

SATURDAY, SEPTEMBER 25, 2021

11AM - 4PM

Denver East High School

1600 City Park Esplanade

Denver, CO 80206

www.energydayfestival.org



ABOUT ENERGY DAY COLORADO

Consumer Energy Alliance and Consumer Energy Education Foundation (CEE) hope you'll join them for this year's festival that will host energy and STEM related exhibits, demonstrations, and interactions with industry experts with the purpose of furthering the interest of students already interested in energy, conservation, and STEM, and sparking the interest in new students that have yet to discover how much fun and how many opportunities this world holds!

Colorado is the major energy hub in the West, home to major oil & gas, solar, and wind energy companies. Additionally, the state is a research center for the energy industry, hosting not only the National Renewable Energy Lab (NREL), but also home to many of the nation's leading collegiate programs, professors, and research facilities including University of Colorado, Colorado State University, and Colorado School of Mines.

In addition to our focus on energy education, Energy Day Colorado has become a leading event to introduce and showcase additional STEM activities for Colorado students. FIRST Robotics has become a major part of the festival offering competitions and demonstrations from over 30 high school robotics teams from across the state. In 2019, the event honored Kendrick Castillo, a student who had a love for robotics, but was tragically the victim of a school shooting in Highlands Ranch. The event plans to continue honoring his legacy and his love for science through continuations of the "Kendrick Castillo Memorial Robotics Tournament" in 2021 and for years to come.



WHY BE A PART OF ENERGY DAY COLORADO?

Help students fall in love with science at an early age!

- Energy Day Colorado has activities for students of all ages.
- Science in the classroom is fundamental, but hands-on science can be even more influential.
- One interaction or conversation with a real-life scientist can ignite a new passion in a child.



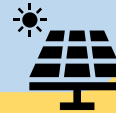
Find your future workforce!



- Many students who attend Energy Day Colorado show signs that they are headed towards college programs in the energy and STEM industries.
- Your employees and representatives are the perfect people to provide insight into how to get started working in the industry and how rewarding it can be.

Get your products out in front of students and parents alike!

- Where there are students, there are parents!
- Though there is a large focus on students at the festival, hundreds of parents will be in attendance.
- This is the time to show off your products and services to many household decisionmakers, while also doing good by their kids.



Represent your industry!



- It is the festival's goal to have a wide range of energy, STEM, as well as community sponsors and exhibitors.
- Get in front of 5,000 people.
- Local media will be onsite covering the event, as well as social media exposure both from the event and attendees.
- Help advance education about the industry and its goals.

SAMPLE OF 2019 MEDIA COVERAGE AND PARTICIPATION



TV: CBS4, 9NEWS, Denver7, KDVR Fox31/
KWGN 2, Telemundo Denver,
Rocky Mountain PBS



Web & Blog: 5280, Visit Denver, Denver.org,
Colorado Parent, Mile High Mamas,



Print: The Denver Post,
ColoradoBizMagazine, Highlands
Ranch Herald, Stapleton Front Porch



Social Media: Facebook

2021 SAFETY PROTOCOLS



COLORADO
Department of Public
Health & Environment



DENVER
PUBLIC HEALTH &
ENVIRONMENT



CEEF, CEA, and its event production team will be following Colorado's COVID dial and following state event guidelines.

In addition, we will be working directly with Denver's Office of Special Events to ensure all city safety protocols are in place for the event.

Though no guarantees can be made, we feel comfortable the event can take place since it will be outdoors with social distancing.

If needed, we will be implementing pre-registration with assigned timed entrance to the festival to allow for contact tracing.

All 2021 plans have focused on guest, exhibitor, and staff safety during load-in, the event itself, and load out.

Final safety rules & regulations will be announced closer to the event to ensure they comply with the latest city & state regulations.

SPONSORSHIP MENU OF OPPORTUNITIES

PRESENTING SPONSOR: \$40,000

Exclusive Naming & Logo Rights

- Official event name will be Energy Day Colorado presented by (company name)
 - Compound name will be used where possible and reasonable

"Energy Day Colorado 2021 presented by Company Name"

- Combined event and presenting sponsor logo will be created
 - Compound logo will be used where possible and reasonable



Company
logo

- **Maximum sponsorship exposure**
- Only available for one sponsor
 - Based on availability so quick action is suggested

**STILL
AVAILABLE
FOR 2021**

Onsite Benefits

- Up to 10'x40' exhibit space based on preferred activity
- (4) Four 20-amp electrical circuits
- 6ft Tables & chairs as needed
- Verbal recognition by onsite emcee from event stage
- Option for award check presentation
- 100% logo on sponsor recognition banner
- Compound logo on schwag bag if produced
- Opportunity to have partner non-profit 10'x10' next to exhibit space

Media Benefits

- **Highlighted inclusion in all TV and Digital media campaign elements on CBS4, CBSN and CBSDenver.com**
- 100% logo featured in sponsor panel where listed in visual media
- URL link of your choice on Energy Day CO website sponsor panel
- Name in text in sponsor panel in press releases
- At least (2) two social media posts on Energy Day Colorado's social channels stating your participation and recognizing your sponsorship commitment
- Name in print on festival map
- Opportunity to have listing on student and educator's resource page on Energy Day Colorado website

Passes & Tickets

- 8 Parking passes
- \$250 in onsite food vouchers

Post-Event Benefits

- Logo inclusion in recap video
- Post-Event sponsorship report

PLATINUM SPONSOR: \$12,500

Onsite Benefits

- Up to 10'x40' exhibit space based on preferred activity
- (4) Four 20-amp electrical circuits
- 6ft Tables & chairs as needed
- Verbal recognition by onsite emcee from event stage
- Option for award check presentation
- 75% logo on sponsor recognition banner
- Opportunity to have partner non-profit 10'x10' next to exhibit space

Media Benefits

- **Opportunity to participate in CBS4 media sponsorship component – Details in separate media packet**
- 75% logo featured in sponsor panel where listed in visual media
- URL link of your choice on Energy Day Colorado website sponsor panel
- Name in text in sponsor panel in press releases
- At least (2) two social media posts on Energy Day Colorado's social channels stating your participation and recognizing your sponsorship commitment
- Name in print on festival map
- Opportunity to have listing on student and educator's resource page on Energy Day Colorado website

Passes & Tickets

- 6 Parking passes
- \$200 in onsite food vouchers

Post-Event Benefits

- Logo inclusion in recap video
- Post-Event sponsorship report



ZONE OR FOOD COURT SPONSOR: \$10,000



Zone or Food Court Naming Rights

- Multiple zones onsite for social distancing
- Official zone name will be "Company Name Zone" and additional zone signage onsite

Onsite Benefits

- Up to 10'x20' exhibit space based on preferred activity
- (2) Two 20-amp electrical circuits
- 6ft Tables & chairs as needed
- Verbal recognition by onsite emcee from event stage
- 75% logo on sponsor recognition banner

Media Benefits

- 75% logo featured in sponsor panel where listed in visual media
- URL link of your choice on Energy Day Colorado website sponsor panel
- Name in text in sponsor panel in press releases
- At least (2) two social media post on Energy Day Colorado's social channels stating your participation and recognizing your sponsorship commitment
- Zone Name & Name in print on festival map
- Opportunity to have listing on student and educator's resource page on Energy Day Colorado website

Passes & Tickets

- 4 Parking passes
- \$150 in onsite food vouchers

Post-Event Benefits

- Logo inclusion in recap video
- Post-Event sponsorship report

STAGE SPONSOR: \$10,000



Stage Naming Rights

- Official stage name will be "Company Name Stage" and onsite announcements from emcee
- Stage signage with stage name

Onsite Benefits

- Up to 10'x20' exhibit space based on preferred activity
- (2) Two 20-amp electrical circuits
- 6ft Tables & chairs as needed
- Verbal recognition by onsite emcee from event stage
- 75% logo on sponsor recognition banner

Media Benefits

- 75% logo featured in sponsor panel where listed in visual media
- URL link of your choice on Energy Day Colorado website sponsor panel
- Name in text in sponsor panel in press releases
- At least (2) two social media post on Energy Day Colorado's social channels stating your participation and recognizing your sponsorship commitment
- Stage Name and Name in print on festival map
- Opportunity to have listing on student and educator's resource page on Energy Day Colorado website

Passes & Tickets

- 4 Parking passes
- \$150 in onsite food vouchers

Post-Event Benefits

- Logo inclusion in recap video
- Post-Event sponsorship report

ENERGY DAY COLORADO SCHWAG BAG SPONSORSHIP: \$10,000



Logo Inclusion on Schwag Bag

- One-color logo produced on schwag bag
- Minimum of 3,500 produced and distributed onsite

Onsite Benefits

- Up to 10'x20' exhibit space based on preferred activity
- (2) Two 20-amp electrical circuits
- 6ft Tables & chairs as needed
- Verbal recognition by onsite emcee from event stage
- 75% logo on sponsor recognition banner

Media Benefits

- 75% logo featured in sponsor panel where listed in visual media
- URL link of your choice on Energy Day Colorado website sponsor panel
- Name in text in sponsor panel in press releases
- At least (2) two social media post on Energy Day Colorado's social channels stating your participation and recognizing your sponsorship commitment
- Name in print on festival map
- Opportunity to have listing on student and educator's resource page on Energy Day Colorado website

Passes & Tickets

- 4 Parking passes
- \$150 in onsite food vouchers

Post-Event Benefits

- Logo inclusion in recap video
- Post-Event sponsorship report



WHO IS HENDRICK CASTILLO?

Kendrick was a student at the STEM School Highlands Ranch High School, and a senior leader on the FIRST Robotics team 4418 STEM Impulse. In 2019, Kendrick intervened in an active shooter situation in his classroom and was shot and killed while defending and protecting his classmates and teachers. His heroic actions saved many lives, and today his friends in the FIRST Robotics community honor and remember his strength of character and dedication to service. This tournament was renamed in his honor, to carry forward his legacy within the FIRST Robotics community and beyond.



HENDRICK CASTILLO MEMORIAL ROBOTICS TOURNAMENT PRESENTING SPONSOR: \$20,000

Robotics Tournament Naming Rights

- Official tournament name will be Kendrick Castillo Memorial Robotics Tournament presented by (company name)
 - Compound name will be used where possible and reasonable
"Kendrick Castillo Memorial Robotics Tournament presented by Company Name"

Onsite Benefits

- Up to 10'x20' exhibit space based on preferred activity
- (2) Two 20-amp electrical circuits
- 6ft Tables & chairs as needed
- Verbal recognition by onsite emcee from event stage
- Option for award check presentation
- 75% logo on sponsor recognition banner

Media Benefits



- Opportunity to participate in CBS4 media sponsorship component – Details in separate media packet
- 75% logo featured in sponsor panel where listed in visual media
- URL link of your choice on Energy Day Colorado website sponsor panel
- Name in text in sponsor panel in press releases
- At least (2) two social media posts on Energy Day Colorado's social channels stating your participation and recognizing your sponsorship commitment
- Name in print on festival map
- Opportunity to have listing on student and educator's resource page on Energy Day Colorado website

Passes & Tickets

- 6 Parking passes
- \$200 in onsite food vouchers

Post-Event Benefits

- Logo inclusion in recap video
- Post-Event sponsorship report

ROBOTICS TEAM PIT SPONSOR: \$10,000



Robotics Team Pit Sponsor

- Official Robotics Team Pit name will be "Company Name Robotics Team Pit" and additional zone signage onsite.

Onsite Benefits

- Up to 10'x20' exhibit space based on preferred activity
- (2) Two 20-amp electrical circuits
- 6ft Tables & chairs as needed
- Verbal recognition by onsite emcee from event stage
- 75% logo on sponsor recognition banner

Media Benefits

- 75% logo featured in sponsor panel where listed in visual media
- URL link of your choice on Energy Day Colorado website sponsor panel
- Name in text in sponsor panel in press releases
- At least (2) two social media post on Energy Day Colorado's social channels stating your participation and recognizing your sponsorship commitment
- Name in print on festival map
- Opportunity to have listing on student and educator's resource page on Energy Day Colorado website



Passes & Tickets

- 4 Parking passes
- \$150 in onsite food vouchers

Post-Event Benefits

- Logo inclusion in recap video
- Post-Event sponsorship report

ROBOTICS BASKETBALL COURT SPONSOR: \$10,000



Robotics Basketball Court Sponsor

- Official robotics basketball court name will be "Company Name Robotics Basketball Court" and additional zone signage onsite.

Onsite Benefits

- Up to 10'x20' exhibit space based on preferred activity
- (2) Two 20-amp electrical circuits
- 6ft Tables & chairs as needed
- Verbal recognition by onsite emcee from event stage
- 75% logo on sponsor recognition banner

Media Benefits

- 75% logo featured in sponsor panel where listed in visual media
- URL link of your choice on Energy Day Colorado website sponsor panel
- Name in text in sponsor panel in press releases
- At least (1) one social media post on Energy Day Colorado's social channels stating your participation and recognizing your sponsorship commitment
- Name in print on festival map
- Opportunity to have listing on student and educator's resource page on Energy Day Colorado website

Passes & Tickets

- 4 Parking passes
- \$150 in onsite food vouchers

Post-Event Benefits

- Logo inclusion in recap video
- Post-Event sponsorship report

GOLD SPONSOR: \$7,500

Onsite Benefits

- Up to 10'x30' exhibit space based on preferred activity
- (3) Three 20-amp electrical circuits
- 6ft Tables & chairs as needed
- Verbal recognition by onsite emcee from event stage
- 75% logo on sponsor recognition banner

Media Benefits

- 75% logo featured in sponsor panel where listed in visual media
- URL link of your choice on Energy Day Colorado website sponsor panel
- Name in text in sponsor panel in press releases
- At least (1) one social media post on Energy Day Colorado's social channels stating your participation and recognizing your sponsorship commitment
- Opportunity to participate in CBS4 partner media package
- Name in print on festival map
- Opportunity to have listing on student and educator's resource page on Energy Day Colorado website

Passes & Tickets

- 4 Parking passes
- \$100 in onsite food vouchers

Post-Event Benefits

- Logo inclusion in recap video
- Post-Event sponsorship report



SILVER SPONSOR: \$5,000

Onsite Benefits

- Up to 10'x20' exhibit space based on preferred activity
- (2) Two 20-amp electrical circuits
- 6ft Tables & chairs as needed
- Verbal recognition by onsite emcee from event stage
- 50% logo on sponsor recognition banner

Media Benefits

- 50% logo featured in sponsor panel where listed in visual media
- URL link of your choice on Energy Day Colorado website sponsor panel
- Name in text in sponsor panel in press releases
- At least (1) one social media post on Energy Day Colorado's social channels stating your participation and recognizing your sponsorship commitment
- Name in print on festival map
- Opportunity to have listing on student and educator's resource page on Energy Day Colorado website

Passes & Tickets

- 2 Parking passes
- \$75 in onsite food vouchers

Post-Event Benefits

- Logo inclusion in recap video
- Post-Event sponsorship report



BRONZE SPONSOR: \$2,500

Onsite Benefits

- Up to 10'x10' exhibit space based on preferred activity
- (1) One 20-amp electrical circuit
- 6ft Tables & chairs as needed
- Verbal recognition by onsite emcee from event stage
- 25% logo on sponsor recognition banner

Media Benefits

- 25% logo featured in sponsor panel where listed in visual media
- URL link of your choice on Energy Day Colorado website sponsor panel
- Name in text in sponsor panel in press releases
- At least (1) one social media post on Energy Day Colorado's social channels stating your participation and recognizing your sponsorship commitment
- Name in print on festival map
- Opportunity to have listing on student and educator's resource page on Energy Day Colorado website

Passes & Tickets

- 2 Parking passes
- \$50 in onsite food vouchers

Post-Event Benefits

- Logo inclusion in recap video
- Post-Event sponsorship report



EXHIBITOR PRICING

CORPORATE EXHIBITOR: \$500

Onsite Benefits

- 10'x10' exhibit space based on preferred activity
- (1) One 20-amp electrical circuits
- 6ft Tables & chairs as needed

Media Benefits

- Name in print on festival map
- Opportunity to have listing on student and educator's resource page on Energy Day's website

Passes & Tickets

- 2 Parking passes

NONPROFIT EXHIBITOR: \$250

Onsite Benefits

- 10'x10' exhibit space based on preferred activity
- (1) One 20-amp electrical circuits
- 6ft Tables & chairs as needed

Media Benefits

- Name in print on festival map
- Opportunity to have listing on student and educator's resource page on Energy Day's website

Passes & Tickets

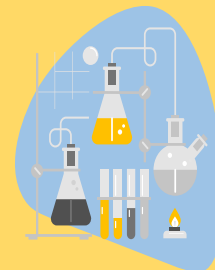
- 2 Parking passes

Not seeing an option that fits for your organization or budget? Not sure you have the personnel to be onsite?

If science has taught us anything, we know not everything fits in a box!

If you are not seeing a participation option that fits your desired onsite activities or your budget, please do not let the conversation end here. Contact one of our team members and we can discuss in more detail if there is a way to meet all our goals.

In addition, if you think your organization is a good fit to be involved in the event, but onsite staff may be an issue, reach out as we might be able to partner you with a local non-profit or volunteer group that can help man your booth.



If you are interested in becoming a sponsor or exhibitor for Energy Day Colorado 2021, please reach out to Lindsey Barela, Sponsorship & Exhibitor Sales, EnergyDayRep@ConsumerEnergyAlliance.org or (303) 884-7232.

Many companies can pull from different internal budgets since this event may fall under marketing, education, recruitment, and community. In addition, though not anticipated, if the event should not be able to take place in 2021, your sponsorship will be credited to the 2022 event or may be eligible to be transferred to other CEEF events.



2019 SPONSORS & EXHIBITORS



Occidental Petroleum Corporation



EXHIBITORS

Arapahoe Community College ▪ Becoming Tile ▪ BEST Robotics ▪ Children's Museum of Denver
Colorado Association of Black Professional Engineers and Scientists
Colorado Building and Construction Trades ▪ Colorado Department of Regulatory Agencies
Colorado School of Mines ▪ Denver Metro Area Boy Scouts
Denver Museum of Nature & Science ▪ Denver Public Library
DPS Career Connect/NASA HUNCH ▪ Earth Friendly Products – ECOS Pro
Energy Outreach Colorado ▪ Engineering for Kids ▪ Future City Colorado
Mead High School Energy Academy ▪ Namaste Solar
National Space Science and Technology Institute ▪ New Energy Colorado
RTD ▪ St. Vrain Valley Schools ▪ U.S. Environmental Protection Agency
Western State Colorado University ▪ Women In Oil and Gas Association
Women's Energy Network Colorado

Want to see what Energy Day Colorado looks like?

[30 sec Energy Day Colorado Video](#)

[60 sec Energy Day Colorado Video](#)



On behalf of the CEEF and CEA Board of Directors, Community Partners, Sponsors, Students, Parents and Educators who are working together to support STEM education and outreach thank you for your support!



Proceeds for the event benefit Consumer Energy Education Foundation (CEEF), a non-profit organization focused on developing educational support materials, activities, resources, and information about career opportunities in energy and STEM fields for various programs, educational organizations, and events nationally. CEEF works to engage in and support activities and programs that motivate, inspire, and improve students' understanding of the various career opportunities that are available to them if they follow a STEM path.



Energy Day Colorado is certifiably green. As a Certified Green event, we encourage attendees to use alternative modes of transportation – like RTD – to get to Energy Day. With the support of our friends at Republic Services and Denver Water, we're making sure we reuse, reduce, and recycle. That means all of the trash generated on site will be properly disposed of with Republic Services All-in-One Recycling™ to reduce our impact by recycling.

Is your company or organization not ready to participate in an in-person event yet?

CEEF has additional opportunities on how you can get involved with bringing the world of energy and STEM to kids across the country. Contact Aimee Flores at aflores@ceef.org to learn more about:

- Energy Day to Go
- CEEF Summer Camp
- And more!

