITS

- Logo in onsite welcome banner
- Logo in pre- & post-event communications
- Logo & URL link on sponsors page of website
- 1-page colour ad in event program booklet
- Exhibition space (2m x 1.5m) and/or 1 x roll-up banner stand (banner to be provided by the sponsor)
- Focused industry comment piece shared on AWAW blog (500 words)

## LEADERSHIP SPONSORSHIPS

\$9,995

Position your company as an expert in the market by collaborating in one of our sessions throughout the day, while benefiting from extensive branding at the event.

### KEY BENEFITS

- 1 x panelist /moderator slot
- 3 x conference passes to Financing Wind North America 2020 (including panelist/moderator pass)
- 15% saving on additional Standard Pass tickets
- 1 x invitation to the exclusive speakers' dinner (to be used by your panelist/moderator)
- Access to Speakers & Sponsors exclusive lounge
- 3 x key contact introductions prior to event

### PR & MARKETING BENEFITS

- Logo in onsite welcome banner
- Logo in pre- & post-event communications
- Logo & URL link on sponsors page of website
- 1-page colour ad in event program booklet
- Exhibition space (2m x 1.5m) and/or 1 x roll-up banner stand (banner to be provided by the sponsor)
- Focused industry comment piece shared on AWAW blog (500 words)



## NETWORKING SPONSORSHIPS

\$7,995

### NETWORKING ROOM SPONSOR

Networking is very important at our events, as such we provide our delegates with dedicated areas for their meetings and networking which can be pre-booked via our event app.

#### KEY BENEFITS

- 2 x conference passes to Financing Wind North America 2020
- 15% saving on additional Standard Pass tickets
- Access to Speakers & Sponsors exclusive lounge

#### PR & MARKETING BENEFITS

- Logo on all the tables at your sponsored networking room
- Logo in onsite welcome banner
- Logo in pre- & post-event communications
- Logo & URL link on sponsors page of website
- Possibility to display your products and further brand your sponsored networking room
- 1-page colour ad in event program booklet
- Exhibition space (2m x 1.5m) and/or 1 x roll-up banner stand (banner to be provided by the sponsor)

### CONFERENCE APP SPONSOR

Our event app allows delegates to contact other attendees in the build-up to the event to arrange meetings or simply choose sessions to attend and navigate around the conference.

#### KEY BENEFITS

- 2 x conference passes to Financing Wind North America 2020
- 15% saving on additional Standard Pass tickets
- Access to Speakers & Sponsors exclusive lounge

#### PR & MARKETING BENEFITS

- Logo displayed prominently on the conference app
- Logo in onsite welcome banner
- Logo in pre- & post-event communications
- Logo & URL link on sponsors page of website
- 1-page colour ad in event program booklet
- Exhibition space (2m x 1.5m) and/or 1 x roll-up banner stand (banner to be provided by the sponsor)

# HOSPITALITY SPONSORSHIPS

## \$5,995

Hospitality sponsors benefit from promotional opportunities where participants meet to talk business and enjoy a break.

### KEY BENEFITS

- 1 x conference pass to Financing Wind North America 2020
- 15% saving on additional Standard Pass tickets
- Access to Speakers & Sponsors exclusive lounge

### PR & MARKETING BENEFITS

- 1 x roll-up banner stand for display in the designated sponsored area (banner to be provided by the sponsor)
- A4 signage with corporate logo to be displayed in the designated area during sponsored break (Executive Breakfast, Coffee Break, Networking Lunch & Networking Drinks sponsors only)
- Possibility to provide branded tableware to be used by attendees during your sponsored break such as paper cups, paper napkins, tablecloths, etc (depending on venue. Ask for more info)
- Possibility to display your products during your sponsored break
- Logo in onsite welcome banner
- Logo in pre- & post-event communications
- Logo & URL link on sponsors page of website
- 1/2 page colour ad in event program booklet

### CHOOSE YOUR SPONSORSHIP PACKAGE & SELECT DATE (13TH OR 14TH)

#### EXECUTIVE BREAKFAST SPONSOR

- Kick off the day by providing a tasty breakfast for all attendees

#### NETWORKING LUNCH SPONSOR

- Exclusive sponsorship opportunity
- Maximise your networking opportunities and meet with prospects and key influencers

#### COFFEE BREAK SPONSOR

- Boost everyone's mood with a coffee, tea and other refreshments

#### NETWORKING DRINKS SPONSOR

- Build your profile at the networking drinks as everyone winds down after an eventful day





## PROFILING SPONSORSHIPS

\$4,995

Build your company's brand and profile in front of leading decision-makers in the global wind market.

### KEY BENEFITS

- 1 x conference pass to Financing Wind North America 2020
- 10% saving on additional Standard Pass tickets
- Access to Speakers & Sponsors exclusive lounge

### PR & MARKETING BENEFITS

- Logo in onsite welcome banner
- Logo in pre- & post-event communications
- Logo & URL link on sponsors page of website
- 1/2 page colour ad in event program booklet
- Exhibition space (2m x 1.5m) and/or 1 x roll-up banner stand for display in the networking area (banner to be provided by the sponsor)
- Focused industry comment piece shared on AWAW blog (500 words)



# SUPPORTING SPONSORSHIPS

## \$3,995–\$6,995

Supporting companies provide services to attendees during the event, which can ensure profiling that is both impactful and cost-effective.

### KEY BENEFITS

- 1 x conference pass to Financing Wind North America 2020
- 10% saving on additional Standard Pass tickets
- Access to Speakers & Sponsors exclusive lounge

### PR & MARKETING BENEFITS

- Logo in onsite welcome banner
- Logo in pre- & post-event communications
- Logo & URL link on sponsors page of website
- 1/2 page colour ad in event program booklet

### CHOOSE YOUR SPONSORSHIP PACKAGE:

#### LANYARDS SPONSOR \$5,995

Exclusive sponsorship opportunity. Lanyards will be distributed to all participants at registration.

- Logo branding on lanyards stand

#### WI-FI SPONSOR \$6,995

Be the event hero by hosting wireless internet access for attendees and receive recognition throughout the event. This exclusive sponsorship also includes:

- Signs with corporate logo to be displayed around the venue
- Branding on log-in page (including the option for memorable password)

#### PENS & NOTEBOOKS SPONSOR \$3,995

Distributed along with delegate pack to all participants. A long-lasting investment that participants will keep after the event (materials to be provided by the sponsor)

#### COAT CHECK SPONSOR \$2,995

Exclusive sponsorship opportunity. Make the first and last impression of the day and keep everyone's possessions safe and sound. This package includes:

- Signs with your corporate logo to be displayed at coat check desk
- Coat check vouchers given to attendees with corporate logo on 1 side
- 1 x roll up banner for display in the coat check area (banner to be provided by the sponsor)


#### CHARGING STATIONS SPONSOR \$4,995

- The charging stations will feature your company logo

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Sponsorship opportunities 2020

# GALA DINNER



“ Fabulous conference. Just the right size, perfect focus on content (very timely) and plenty of good networking opportunities.

MADLINE TAN  
PARTNER, EVERSHEDS SUTHERLANDS LLP



## Opportunities at a glance

Choose from a range of sponsorship packages designed to raise your profile.

### HEADLINE

Become strategic sponsor of the Gala Dinner.

Build your brand by aligning your company with excellence and success in the North American wind industry.

### GOLD

Become a gold sponsor of the Gala Dinner.

Align your company with excellence and success in the North American wind industry, and gain opportunities to network with the key industry individuals who are leading this success.

### SILVER

Become a silver sponsor of the Gala Dinner.

\*Tailor-made sponsorship packages are available and may be designed upon request to help maximize your company's visibility in front of this valuable audience. Get in touch to discuss.



# HEADLINE

\$ 19,995

## KEY BENEFITS

- 3 x tickets included to the Financing Wind North America 2020 conference
- 1 x VIP table in prime location (10 seats / table)
- Official opening sponsor presentation
- Acknowledgment from event chairman during welcome address

## PR & MARKETING BENEFITS

- 1 x award category sponsorship
- Opportunity to provide take away gift to guests
- Logo on screen in ballroom
- Logo in Twitter & LinkedIn graphic posts
- Prominent logo in onsite registration welcome banner
- Prominent logo in pre & post-event communications
- Prominent logo & URL link on sponsors page of website
- 2-page colour ad in event program book
- Mention in any press releases
- Focused industry comment piece shared on AWAW blog, Wind Watch & newsletters (500 words)

GOLD

\$ 9,995

**KEY BENEFITS**

- 2 x tickets included to the Financing Wind North America 2020 conference
- 1 x VIP table at Gala Dinner (10 seats / table)

**PR & MARKETING BENEFITS**

- Welcome drinks reception sponsorship
- Logo in onsite registration welcome banner
- Logo in pre & post-event communications
- Logo & URL link on sponsors page of website
- 1-page colour ad in event program book
- Focused industry comment piece shared on AWAW blog (500 words)

## SILVER

\$ 4,995

### KEY BENEFITS

- 1 x ticket included to the Financing Wind North America 2020 conference
- 1/2 x VIP table at Gala Dinner (5 seats / table)
- Logo in pre & post-event communications
- Logo & URL link on sponsors page of website
- 1/2-page colour ad in event program book

### PR & MARKETING BENEFITS

- 1 x award category sponsorship
- Logo in onsite registration welcome banner



## Get in touch

For sponsorship opportunities contact:

**[EVENTS@AWORDABOUTWIND.COM](mailto:EVENTS@AWORDABOUTWIND.COM)**

**US: +1 (917) 3103 307**

**UK: +44 (0)207 100 1616**

Sponsorship packages are limited. First come, first served.

Make sure you do not miss the opportunity to promote your business at Financing Wind North America 2020 and the Gala Dinner.

Book your sponsorship package now.



[AWORDABOUTWIND.COM](http://AWORDABOUTWIND.COM)