

# Financing Wind New York

## Sponsorship 2018

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Due to popular demand, in 2018 A Word About Wind will be launching the North American equivalent of our flagship annual conference, Financing Wind. Now in its sixth year, Financing Wind draws key players within the industry, helping them connect with one another and share new insights into the market.

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### Why Sponsor?

Our membership base is comprised of high-level individuals from across the industry: it includes key players in the finance, legal and technical sides of wind. Our members are hard to reach through traditional publications, but thanks to years of relationship-building, ours is a voice they know and trust. Through sponsoring the conference, you will be able to reach a highly targeted audience of senior influencers, connecting with them to drive new business growth.

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### Recent guest speakers



**David Jones**

Head of Renewables, Allianz  
Capital Partners



**Ray Wood**

MD and Head of Global Power  
and Renewables, Bank of  
America Merrill Lynch



**Carol Gould**

Head of Power and Renewables  
EMEA, MUFG Group



**Mark Dooley**

Head of Infrastructure, Utilities  
and Renewables, Macquarie  
Capital Europe

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**Previous event  
sponsors include:**



## Statistics:

2017 attendance

200+

Year-on-year average  
attendance growth

30%

Percentage of attendees who  
regularly attend trade events

50%

## Event specifics:

We handle all event management processes apart from those organised by the venue. This will include marketing through personal invites, email and social media; managing conference registration; booking panellists and moderators; organising name badges, guest list and admittance on the day; and providing documentation through photography and videography, to be shared after the event.

## Sponsorship details, including pricing

### GOLD

- One panellist moderator slot
- 500 word focused industry comment piece: for inclusion in our newsletter and conference brochure.
- Banners and branding: two banners in the breakfast/lunch networking area. Branding on the TV screens used on stage.
- Verbal acknowledgement and recognition from event chairman during the welcome address.
- Branding in all pre- and post-event publicity, including marketing material in delegate packs. Option to include a case study, credentials or corporate gift.
- 5 additional conference passes
- Advance access to the delegate list: access to names, job titles and company information.
- Contribution of a guest post on our blog
- Gold membership to A Word About Wind (valued at \$2,495)

\$9,995

### SILVER

- Verbal acknowledgement and recognition from conference chairman during the welcome address.
- Branding in all pre- and post-event publicity
- Banners and branding: two banners in the breakfast/lunch networking area. Branding on the TV screens used on stage.
- Marketing material in all delegate packs: option to include a case study, credentials or corporate gift.
- 2 additional conference passes
- Contribution of a guest post on our blog
- Advance access to the delegate list: access to names, job titles and company information.
- Silver membership to A Word About Wind (valued at \$995)

\$4,995

## Title of section

### NETWORKING DRINKS

**Your visibility includes:**

- One short opening speech during the welcome
- Display of 2 pop-up banners in the break area (supplied by the sponsor)
- Mention of the sponsored networking drinks in delegate packs
- Your branding displayed on screens during the drinks

**\$4,000**

### COFFEE BREAK AREA

**Your visibility includes:**

- Your logo on signs indicating the coffee break area
- Your branding displayed on screens during the coffee break
- Display of 2 pop-up banners in the break area (supplied by the sponsor)
- Mention of the sponsored coffee break in the delegate packs

**\$4,000**

### NOTEPADS & PENS

**Your visibility includes:**

- Distributed in key event areas: registration and conference centre
- Your branding + event logo printed on cover of notepads & pens
- Your branding + event logo on each sheet

**\$2,000**

### LANYARDS

**Your visibility includes:**

- Logo and website details on personalised lanyards, to be distributed to all delegates
- Exclusive sponsorship opportunity

**\$1,500**





## Title of section

### LUNCH

**Your visibility includes:**

- Mention of the sponsored lunch in delegate packs
- Your logo on menus
- 2 pop-up banners in the lunch area (supplied by the sponsor)
- Your branding on screens during the lunch break

\$5,000

### BREAKFAST

**Your visibility includes:**

- Mention of sponsored breakfast in delegate packs
- Your branding displayed on screens during breakfast
- Your logo on menus
- 2 pop-up banners in the lunch area (supplied by the sponsor)

\$5,000

If you're interested in sponsoring, we'd love to talk further.

Email [matt@awordaboutwind.com](mailto:matt@awordaboutwind.com)



# Reach our members

WE'RE TRUSTED BY BIG NAMES



Linklaters

MARATHON CAPITAL

SIEMENS

Vestas

## Are you reaching the people that matter?

Our membership base is comprised of high-level individuals from both the finance and technical sides of the industry. Our members are hard to reach through traditional publications, but thanks to years of relationship-building, ours is a voice they know and trust.

- ▶ **3000+ subscribers**
- ▶ **US & UK conferences**
- ▶ **6+ annual reports and 750+ articles**



I always read A Word About Wind and find it a very good addition to newsflow – particularly the more in-depth analysis, which I think is pretty unique.



*David Jones, Managing Director  
of Renewable Energy, Allianz  
Capital Partners*