

Lake Tahoe Electric Transportation Forum

August 22, 2024

Hosted at the Tahoe Blue Event Center

Sponsorship Prospectus

Overview:

The Team at Red Rock Studio Events is excited to announce the second annual Lake Tahoe Electric Transportation Forum on August 22, 2024. Capitalizing on the success of our events of 2023, namely the 2023 Nevada Clean Energy & Transportation Conference (Feb. 2-3, 2023) in Reno, Nevada and the 2023 Lake Tahoe Electric Transportation Forum (Sept. 2023), we will present rich and pivotal content related to the state of federal and local grants, other funding opportunities, and successful programs, with the participation of top policy experts, government representatives, and private sector stakeholders desirous of improving the environmental and economic future of the Lake Tahoe basin.

This event is one of a series of annual events at Lake Tahoe designed to attract tourists and visitors to the Lake Tahoe area who appreciate the need for sustainable development and recreation in the basin, in addition to providing local businesses and governments the latest information on electric and other clean transportation technologies, economic opportunities, and successful programs that will reduce pollution, save money, and promote related sustainable economic development in the region.

(Optional) Sponsors are invited to add their representative to this planning committee.

Sponsorship Prospectus: Levels and Corresponding

Benefits

Levels of financial and/or “In-kind” contributions to the conference:

\$1,000 Charge the Batteries Sponsor

The Charge the Batteries Sponsorship applies to the provisions for breakfast, lunch, or cocktail hour for our guests. The Charge the Batteries Sponsors receive the following benefits:

- Recognition on conference promotional materials with logo included as a C.T.B. Sponsor, and at the buffet tables;
- One full conference registration; other representatives are able to register at our lowest “early bird” rate.

\$2,500 Copper Sponsor

Copper Sponsors receive the following benefits:

- Recognition on conference promotional materials with logo included as a Copper Sponsor;
- One full conference registration; other representatives are able to register at our lowest “early bird” rate,
- One social media post on Twitter, LinkedIn, and Facebook related to their participation at the conference, and including their website;
- A place on our Planning Advisory Committee if desired;
- Recognition in our conference program or 1-2 (8.5x11) pages of promotional material included in conference attendee packet;
- Other benefits as agreed in writing.

\$5,000 Silver Sponsor

Silver Sponsors receive all benefits of Copper Sponsors plus the following additional benefits

- A higher level of recognition on conference promotional materials;
- Banner or signage display in addition to exhibit space, with additional banner/signage to be positioned either near the registration area or in conference room;
- 5 complimentary registrations for staff and invited guests;
- 3 separate social media posts linking the Silver Sponsor to the event and including their website;
- Other benefits as agreed in writing.

\$7,500 Gold Sponsor

Gold Sponsors receive all of the benefits of Silver Sponsors plus the following additional benefits:

- An opportunity to speak on the agenda, provided a relevant opening is available, or an opportunity to moderate a panel;
- 10 complimentary registrations for staff and invited guests;
- Higher level recognition on conference promotional materials;
- Recognition at the After Party Mixer;
- 4 social posts thanking Gold Sponsors;
- List of conference attendees’ names and emails for follow-up education.

\$10,000 Lithium Sponsor

Lithium Sponsors receive all of the benefits of Gold Sponsors plus the following additional benefits:

- Substantial input regarding overall content, messaging, and selected speakers;
- At least one representative invited to be a speaker or panel moderator, or 5 minutes of speaking time as part of morning kick-off, or 5 minutes presentation time during lunch program, or 5 minutes of time during the After Party Mixer;
- Additional recognition on slides during registration;
- Representative quoted in at least one press release generated by organizers;
- Organizers will encourage media who inquire about the event to interview or seek comments from Lithium sponsors; this includes pre-event, day or event, and post-event media opportunities and inquiries;
- Opportunities for TV coverage: reporters typically look for 2-3 people to interview; organizers reserve one interview for themselves, but will strongly recommend TV reporters also interview Lithium Sponsor representatives;
- First option on all available banner, signage space behind speakers in conference room;
- 20 complimentary registrations for staff and invited guests;
- If the event is livestreamed, 2 minutes of promotional time or interview during breaks;
- No less than 6 separate social media posts thanking Lithium Sponsor which include sponsors website;
- Other requested benefits as agreed to in writing.

\$20,000 Cobalt Sponsor

Cobalt Sponsors receive all of the benefits of Lithium Sponsors plus:

- Cobalt Sponsor becomes a co-branding sponsor;
- Organizers function in a PR capacity for Cobalt Sponsor at this level;
- Strategic marketing and public relation efforts by organizers to be detailed and agreed to;
- Identify as a “Presenter” of the forum along with strategic branding of this event and an anticipated comparable event in 2025;
- Other requested benefits as agreed to in writing.

**For more information, lock down an agreement, discuss requests or options,
please contact Kevin McGehee:
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