



Clean Energy  
Investor Group

# Sponsorship Prospectus

## 2024 Clean Energy Investor Conference

**Catalysing clean  
energy investment**

Centrepiece at Melbourne Park  
Tuesday 4 June 2024

# About the Clean Energy Investor Conference

The Clean Energy Investor Group (CEIG) is proud to host the Clean Energy Investor Conference at Centrepiece at Melbourne Park.

On the back of our inaugural conference in 2023, this premier conference event will again bring together industry voices to learn, share, discuss and debate what is required to unlock capital to meet Australia's energy transition needs.

The event offers a stimulating and supportive environment that encourages the development of networks, knowledge and skills through participation in a range of activities from inspiring keynote speakers on panel discussions on *challenging the barriers to clean energy investment*.

Connecting more than 200 clean energy investors and supporters from a range of backgrounds we welcome the opportunity to work with you to profile your company to our ever increasing database of members and key supporters who share our aim to accelerate clean energy investments in Australia.



# Value of Sponsorship

Sponsorship of the Clean Energy Investor Conference is a powerful way to promote your business.

It provides an opportunity to leverage the reach and engagement to a niche audience of more than 150 high calibre industry representatives from a range of backgrounds who come together to celebrate and enhance their connection as advocates of clean energy investment.

As an emerging key event for the clean energy investor industry, the Clean Energy Investor Conference plays a major role in influencing debate and decisions, providing thought leadership, and challenging the status quo, facilitating real collaboration between industry members, and advocating for the issues that matter to industry, governments and the community.

## Networking

Meet current and prospective investors at the one event, build and grow relationships in the industry.

## Exposure

To a highly niche market of experts and personnel before, during and after the Conference.

## Opportunity

To raise your company profile amongst a valuable target audience.

## Recognition

Acknowledgement and clear demonstration of your company's involvements, commitment, and support of clean energy investment to support Australia's climate targets.

## Support

To emerging leaders in the clean energy industry, including (sponsorships enabling free tickets to certain groups).

## 2023 Delegate Profile

### Attendance 2023

- 130 conference delegates
- 210 gala dinner delegates
- 81 organisations

### Delegates

- Senior-level executives (see appendix for organisations & titles)
- Clean energy investors (institutional & owner/developers)
- Gentrailers
- Super funds
- Major banks & financial institutions
- Regulatory bodies & government departments
- Industry bodies



### Delegate Survey Results

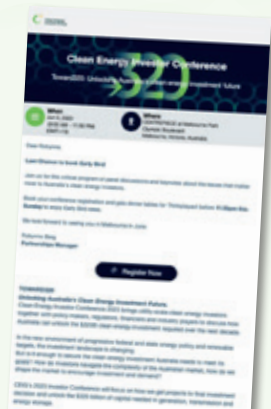
- **100%** respondents rated the event good–excellent (40% very good/ 35% excellent)
- **100%** respondents rated content/discussion relevant (50% very relevant/ 35% super relevant)
- **100%** respondents plan to attend next year (45% wouldn't miss it/40% probably/15% possibly)

# 2024 Marketing Plan

## MARKETING PLAN

The marketing plan includes:

- **Event website**
- **Direct marketing**
  - eDM campaigns to member & stakeholder network
  - eDM campaign to past attendees and renewables industry & stakeholders including: investors, banks & financial institutions, super funds, industry bodies, regulators, government depts.
  - Event announcements
- **Advertising & eDM campaign**
  - Renew Economy
- **Social media**
  - Paid & organic
- **Partner communications & DM**



Our sponsorship program provides our members and participating companies the opportunity to work towards the fulfillment of their own objectives through the amplification of their involvement in this industry event.

Summary of sponsorship packages available:

The **Platinum Package** is designed for companies who wish to demonstrate their presence as a highly esteemed, respected voice and member of the industry.

The **Gold Packages** are for companies wishing to elevate their leadership status with strong brand awareness and exposure to the event community.

The **Silver Packages** are key for companies wishing to build, establish and support positive relationships in and amongst the industry and be seen as a connector in the space. Options include providing support for emerging women leaders in energy, First Nations people in energy or as an incentive for junior to mid-career level employees to engage with industry leaders.

The **Bronze Packages** provide exceptional service to those attending the conference with highly visible and appreciated touch points.

We also have the ability to **tailor a sponsorship package** to your specific marketing objectives.

If you wish to modify or create a Sponsorship Package to meet your specific company needs, please contact Rachel Portelli at [rachel.portelli@ceig.org.au](mailto:rachel.portelli@ceig.org.au)



# Platinum Package

1 available – investment \$60,000

As principal partner your company will have the exclusive opportunity to profile your organisation through exclusive benefits commensurate with your sponsorship investment.

#### Benefits include:

- Ten (10) complimentary conference registrations with premium reserved seats.
  - Platinum preferred pricing for conference and Gala Dinner registrations with early bird pricing for all Platinum Partner staff and guests for the duration of the registration period.
  - Complimentary premium table of ten (10) (located next to the dignitaries table) at the Gala Dinner.
  - One (1) complimentary invitation for a senior executive at the dignitaries dinner at the Gala Dinner.
  - The opportunity for a company representative to deliver a five-minute welcome address to delegates.
  - MC recognition during welcome and closing addresses.
  - Panel speaking opportunity (dependent on program).
- Brand recognition (co-branded with CEIG brand) on all event marketing communications including:
    - Logo on all conference materials including the event/registration page on the CEIG website.
    - Profile on event app.
    - Social media event banners and tiles.
    - Delegate badges.
    - Event signage (venue reception/hall entry/stage and lectern).
    - eDM banners and 'word from our sponsors' opportunity (up to 100 words).
  - Platinum partner recognition:
    - Of your company's sponsorship across CEIG social media platforms.



# Gold Package - Gala Dinner

1 available – investment \$30,000

To be held on the evening of 4 June at Centrepont at Melbourne Park, an estimated 200 guests will enjoy an outstanding three course dinner. With a keynote address for approx. 30 minutes, feedback from the inaugural Conference gala dinner ranked the dinner as one of the highlights of the day to provide networking opportunities for clean energy investors and their guests.

## Benefits include:

- The opportunity for a company representative to deliver a five-minute welcome address to dinner guests.
  - Complimentary premium table of ten (10) (located next to the dignitaries table) at the Gala Dinner.
  - MC recognition of your company as the host of the Gala Dinner.
  - Your brand included on the menu cards and dinner tickets.
  - Napkins with your company branding on catering stations and distributed via wait staff.
  - The option to provide a gift for each guest as a memento of the evening (cost of gift at sponsor's expense).
- Brand recognition (co-branded with CEIG brand) on all event marketing communications including:
    - Logo on all conference materials including the event/registration page on the CEIG website.
    - Profile on event app.
    - Social media event banners and tiles.
    - Delegate badges.
    - Event signage (venue reception/hall entry/stage and lectern.
    - Inclusion in 'word from our sponsors' eDM (up to 75 words).
  - Gold partner recognition:
    - Of your company's sponsorship across CEIG social media platforms.

# Silver Packages - Plenary Sessions

4 available – investment \$25,000 per session

Plenary sessions include both international and national speakers invited by CEIG to speak on key themes and issues affecting the industry. One sponsor will be accepted per session.

Attracting the largest audiences of all conference presentations, these highly respected sessions associate your company and brand with the key thought leadership speeches, presentations and themes that will form part of the conference program.

Benefits per plenary session include:

- The opportunity to provide a company representative to chair the plenary session (based on program requirements).
- The opportunity to display a company video (of no more than 30 seconds) prior to the sponsored session.
- Five (5) complimentary registrations for company staff and/or guests to attend the plenary session.
- The opportunity for additional free-standing signage within the plenary session room (to be provided by the sponsor, subject to CEIG and venue approval).

- Brand recognition (co-branded with CEIG brand) on all event marketing communications including:
  - Logo on all conference materials including the event/registration page on the CEIG website.
  - Profile on event app.
  - Social media event banners and tiles.
  - Delegate badges.
  - Event signage (venue reception/hall entry/stage and lectern).
  - Inclusion in 'word from our sponsors' eDM (up to 50 words).
- Silver partner recognition:
  - Of your company's sponsorship across CEIG social media platforms.



# Silver Packages - Happy Hour

1 available – investment \$15,000

Happy hour provides an excellent networking opportunity for all delegates and invited guests prior to the gala dinner.

Held at Centrepoint at Melbourne Park overlooking Melbourne's sporting precinct, happy hour will be held for an hour prior to the Gala Dinner on 4 June.

Benefits include:

- The opportunity for a company representative to deliver a five-minute welcome address to guests.
  - Two (2) complimentary registrations for sponsor staff and/or guests to attend happy hour.
  - Napkins with your company branding on catering stations and distributed via wait staff.
  - Opportunity to provide background musical entertainment (at sponsor's own cost and subject to venue requirements).
- Brand recognition (co-branded with CEIG brand) on all event marketing communications including:
    - Logo on all conference materials including the event/registration page on the CEIG website.
    - Profile on event app.
    - Social media event banners and tiles.
    - Delegate badges.
    - Event signage (venue reception/hall entry/stage and lectern).
    - Inclusion in 'word from our sponsors' eDM (up to 50 words).
  - Silver partner recognition:
    - Of your company's sponsorship across CEIG social media platforms.



# Bronze Package – Coffee Cart

1 available – investment \$7,500

Melbourne is the city of coffee and what better way to win the heart of delegates than keeping them well caffeinated throughout the event. The coffee cart will offer delegates barista made coffee throughout the duration of the Conference and includes espresso coffee supply, the barista and consumables.

#### Benefits include:

- Branded apron for the barista.
  - Branded A1 sign directional sign to coffee cart.
  - Option to provide branded recyclable or keep cups (at sponsors cost).
  - Two (2) complimentary tickets for sponsor staff and/or guests to attend conference and Gala Dinner.
- Brand recognition (co-branded with CEIG brand) on all event marketing communications including:
    - Logo on all conference materials including the event/registration page on the CEIG website.
    - Profile on event app.
    - Social media event banners and tiles.
    - Delegate badges.
    - Event signage (venue reception/hall entry/stage and lectern).
    - eDM banners and 'word from our sponsors' opportunity (up to 30 words).
  - Bronze partner recognition:
    - Of your company's sponsorship across CEIG social media platforms.

# Terms and Conditions

## Sponsor registrations

All company/ organisation representatives attending and participating in the conference must register and pay the nominated 'sponsor' registration fee. Some packages include sponsor registrations in which case this fee is not payable. However, a completed registration form is still required. Additional registrations may be purchased. These registrations give you full access to all the conference activities including the conference dinner.

## Sponsor speaker positions

Speaker fees and travel costs associated with any sponsored positions will not be covered by CEIG. The speaker conference registration is deemed as one of the inclusive registrations provided in the sponsorship package.

## Delegate lists

A delegate contact list will not be provided as part of any sponsorship package.

It is the responsibility of the exhibitor to attract delegates to their representative/s for the purpose of acquiring contact details.

## Logo placement

Placement and size of logos included in the conference material will be at the discretion of CEIG and will reflect the level of support given by your organisation. All signage will be designed to suit the requirements of the venue.

## Web hyperlinks

As a sponsor you will have the opportunity to be hyperlinked via the conference website. CEIG requests a reciprocal link from your organisation's website to the conference website.

## Sponsorship Agreement

Sponsors will be required to confirm their commitment in writing through a Sponsorship Agreement that outlines invoicing procedures and cancellation policies. A template Agreement is available to review by prospective sponsors by contacting Rachel Portelli at [rachel.portelli@ceig.org.au](mailto:rachel.portelli@ceig.org.au)



# Contact us

To learn more about how you can build your profile and benefit from our 2024 CEIG Clean Energy Investor Conference please contact Rachel Portelli.

**Phone:** 0418 179 714  
**Email:** [rachel.portelli@ceig.org.au](mailto:rachel.portelli@ceig.org.au)  
**Web:** [www.ceig.org.au](http://www.ceig.org.au)



## Acknowledgement of Country

In the spirit of reconciliation Clean Energy Investor Group (CEIG) acknowledges the Traditional Custodians of country throughout Australia and their connections to land, sea and community. We pay our respect to their Elders past and present and extend that respect to all Aboriginal and Torres Strait Islander peoples today.



Clean Energy Investor Group is a registered charity