



Renowned climate scientists Michael Mann & Bob Corell at the 2015 Rising Seas Summit



Partnership Prospectus 2016-2017

A review of sponsorship and
advertising opportunities



Partnership Opportunities

The following programs will be offered in limited quantity and on a first-come, first-served basis until September 30, 2016. A 2017 calendar will be developed in conjunction with our partners based on these contracted initiatives. Any initiatives listed here that have not been contracted by that deadline will be reconsidered for future years.

Targeted Audience Opportunities

Regional Roundtables

ACCO expands its monthly roundtables in DC to cities across the United States.

Webinar Programs

Develop a topic and content with ACCO staff and be the exclusive sponsor.

Publications

Collaborate with ACCO staff and members to generate thought leading insights and be recognized as a partner.

Research & Synthesis

Work with ACCO members, partners and staff to conduct critical analyses that will inform the climate change community of practice.

Solutions Labs

Form a team of experts and interested stakeholders to tackle cutting edge challenges and opportunities practitioners are facing.

Working Groups

Play a key role in helping ACCO drive initiatives aimed at solving critical challenges and related methodologies and tools.



Broader Branding Opportunities

Conferences & Workshops

ACCO will continue producing the Climate Strategies Forum and Rising Seas Summit series, which enable broad profiling and branding opportunities for sponsors.

Advertising

The CCO Weekly Brief™ and other ACCO e-publications represent a great opportunity to position your brand to a mailing list of more than 11,000 professionals in the public and private sectors.

Climate Fundamentals Academies

As ACCO develops localized training programs under the CCO Certification program, align your brand and build community and regional awareness of your leadership.

Choosing ACCO – Pioneer, Leader ... and Now Your Partner

- Brings the premier climate change community of practice and recognized authority on related professional practices to your doorstep
- Enables you to participate in critical activities that inform decision making on climate change and related subject matter areas
- Positions you as a thought leader on cutting edge solutions and content development related to research, policy, practices and tools
- Access to the most diverse and forward thinking climate change practitioners and professionals from related disciplines in the public and private sectors
- Leverages ACCO's vast network of partners and stakeholders facilitating collaboration across organizations and initiatives
- Makes you a key contributor to catalyzing knowledge exchanges through in-person events, webinars and publication

What's on the Menu?

Webinar Programs

ACCO webinars feature recognized subject matter experts across a series of disciplines and have been attended by thousands of practitioners from a broad range of sectors, disciplines and geographic regions. Programs are recorded and made available through the ACCO web site. Sponsors work with ACCO to identify desired speakers and focus within the following topic areas:

- Renewable energy strategies
- Disclosure and reporting practices
- Climate adaptation / resilience planning
- Supply chain and procurement management
- Organizational change
- Shaping policy

Exclusive Sponsorship:

1 Webinar: \$2,500 / 5 Webinars: \$10,000

Research & Synthesis

Need more information on prospective customers to inform your service development? Frequently, that information is critical to ACCO in developing related best practices, training and methodologies. ACCO is uniquely positioned to gather and access information that can inform you and the broader community of practice.

- Evaluating trends and current practices
- Leveraging higher education institutions to tackle deeper dive projects
- Conducting literature review
- Examining existing tools and resources
- Reviewing current policy or legislation

Custom Pricing: Inquire with ACCO

Knowledge Center Publications

ACCO's Knowledge Center features a growing library of research projects, case studies and white papers. Whether providing critical insights from the premier community of practice on topics such as supply chain considerations, renewable energy strategies, GHG management, climate adaptation and resilience planning, or practitioner trends, ACCO publications are a great opportunity to be seen as a thought leader and support the broader community of practice.

Exclusive Sponsorship:

White Paper, Case Study or Interview: \$3,000

Megatrends Publication: Inquire with ACCO

Regional Roundtable Events

These programs feature recognized climate change, energy and defense/national security experts presenting on regionally desirable topics. Meetings provide an intimate opportunity for exploration of synergies amongst participants and are followed by networking receptions. Opportunities to host dinner meetings with participants are also made available to sponsors. Markets in which ACCO will conduct roundtables in 2016-17 include:

- Washington, DC
- San Francisco, CA
- New York, NY
- Denver, CO
- Philadelphia, PA
- Boston, MA
- Newark, NJ
- Atlanta, GA

Exclusive Sponsorship:

1 Roundtable: \$5,000 / 5 Roundtables: \$20,000

Solutions Labs

Looking to tackle a critical challenge to your business or community and need ACCO's capacity to convene a diverse group of experts and stakeholders? ACCO will be producing a series of interactive meetings designed to tackle cutting edge challenges. Example labs include:

- Developing a maturity model for disclosure practices
- Establishing a methodology for net positive GHG claims
- Advancing regional transportation planning
- Benchmarking success in climate adaptation and resilience planning
- Innovative financing of renewable energy and climate adaptation efforts

Custom Pricing: Inquire with ACCO

Don't let these opportunities slip away!

Sponsorship packages on this page are available on a first-come, first-served basis and must be contracted by Sept. 30, 2016.

Contact ACCO today to lock in your targeted sponsorship opportunities for 2016-2017!

Broader Branding Opportunities

Climate Strategies Forum

Climate Strategies Forum events are the premier programs featuring formal climate change preparedness training for credit applicable to credentials issued under the CCO Certification™ program. The Forum also features a suite of keynote conversations, a Women's Climate Collaborative speed mentoring session, networking events, workshops, panel discussions, working group meetings, and a tools and methodologies showcase.

Learn more at

www.ClimateStrategiesForum.org

Rising Seas Summit

The Rising Seas Summit is the only recurring national conference bringing together professionals from across sectors to highlight the interrelationships between sea level rise, climate change and extreme events and develop strategies for adaptation. The 2016 Summit will take place December 13-15 in New Orleans. Previous Summits have been in Boston, New York City and Fort Lauderdale.

Learn more at

www.RisingSeasSummit.org

Workshops

ACCO produces workshops such as the Operation: Supply Chain and Integrated Renewables series to foster interactive discussions and provide educational opportunities to our members and partners. ACCO will periodically add workshops to the event calendar based on member needs and interests.

Operation: Supply Chain
SupplyChain.ACCOonline.org

Integrated Renewables
Renewables.ACCOonline.org

Advertising Opportunities

Drive awareness and traffic to your brand from the premier community for climate change professionals by promoting your business through ACCOonline.org, ACCO social media and through our CCO Weekly Brief™. ACCO's reach extends to nearly 15,000 professionals in the public and private sectors and is growing every day!

[See Attached Rate Sheet](#)

Climate Fundamentals Academies

These training academies are downscaled to address distinctive challenges for a specific community. Attendees satisfy required and elective training for the CCO Certification™ program. Sponsoring Climate Fundamentals Academies events enables ACCO to scale up its training efforts while providing access to underserved communities – and you get the benefit of being credited with helping us along the way!

Learn more at

www.ClimateFundamentals.org

Why Partner with ACCO?

The Association of Climate Change Officers (ACCO) is the premier professional development organization and cross-sector community of practice for individuals addressing climate change in their organizations' operations and mission. Our efforts ensure that senior officials and executives across all roles and functions will be educated and trained to successfully address climate change challenges and opportunities related to their operations and missions – simply put, the ACCO community is where practitioners across sectors and roles come to take meaningful action on climate change.

ACCO's 2016-2017 activities will bring together thousands of leaders from forward thinking businesses, government entities, universities and nonprofits for a dynamic exchange of ideas and experience related to climate change solutions and strategies. Don't miss out on these distinctive opportunities to position your business.

Getting Involved

ACCO collaborates with hundreds of leading organizations in its efforts to define, develop and support the advancement of climate change related solutions and strategies. Our partners benefit from unique opportunities to share their experiences, engage with organizational decision makers and be visibly involved in leading edge programming. These activities are also prime opportunities to develop new relationships and recruit talent. Over the years, ACCO activities have spawned countless partnerships and award winning initiatives.

Climate, Energy & Security Roundtables

Position your business to a targeted audience of decision makers interested in your expertise. ACCO acts as the convener and host of the event, providing a safe, neutral environment for collaboration and learning.



How it Works:

- ACCO will be producing roundtables in communities with dense clusters of large businesses, universities and municipalities addressing climate change or related energy challenges. While we have a few communities in mind, you can suggest alternatives as well.
- ACCO will invite one or two recognizable figures to be the featured speakers and will work closely with strategic partners in the community to ensure desired participation in the roundtable.
- Roundtable sponsors may identify a suitable representative to speak or serve as the conversation moderator, while an ACCO representative will serve as the event host.

Roundtable Guidelines & Pricing:

- Event content must be relevant to the ACCO mission and help organizations advance climate change related solutions and strategies.
- ACCO will target decision-makers in the field and will allow limited participation from vendors, non-profit organizations and independent consultants.
- Roundtable events are business development, networking and professional development opportunities. Sponsors may not deliver sales pitches under any circumstance at the event, though a list of attendee names, titles and organizations will be provided in advance of the event and a final list subsequent to the event.
- Sponsors may choose to host their own separate lunch or dinner activity immediately following the roundtable.
- 2017 Roundtables must be reserved by September 30, 2016; topics and specific scheduling must be confirmed 60 days prior to the prospective event.
- **Each roundtable sponsorship is exclusive. Single roundtable events are \$4,000 each; a suite of 5 roundtables is \$17,500. ACCO member discounts (10% for bronze/silver; 20% for gold) apply to these rates.**

Sample Roundtables

- Developing a Renewable Energy Strategy for Your Organization
- Aggregating Your Energy Interests with Other Organizations
- Addressing the National Security Implications of Climate Change
- Leveraging Data, Tools and Resources to Inform Climate Adaptation Planning
- Financing Climate & Energy Solutions
- Incorporating Adaptation, Resilience and Efficiency into Planning

Work with ACCO to develop a roundtable theme or topic.

Webinar Programming

ACCO has been producing leading-edge webinar programming for climate change, sustainability and energy professionals in the public and private sectors since 2009.

How it Works:

- Work with ACCO to identify a webinar topic and suitable speakers and partner organizations.
- Sponsors may identify a suitable representative to speak on the webinar or serve as the conversation moderator, while an ACCO representative will serve as the event host.
- All webinars are 60-90 minutes in length and are scheduled to start between 12 and 3pm (eastern).
- Webinar programs are recorded and made available on the ACCO web site with sponsor recognition subsequent to the event.

Webinar Guidelines & Pricing:

- Event content must be relevant to the ACCO mission and help organizations advance climate change related solutions and strategies.
- **Each webinar sponsorship is exclusive. Single webinar program are \$2,500 each; a suite of 4 webinars is \$9,000. ACCO member discounts (10% for bronze/silver; 20% for gold) apply to these rates.**



Climate Strategies Forum Events

East Coast

July 18-20, 2016

Ritz-Carlton Pentagon City (Arlington, VA)

West Coast

October 19-21, 2016

Westin San Diego Gaslamp Quarter (San Diego, CA)

The following sponsorship packages apply to the 2016 Climate Strategies Forum events. 2017 Forum events will follow the same pricing.

Sponsorship Levels

All sponsorship packages include:

- **Publicity:** Featured Branding on all Event Materials
- **Discount:** 25% Off Additional Registrations
- **Outreach:** Access to Post-Event Attendee List

Exclusive Headline Sponsor

\$50,000

- **Relationship Building:** Co-Host Meal Organized by ACCO with Select Individuals to Develop Strategic Relationships
- **Program Influence:** Opportunity to participate on the Steering Committee
- **Profile:** Opportunity to Sponsor Two (2) Bootcamp Sessions & Cocktail Reception, and Special Recognition on Signage
- **Speaking Opportunity:** Nominate Two (2) Subject Matter Experts (Subject to Approval)
- **Advertisement:** Full-Page Ad in Program Book & Cover Logo
- **Exhibit:** Premium Double Tabletop Display
- **Complimentary Registrations:** Ten (10)

Platinum

\$25,000

- **Relationship Building:** Co-Host Meal Organized by ACCO with Select Individuals to Develop Strategic Relationships
- **Profile:** Opportunity to Sponsor One (1) Bootcamp Session
- **Speaking Opportunity:** Nominate One (1) Subject Matter Expert (Subject to Approval)
- **Advertisement:** Half-Page Ad in the Program Book
- **Exhibit:** Premium Tabletop Display
- **Complimentary Registrations:** Five (5)

Gold

\$12,500

- **Profile:** Opportunity to Sponsor One (1) Bootcamp Session
- **Speaking Opportunity:** Nominate One (1) Subject Matter Expert (Subject to Approval)
- **Advertisement:** Half-Page Ad in the Program Book
- **Exhibit:** Standard Tabletop Display
- **Complimentary Registrations:** Four (4)

Silver

\$7,500

- **Speaking Opportunity:** Nominate One (1) Subject Matter Expert (Subject to Approval)
- **Advertisement:** 1/4-Page Ad in the Program Book
- **Exhibit:** Standard Tabletop Exhibit Display
- **Complimentary Registrations:** Three (3)

Bronze

\$5,000

- **Choice of Ad or Exhibit:** 1/4-Page Ad or Tabletop Exhibit Display
- **Complimentary Registrations:** Two (2)

Secure Your Sponsorship Today

For more information about the Climate Strategies Forum event series or to discuss the best option for your organization, please contact Julia Price Radice at jradice@accoonline.org or 202-496-7390.

Customized Sponsorship Opportunities

All customized sponsorships include:

- **Publicity:** Featured Branding on Event Website, Communications, Program Materials, and On-Site Signage
- **Complimentary Registrations:** Two (2)
- **Discount:** 20% Discount on Additional Registrations
- **Outreach:** Access to Post-Event Attendee List

Cocktail Reception

\$15,000

The networking centerpiece of the Forum — offers attendees the opportunity to connect and interact with colleagues, and the sponsor the opportunity to be recognized and positioned as a featured partner of ACCO.

Wi-Fi

\$5,000

Be the Forum's hero by providing all attendees with wireless internet access. Opportunity to include logo and customized landing page (subject to venue capabilities), as well as provide a customized access password.

Lanyards, Notepads or Pens

\$2,500 + cost

Receive unlimited brand exposure throughout the Forum by having your logo imprinted on materials provided to every Forum attendee. Sponsor responsible for cost of production.

Bootcamps

\$2,500

Be recognized as a leader on a specific subject matter. Opportunity to distribute educational materials to bootcamp attendees. Company logo included on signs, slides, and bootcamp materials.

Exhibitor Tabletop

\$2,500

- **Display:** 6' Tabletop
- **Publicity:** Listed on Event Website & Program Materials
- **Complimentary Registrations:** One (1)
- **Discount:** 20% Off Additional Registrations
- **Outreach:** Access to Post-Event Attendee List

Interested in Sponsoring Multiple Events?

Bundles for both Climate Strategies Forum events, and/or that include other ACCO activities, are available upon request. Please reference the annual prospectus for bundling opportunities. Contact Julia Price Radice at jradice@accoonline.org for more information.



Advertising Opportunities

2016-17 Media Guide

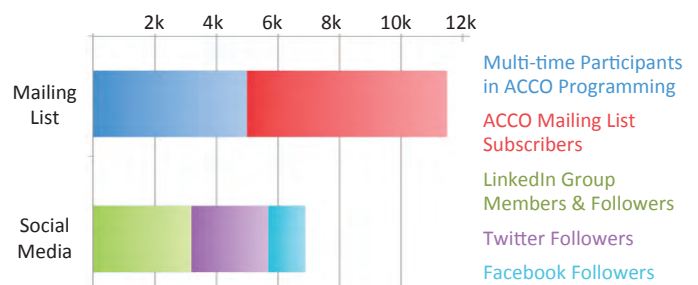
Reach Climate Change Leaders in the Public & Private Sectors

Drive awareness and traffic to your brand by promoting your business through ACCO's online platforms. ACCO's reach extends to nearly 15,000 professionals in the public and private sectors and is growing every day!

Leveraging ACCO's considerable online platforms gives you the opportunity to gain visibility among our highly engaged audience of practitioners addressing climate change and related topics such as energy strategies, supply chain considerations, adaptation and resilience planning and disclosure. ACCO's online platforms adhere to the same guidelines and practices as our widely acclaimed in-person activities and research.

Advance your brand and grow your audience while showing support for the premier climate change community of practice.

Our Reach, Your Reach



The ACCO Community of Practice

ACCO's community of practice features the leaders in the public and private sectors with professional responsibilities including:

- Climate Change
- Sustainability
- Resilience
- Planners
- Civil Engineers
- Architects
- Facilities
- Environmental Affairs
- Corporate Responsibility
- Energy Efficiency & Renewables
- Supply Chain & Procurement
- University Leaders & Academics
- City & County Managers
- Public Officials

About the Association of Climate Change Officers

The Association of Climate Change Officers is a 501(c)(3) non-profit membership organization for executives and officials worldwide in industry, government, academia and the non-profit community. ACCO's mission is to define, develop and support the functions, resources and communities necessary for effective organizational leadership in addressing climate-related risks and opportunities. For more information about ACCO, please visit www.accoonline.org.

ACCO Advertising Opportunities & Rate Schedule

CCO Weekly Brief™ Opportunities & Rates:

The CCO Weekly Brief™ is the premier aggregator of important news, commentary and published reports and is a highly acclaimed ACCO member publication. Feature your banner graphic in 6-week, 12-week and 26-week installments. Banner graphics may be rotated on a weekly basis. Advertisers may choose between landscape and portrait banners, as well as a Weekly Feature advertorial.

	6 issues	12 issues	26 issues
Headline (Landscape) Banner – 652 px wide; up to 90 px tall			
Contracted by Sept. 30, 2016	\$2,400.00 \$400/issue	\$4,080.00 \$340/issue	\$7,150.00 \$275/issue
Regular rates on or after Oct. 1, 2016	\$3,000.00 \$500/issue	\$5,100.00 \$425/issue	\$8,970.00 \$345/issue
Feature (Portrait) Banner – 200 px wide; up to 120 px tall			
Contracted by Sept. 30, 2016	\$1,800.00 \$300/issue	\$3,060.00 \$255/issue	\$5,330.00 \$205/issue
Regular rates on or after Oct. 1, 2016	\$2,400.00 \$400/issue	\$4,080.00 \$340/issue	\$7,150.00 \$275/issue
	1 issue	2 issues	3 issues
Weekly Feature Advertorial – 200 px wide; up to 999 px tall; or max 200 words <i>Note: ACCO will limit weekly features to one per month with a total annual inventory of 12 issues with weekly feature advertorials.</i>			
Contracted by Sept. 30, 2016	\$2,400.00 \$2,400/issue	\$4,400.00 \$2,200/issue	\$6,000.00 \$2,000/issue
Regular rates on or after Oct. 1, 2016	\$3,000.00 \$3,000/issue	\$5,500.00 \$2,750/issue	\$7,500.00 \$2,500/issue



CCO Weekly Brief™ August 5, 2016

Headline Banner 652px wide; up to 90px tall

In the News	Reports	Feature Banner 200px wide; up to 120px tall
<p>New York Times: Climate Change Divide Bursts to Forefront in Presidential Campaign</p> <p>Bloomberg: Rising Sea Levels Could Cost U.S. Homeowners Close to \$1 Trillion</p> <p>Business Times: Reinventing French Fizz in Face of Climate Change</p> <p>businessGreen: New York State Targets 50 Per Cent Renewable Electricity by 2030</p> <p>TriplePundit: Seventh Generation Establishes An Internal Carbon Tax</p> <p>New York Times: How Lowering Crime Could Contribute to Global Warming</p> <p>Utility Dive: EIA: North American Renewables, Nuclear to Reach 45% by 2025</p>	<p>Bulletin of the American Meteorological Society: State of the Climate in 2015</p> <p>National Geographic: 5 Key Takeaways From Alarming New Climate Report</p> <p>European Environment Agency: Urban Adaptation to Climate Change in Europe 2016 – Transforming Cities in a Changing Climate</p> <p>BCE / Bloomberg NEF: Sustainable Energy in America: Factbook 2015</p> <p>Journal of Industrial Ecology: Addressing the Carbon-Crime Blind Spot</p> <p>WRI / WWF: Emerging Green Tariffs in U.S. Regulatory Electricity Markets</p>	<p>Weekly Feature</p> <p>Weekly Feature Advertorial 200px wide; up to 999px tall</p>
Commentary	Upcoming ACCO Events	
<p>ACCO: WCC Speed Mentoring: Taking the Pressure out of Professional Networking</p> <p>inside climate news: Got an Extreme Weather Event? NOAA Tool Searches for Climate Link</p>	<p>Integrated Renewables Workshop September 7-8, 2016 Chicago, IL</p> <p>Climate Fundamentals Academy: National Capital Workshop #2 September 27-28, 2016</p>	

Social Media Opportunities & Rates:

	LinkedIn Campaign			Twitter Campaign			Facebook Campaign		
	2 posts	4 posts	6 posts	5 tweets	10 tweets	15 tweets	5 updates	2 posts	3 posts
Contracted by Sept. 30, 2016	\$500.00 \$250/post	\$900.00 \$225/post	\$1,200.00 \$200/post	\$1,250.00 \$250.00/post	\$2,250.00 \$225.00/post	\$3,000.00 \$200.00/post	\$1,250.00 \$250.00/post	\$2,250.00 \$225.00/post	\$3,000.00 \$200.00/post
Regular rates on or after Oct. 1, 2016	\$600.00 \$300/post	\$550.00 \$275/post	\$1,500.00 \$250/post	\$1,500.00 \$300/post	\$2,750.00 \$275/post	\$3,750.00 \$250/post	\$1,500.00 \$300/post	\$2,750.00 \$275/post	\$3,750.00 \$250/post

Editorial Guidelines for all Advertising:

- Advertisements must be truthful and may not make fake or misleading claims.
- Advertisements must not misuse or misappropriate any other party's intellectual property rights or defame or disparage any other person, company, product or service.
- Ad content should be clearly distinguishable as paid advertising or marketing, but does not require language indicating such unless ACCO determines a need for it in a particular instance. ACCO staff will provide guidance upon request.
- All advertisements are subject to ACCO approval. ACCO reserves the right to reject any advertising not in keeping with ACCO's publication standards, member terms or bylaws, which will not relieve advertiser from its payment obligations above.
- All CCO Weekly Brief™ ad submissions must be received by ACCO at least 10 business days prior to the intended date of issue. Social media ad content must be submitted 5 at least business days prior to the intended date of the campaign launch.
- Any advertising in which the submission has not been received or that is cancelled after the above-referenced submission deadline for an issue will be charged the full 100% ordered ad/insertion price, which will be nonrefundable.

ACCO member discounts (10% for bronze/silver; 20% for gold) apply to published rates. All advertisements must be compliant with ACCO member and editorial guidelines.



