



Sponsorship Proposition

Whether you are looking to sell energy efficiency products to contractors, efficiency upgrade loans to consumers, or just support a vital change agent in the residential efficiency sector, then sponsoring the Home Performance Guild is the right move for you! The Guild represents a wide range of valuable voices, including contractors, suppliers, manufacturers, educational institutions, banks, local governments, and energy program managers. We are a values driven organization that seeks to foster open dialogue amongst a diversity of stakeholders in the pursuit of thoughtful, equitable and sustainably minded policy.

Sitting At The Table On Your Behalf

The HPG influences the industry through its Executive Director, its Board, its members and its partners. Our Executive Director occupies many positions of influence and esteem, as a voting member of Energy Trust of Oregon's Conservation Advisory Council, as the NW Energy Coalition's Oregon Caucus co-Chair, and as Efficiency First Chapter Network Board Liaison, a position representing state chapters with the Board of Efficiency First, the national Home Performance trade association. Through your sponsorship and your relationship with our ED, you'll have greater opportunity to shape the development of energy efficiency programs in Oregon and beyond.

Effecting Change

We are regularly an instrumental and welcome partner in shaping the development of efficiency policy and regulations in Oregon through input into: annual Oregon Residential Energy Tax Credit Program changes; Energy Trust of Oregon incentive and program design changes; the US Department of Energy's Home Performance with ENERGY STAR program changes; and Oregon Public Utility Commission docket UM1622 which provided exceptions in cost effectiveness policy for certain insulation measures through Energy Trust of Oregon. Additionally, in 2013 the Home Performance Guild led a coalition of partners in passing HB2801, which set state-wide standards for Home Energy Performance Scores and those who can produce them. We then shepherded that legislation through rule making, and we continue to guide its implementation as leaders on ODOE's HB2801 stakeholder committee.

Helping You Get Networked

As a sponsor, you'll have many opportunities throughout the year to engage with your new and potential customers. We hold monthly member meetings, host an annual conference, and organize a number of less formal socials throughout the year. We'll help you get in touch with our members through newsletters, exhibitor booths and more. We are your people. Join us!

Informing You & Informing Others About You

We keep the industry informed on the important developments affecting the industry. We do so in-person at our gatherings, and through our twice-monthly email newsletters, special announcements & annual Home Performance Conference invites. Those e-communications are also where our membership can learn about you - through your sponsor listing and through any special announcements you share with us that clearly demonstrate broad benefit for the industry. Let us inform you, and show you off!



Sponsorship Specifics

	MEMBERSHIP		MEMBER MEETINGS			EMAIL COMMUNICATIONS		WEBSITE		ANNUAL CONFERENCE		ADVOCACY
	Vote & sit on committees	Receive membership contacts and outreach assistance	Display marketing materials at HPG monthly member meetings	HPG monthly member meeting "Shout Out"	Special marketing presentation at a monthly member meeting	Communicate company announcements that benefit the industry in HPG newsletters	HPG newsletters, special announcements & HP conference invites	HPG Website Sponsor Page: company listing with link to your website	Logo in rotating sponsor banner on all pages of HPG website	HP Conference: logo displayed at conference and in program as a Community Partner	HP Conference free registrations	Advocated for with legislators, as well as at utility and regulatory proceedings
Bronze \$1,000-\$2,499	✓	✓	✓	as a category		✓	Name listed	Name listed		✓	1	✓
Silver \$2,500-\$4,999	✓	✓	✓	as a category	One 10 minute presentation per year	✓	Small Logo	Small Logo		✓	1	✓
Gold \$5,000-\$9,999	✓	✓	✓	by name	Two 10 minute presentations per year	✓	Medium Logo	Medium Logo, company contact & 100 word company description	✓	✓	2	✓
Platinum \$10,000 +	✓	✓	✓	by name	Two 5 & two 10 minute presentations per year	✓	Large Logo	Large Logo, company contact & 150 word company description	✓	✓	2	✓

WEBSITE & NEWSLETTER LOGO SIZING
(NOT TO SCALE)



Small Logo
(~ 1 sq in)



Medium Logo
(~ 2 sq in)



Large Logo
(~ 4 sq in)



Sponsorship Form

YOUR ORGANIZATION'S NAME _____

WHAT IS YOUR ORGANIZATION'S PRIMARY BUSINESS (PLEASE BE SPECIFIC)? _____

MAILING ADDRESS _____

CITY _____ STATE _____ ZIP _____

WEBSITE _____

PRIMARY CONTACT NAME _____ TITLE _____

OFFICE PHONE _____ MOBILE PHONE _____

EMAIL _____

SECONDARY CONTACT NAME _____ TITLE _____

OFFICE PHONE _____ MOBILE PHONE _____

EMAIL _____

New Sponsor? ___YES ___NO **Sponsorship Level** _____ **Amount** _____

(please refer to Sponsorship Grid)

Are you currently an Efficiency First member or sponsor? ___YES ___NO ...would you like to be Efficiency First member? ___YES ___NO

Please make checks out to: HPG of Oregon

Please mail check & form to: HPG of Oregon, PO Box 42290, Portland, OR, 97242

Thank You and Welcome!