

2022 SPONSORSHIP OPPORTUNITIES



The Cleanie Awards® launched in 2017 as a recognition program, welcoming 10 names into its winners' circle for the inaugural year. Now, four years later, The Cleanie Awards has grown 600 percent with its winners' circle nearing **100 people and brands driving the clean energy economy**. The Cleanie Awards continues to see a triple digit increase in the number of award submissions year over year. **The Cleanie Awards is the established leading comprehensive clean energy awards program.**

mission

The Cleanie Awards is on a mission to highlight the brands and thought leaders who are working together to meet COP agreements and combat the climate crisis. The individuals, organizations, and projects The Cleanie Awards highlights serve to elevate global communities, improve the quality of life, and bring about positive environmental and societal change.

Align your brand with The Cleanie Awards, the #1 awards program celebrating those who are paving the way to a decarbonized future.

award categories

Company of the Year
Best Journalist
Best Media Outlet
Best Corporate Sustainability Program
College Excellence
DEI&J Champion
Influencer of the Year
Investment Leader of the Year
Keep the Power On
Pioneer in New Technology
Project of the Year
Public Affairs Campaign
Rising Star
Trailblazer
Woman of the Year

2022-2023 timeline



why partner with us?

1

Showcase your commitment to the clean energy transition by partnering with the #1 clean energy awards program

2

Flash your brand in front of thousands of key decision-makers in clean energy

3

Network with potential customers and build your business

4

Skyrocket your web traffic and social following

5

Gain a competitive advantage through national exposure spanning all sectors in clean energy

6

Customize our various packages based on your marketing and branding objectives

7

Grow with us and be a part of the clean energy future; we have grown 600% from the awards launch in 2017, and we are not stopping

what industry leaders are saying



"As a company committed to investments in climate solutions, Hannon Armstrong is proud of our past The Cleanie Awards wins and for being recognized amongst leading brands dedicated to a sustainable future. I have been personally involved with the program since its beginning, and seeing it grow over the past few years has been amazing to watch. I look forward to its continued success!"

Gil Jenkins, Vice President, Corporate Communications and Public Affairs at Hannon Armstrong

audience by the numbers

The Cleanie Awards' network extends far beyond its winners' circle. Since 2018, The Cleanie Awards has tremendously expanded its web, email, and social media following, hitting triple-digit growth year over year. Today, The Cleanie Awards touches all the key decision-makers and leaders who are working together to achieve rapid decarbonization.*

42%

have buying power at their organization

28%

are developers

26%

are consultants

26%

have 1,000 or more employees at their organization

21%

have more than \$100 million in annual organizational revenue

19%

are associations or nonprofits

19%

are utilities

9%

are investors

what our advisors are saying



"The Cleanie Awards continuously raises the bar on recognizing leaders making significant and notable contributions toward a more sustainable future across the United States. If you are creating impact in the clean energy space, you need to be a part of this incredible program."

Tom Weirich, Marketing and Strategy, EDPR NA
Distributed Generation, Author

*Numbers from 2021 post-program survey

audience growth

email



8,000+ email subscribers

40% average email open rate in 2021
(Industry average is 25.39% – *Constant Contact*)

16% average email click rate in 2021
(Industry average is 1.25% – *Constant Contact*)

social media



LinkedIn

Net audience growth: 274% from 2020 to 2021

Post clicks: 567%+ from 2020 to 2021

Engagement rate: 300% above industry average



Twitter

Net audience growth: 1,166.7% from 2020 to 2021

Post clicks: 136%+ from 2020 to 2021

Engagement rate: 233% above industry average

web + beyond



The Cleanie Awards continuously sees a triple digit increase in the number of submissions year over year.

Website metrics

Pageviews: 35K

88.3%: new visitors

Users: 12K

winners' circle

The Cleanie Awards has welcomed hundreds of people and brands from Fortune 500 companies, small start-ups, and everything in between into its winners' circle.

Abigail Ross Hopper
**Solar Energy Industries
Association (SEIA)**

Amazon

Ameresco

Annika Colston
AC Power, LLC

Atlas Renewable Energy

Black & Veatch

Blattner Company

Brian Eckhouse
Bloomberg

**Calvert Street Group &
sPower**

Canary Media

**Carbon Capture Coalition
with RENEWPR**

Catherine McLean
Dylan Green

**Clean Energy Leadership
Institute (CELI)**

CleanCapital

Clearway Energy Group

CohnReznick Capital

Con Edison Clean Energy

Connexus Energy

Consumers Energy

Danielle Merfeld
GE Renewables

DNV

Edison Energy

Emily Arnold
8minute Solar Energy

Enel Green Power

ENGIE North America

FlexGen

Fresh Energy

FullCycle

GE Power

Generac Power Systems

**Greensmith Energy
(now Wärtsilä)**

Greentek Energy Systems

Guy Van Syckle
Hannon Armstrong

Hannon Armstrong

Heila Technologies

Invenergy

James Hamilton
RES Americas

James Madison University

Janice Lin
Strategen

Jeff St. John
Canary Media

Katherine Hamilton
38 North Solutions

Kelly Speakes-Backman
**Energy Storage Association
(ESA) - (now American Clean
Power Association [ACP])**

Kevin Magayah
CS Energy

Lauren Glickman
RENEWCOMM

Lee Taylor
REsurety Inc.

Leyline Renewable Capital

Li-ion Tamer

**Low Impact Hydropower
Institute**

Matt Hankey
New Energy Equity

**McCarthy Building
Companies, Inc.**

winners' circle continued

Meghan Schultz
Invenergy

Miles Braxton
**Goldman Sachs Renewable
Power Group/Black Oak
Collective**

Mona Dajani
Pillsbury Law

NextEra Energy Resources

Nextracker

Penn State University

Pine Gate Renewables

Plug Power

Point Load Power

Renewables Forward

RES & Southern Power

Resolute Forest Products

Schneider Electric

**Smart Electric Power Alliance
(SEPA)**

**Solar Energy Industries
Association (SEIA)**

SolarEdge

Stephen Lacey
Post Script Audio

Stuart, Eamonn, David -
McCafferty, McCormick,
Forfia, Contributors at
Energy Central

Susan Nickey
Hannon Armstrong

**Swinerton Renewable
Energy (now SOLV Energy)**

Viking Cold Solutions

World Energy



past sponsors



ENERGY NEWS NETWORK



what past sponsors are saying



"Beyond our work, we are continuously looking for new ways to support the clean energy industry and individuals who are passionate about sustainability. We're proud to have sponsored the 2021 awards program and we are excited to see the great work that The Cleanie Awards will continue to recognize in the coming years."

Leila Dillon, Senior Vice President, Marketing and Communications, Ameresco





award program opportunities

cleanie champions

Now entering their fifth season, The Cleanie Awards are on a mission to highlight the leaders who are working together to advance the clean energy transition. **But we cannot do it alone.** We need partners to join us at the frontline to shine a spotlight on the industry leaders who are going above and beyond in their commitments. Illuminating these leaders in clean energy spreads awareness and accelerates the adoption of necessary shifts that will protect our planet for future generations.

Cleanie Champions are clean energy MVPs who understand that recognizing and amplifying clean energy leaders is vital to confronting the climate crisis. They're visionaries who actively advocate for renewables and encourage other clean energy leaders to drive widespread adoption, and they deserve visibility for their efforts. Cleanie Champions will benefit from big returns on investment with tremendous branding and awareness opportunities.

Price: \$15,000 · 25% discount if you sign before June 21, 2022

sponsorship benefits include

Logo and backlink in all emails during duration of sponsorship

Logo and backlink on The Cleanie Awards website

Dedicated social media posts on LinkedIn and Twitter announcing sponsorship

Inclusion in 2022 post-ceremony press release

Sponsor seal to display on your website and other marketing materials

20% discount on submissions to the 2022 program (all categories)

20% discount on other sponsorship opportunities, except for **Title** and **Award Ceremony**

title sponsor

Signing on as the 2022 The Cleanie Awards Title Sponsor lets the world know you are making a HUGE contribution not only to this year's program but to the clean energy revolution at large. This is a tremendous opportunity to strategically invest in the #1 awards program celebrating people and brands working toward a cleaner and more secure energy future.

The Cleanie Awards Title Sponsor is front and center on all awards program branding and marketing. Your brand gets prime real estate on The Cleanie Awards marketing materials, which reach our fast-growing social media following and our thousands of email subscribers. Lock arms with The Cleanie Awards with our biggest opportunity of 2022! Benefits include a dedicated press release announcing your sponsorship and customized opportunities tailored to your business and marketing objectives.

Price: \$25,000 · 1 available

sponsorship benefits include

Exclusive naming rights and associated benefits to the 2022 awards program: "The Cleanie Awards powered by..."

Speaking opportunity at the 2022 awards ceremony

Access to **new** opted-in email leads during duration of sponsorship

Dedicated press release announcing sponsorship

More customized opportunities tailored to your business and marketing objectives

All "Cleanie Champions" benefits (see [page 10](#))

Don't see what you want? Additional benefits available, upon further discussion with our team.

virtual happy hour

Now in its fifth year, The Cleanie Awards are bigger and better than ever, and we are ready to host the industry's hottest celebration of 2022. The Virtual Happy Hour Sponsor will play a critical role in helping The Cleanie Awards make strategic decisions about the 2022 award ceremony, and your name will take the spotlight on all marketing, including pre- and post-event social media posts, event branding, and marketing emails.

Price: \$20,000 · 1 available

sponsorship benefits include

Your name front and center on all award ceremony marketing materials, including the pre- and post-event social media posts, event branding, and emails to The Cleanie Awards database (8,000+)

Access to **new** opted-in email leads during duration of sponsorship

Host clean energy's hottest celebration of 2022

Play a critical role in making key decisions on the 2022 award ceremony

Be featured in a dedicated press release announcing sponsorship

All "Cleanie Champions" benefits (see [page 10](#))

Don't see what you want?
Additional benefits available,
upon further discussion with
our team.

winners' happy hour

Over the past four years, The Cleanie Awards have grown our winners' circle to 100+ of the biggest and well-respected names in clean energy. **It's time we take celebrating them to the next level.** In 2022, The Cleanie Awards is hosting a winners' happy hour with all The Cleanie Awards winners from 2018 to 2022. Cheers to that!

The Winners' Happy Hour Sponsor will have exclusive access to all The Cleanie Awards winners – past and present – who choose to participate and opt-in. Your name and brand will be center stage on event marketing and branding materials, and your team will play a critical role in helping The Cleanie Awards make important decisions about the happy hour. Your sponsorship will be responsible for bringing the brightest bulbs in clean energy together not only celebrate but to build necessary connections to amplify the clean energy movement.

Price: \$15,000

sponsorship benefits include

Prominent location of your company name and logo in the email invite to the 2018 to 2022 winners

Access to **new** opted-in email leads during duration of sponsorship

Play a critical role in making key decisions on the 2022 winners' happy hour

Speaking opportunity at the 2022 winners' happy hour

Don't see what you want? Additional benefits available, upon further discussion with our team.



SOLD

winners' dinner

For the first time ever, we are hosting an exclusive winners-only dinner to bring clean energy rockstars under one roof to celebrate their 2022 The Cleanie Awards wins! The Winners' Dinner Sponsor will get a front-row seat to the dinner and exclusive access to the 2022 winners in more than 15 award categories. We will highlight your name on all marketing, including pre- and post-event social media posts, event branding, and marketing emails, solidifying your support of the #1 clean energy awards program and all the people and brands we recognize.

Price: \$17,500

sponsorship benefits include

Prominent location of your company name and logo in the email invite to the 2022 winners

Access to new opted-in email leads during duration of sponsorship

Play a critical role in making key decisions on the 2022 winners' dinner

Speaking opportunity at the 2022 winners' dinner

Don't see what you want?
Additional benefits available,
upon further discussion with
our team.

regional happy hours

In 2023, The Cleanie Awards are coming to a city near you! Join us in Boston in February and Austin in April for happy hours with all 2022 nominees. As a regional happy hour partner, your name will be front and center on all branding leading up to the event. You'll also get premier access to all 2022 nominees and the opportunity to speak at the regional event you sponsor.

Price: \$15,000 · 2 available

sponsorship benefits include

Prominent location of your company name and logo in the email invite to the 2022 nominees

Access to new opted-in email leads during duration of sponsorship

Play a critical role in making key decisions on the regional happy hour you sponsor

Speaking opportunity at the regional happy hour you sponsor

Exclusive content opportunities including social, blog, email, and more

Don't see what you want?
Additional benefits available, upon further discussion with our team.

sponsored category

Are you passionate about implementing diversity and inclusion programs at your workplace? Or maybe your focus is on mentoring the industry’s next rising stars? Sponsor one of the 2022 award categories and allow applicants to forgo submission fees to your sponsored category. *There is a nominal fee to apply to The Cleanie Awards. You can view all submission fees on our website.*

The 2022 award categories include:

Company of the Year	Keep the Power On
Best Journalist	Pioneer in New Technology
Best Media Outlet	Project of the Year
Best Corporate Sustainability Program	Public Affairs Campaign
College Excellence	Rising Star
DEI&J Champion	Trailblazer
Influencer of the Year	Woman of the Year
Investment Leader of the Year	

Price: \$7,500 · per category

sponsorship benefits include

Your name listed with your sponsored category in all marketing materials including web, social, and email

Logo and backlink on The Cleanie Awards website

Sponsor seal to display on your website and other marketing materials



content opportunities

branded meetup

The global pandemic has taught us we don't need to be in person to make valuable connections. In 2022, The Cleanie Awards are launching our signature "energize the industry" virtual meetups to bring clean energy leaders (like you!) together for unforgettable networking.

Leave the event planning to us. **Branded Meetup Sponsors get to focus on what matters most to them and their teams: making meaningful and impactful relationships.**

Work with our team to pick a date and let us do the heavy lifting so you get access to potentially hundreds of new business leads.

Price: \$7,500

sponsorship benefits include

List of opted-in leads of all RSVPs to all sponsored meetups in 2022

Opportunity to say 2-3-minute opening remarks at the meetup

Company name and logo in meetup email invite to The Cleanie Awards database (8,000+)

Dedicated social media posts on LinkedIn and Twitter announcing date and time of meetup, with your company name and logo

Logo and backlink on The Cleanie Awards website

Sponsor seal to display on your website and other marketing materials

10% discount on social boost opportunity (see [page 19](#))

newsletter

As The Cleanie Awards continue to grow, so too do plans to push out ongoing content to our expanding audience. This includes monthly newsletters with links to upcoming industry events, top news stories, and original thought leadership content. But we need your help to make it happen! Be the brand that helps deliver this valuable content to those shaping our clean energy future.

Newsletter Sponsors headline a monthly newsletter of their choice from The Cleanie Awards and put their name in front of 8,000+ key decision-makers including developers, utilities, investors, and more. This is an incredible opportunity to promote your brand and content to clean energy's hottest audience.

Price: \$5,000

sponsorship benefits include

Your name in the email subject line

Your name and logo in a prominent spot in the newsletter

Your original content in the newsletter, upon approval by The Cleanie Awards

Logo and backlink on The Cleanie Awards website

Sponsor seal to display on your website and other marketing materials

10% discount on social boost opportunity (see [page 19](#))

sponsored articles

The Cleanie Awards want to hear what clean energy rockstars (like you!) have to say about the clean energy transition and how, together, we can keep making strides toward a decarbonized future. You are probably already sharing your thoughts on owned channels like social media and websites, but we know you have a lot of value to add to the movement, and we want to help amplify your voice. Use The Cleanie Awards web platform to do just that.

Sponsored Articles Sponsors get to post their original content on our blog AND let us help promote it. It's a win-win. We accept blog posts, white papers, video, and more.

Price: \$2,500

sponsorship benefits include

Host your approved content on The Cleanie Awards blog – indefinitely!

Social media posts on LinkedIn and Twitter with a link to the article when it is first published

Logo and backlink on The Cleanie Awards website

Sponsor seal to display on your website and other marketing materials

10% discount on social boost opportunity (see [page 19](#))

social boost

According to Hootsuite, social media usage grew 10 percent in the last year and one in four adults now uses social media for work. In fact, in terms of net audience growth The Cleanie Awards saw a triple-digit increase on LinkedIn and a quadruple-digit increase on Twitter from 2020 to 2021. If your company has something important to share and you're not posting it on all your social media channels, you're missing out.

Social Boost Sponsors want to leverage The Cleanie Awards' growing social following to help them get the word out – whether with a link to a published whitepaper, an upcoming event, or a newly named executive. Take your promo one step further and give your brand the boost you deserve on The Cleanie Awards' LinkedIn and Twitter.

Prices:

\$2,500 · 1 post per channel
\$4,000 · 2 posts per channel
\$5,000 · 4 posts per channel

sponsorship benefits include

The Cleanie Awards will share your approved social copy on LinkedIn and Twitter at your ideal post time; all content provided by sponsor

Logo and backlink on The Cleanie Awards website

Sponsor seal to display on your website and other marketing materials

thank you



Contact

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