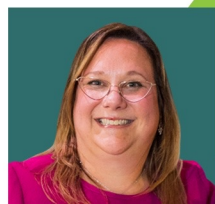
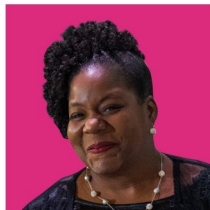


# SPONSORSHIP PROSPECTUS

Monday March 6, 2023



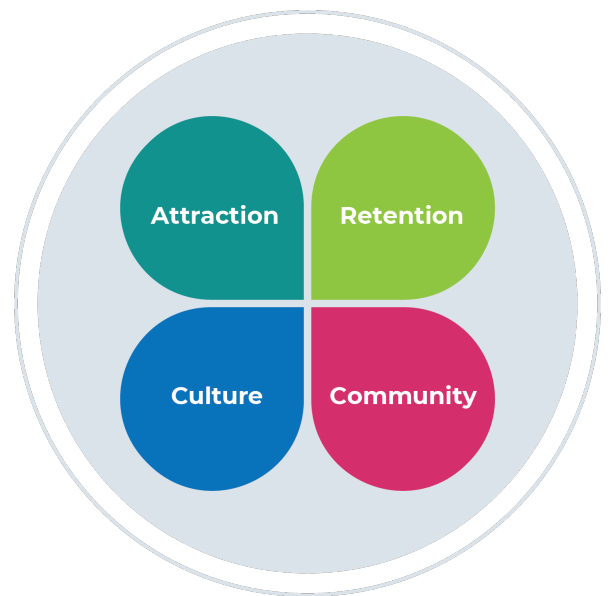
# THE HISTORY: ‘EWOTF’

Pre COVID 19, ALLY Energy convened 80 companies, affinity networks, and schools across energy to discuss the future of the industry’s workforce and the need to prepare for the multi-decade energy transition ahead of the industry. We asked ourselves:

- Are there pain points we can address together?
- What does the future energy workforce look like?
- What does success look like for industry and for companies?

We landed on four guiding principles

- **Attraction** – We will invest in energy literacy and develop an Industry Value Proposition
- **Retention** – We will prepare the workforce for the energy transition.
- **Culture** – We will develop an inclusive and sustainable workforce.
- **Community** – We will share best practices across the energy industry.

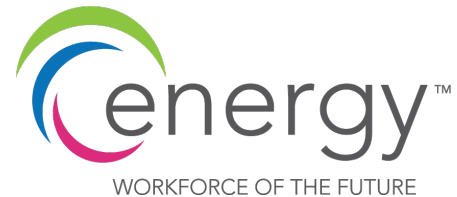


The utility of a just transition lens has come into sharper focus. The COVID-19 pandemic has highlighted the importance of transitioning the energy economy, and the need for unprecedented collaboration. The Energy Workforce of the Future™ (EWOTF) is an initiative to make this happen.

It is a guiding strategy that will enable a lower carbon and more sustainable future through workforce development strategies across oil and gas, power and utilities, renewables, and climate technology.



# ABOUT THE SUMMIT



## Taking Energy Forward: Transition & Transformation

We are living in exciting but challenging times. The continued acceleration into the climate crisis has prompted an urgent and unprecedented call for deep and multi-dimensional change to keep the warming of the planet as far below 2 degrees Celsius as possible. This is a daunting task, one that will require transformations on social, economic, and environmental fronts. Such disruptive change is likely to impact large sections of society, particularly workers and communities reliant on fossil fuel extraction and other natural resources for their livelihoods. Likewise, the convergence of new technologies will produce unique human capital challenges as the industry embraces this shift.

Change is possible through people. An engaged and inclusive workforce is at the top of the agenda in many industries including energy, but representation of females and minorities remains low.

This forum brings together leaders, influencers, thought leaders to discuss how the energy sector can meet the challenges of the energy transition and become a leader in attracting and retaining an inclusive workforce that is ready to deliver a just and equitable energy transition.



# SPEAKERS



CHRISTINE TODD WHITMANN  
Former EPA Chief, Co-Chair  
Forward Party



DR. VANESSA CHAN  
Chief Commercialization  
Officer, US DOE



KATIE MEHNERT  
CEO/Founder, ALLY Energy &  
Ambassador to US DOE



REGINA MAYOR  
Global Energy Partner,  
KPMG



CLAIRE JOHNSON  
Chief Operating Officer, Fermatta  
Energy & Advisor, ALLY Energy



PAULA GLOVER  
President, Alliance to Save  
Energy



KEVIN TAYLOR  
Interim CEO & CFO  
Greentown Labs



JENNIFER HOLMGREN  
CEO, Lanzatech



TREVOR BEST  
CEO and Co-Founder,  
Syzygy Plasmonics



AMY HENRY  
CEO & Co-Founder,  
EUNIKE Ventures



SHALENA SHAHEED  
Recruitment Director NES  
Fircroft

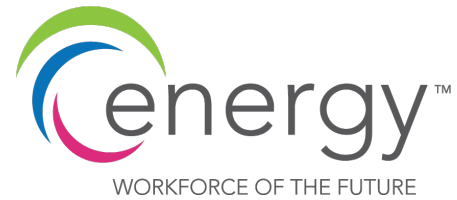


FRED NAVARRE  
Director of Engagement,  
ALLY Energy



# AGENDA

**MARCH 6, 2023**  
**PETROLEUM CLUB OF HOUSTON**  
**8:00 AM – 2:00 PM**



8:00 AM	Networking & Registration
9:00 AM	Opening Remarks & Welcome Claire Johnson & Regina Mayor
9:15 AM	Taking Energy Forward for America Christine Todd Whitman with Katie Mehnert
10:00 AM	A Just Transition: The Culture Needed to Deliver It Fred Navarre, Paula Glover, Kevin Taylor
10:45 AM	Break
11:00 AM 11:30 AM	Photos, Lunch & Table Networking Energy Transition Workforce Outlook Katie Mehnert, Shalena Shaheed, Amy Henry
12:30 PM	Time Capsule Energy 2030: Making the Future Katie Mehnert, Jennifer Holmgren, Trevor Best
1:30 PM	Energy 2.0: A Race We Can All Win Katie Mehnert, Dr. Vanessa Chan
2:00 PM	Closing Remarks & Toast

## TIME CAPSULE – ENERGY 2030

What does the future look like? Attend and help us shape the future. We'll launch a time capsule with insights captured in person and digitally online.

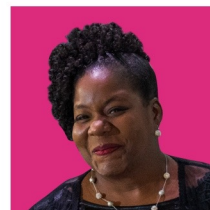
# SPONSORSHIP OPPORTUNITIES

Sponsorship	Day Of Benefits	Branding Benefits	Amount
	LUNCH	VISIBILITY	
<b>Platinum Sponsor (1)</b> Keynote Speaking Opportunity	20 seats	<ul style="list-style-type: none"> <li>• 3 - 60 Second Video</li> <li>• Web, Social Media, Program &amp; Press Release</li> </ul>	<b>\$50,000</b>
<b>Diamond Sponsorship (1)</b> Photo Booth Sponsor and Panel Speaking Opportunity	20 seats	<ul style="list-style-type: none"> <li>• 1 - 60 Second Video</li> <li>• Web, Social Media, Program &amp; Press Release</li> </ul>	<b>\$30,000</b>
<b>Gold Sponsor (2)</b> Panel Speaking Opportunity	15 seats	<ul style="list-style-type: none"> <li>• 1 - 60 Second Video</li> <li>• Web, Social &amp; Press Release</li> </ul>	<b>\$25,000</b>
<b>Silver Sponsor (2)</b> VIP Breakfast Named Sponsor & Brief presentation on stage	10 seats	<ul style="list-style-type: none"> <li>• 1 - 30 second</li> <li>• Web, Social</li> </ul>	<b>\$15,000</b>
<b>2030 Future of Energy Time Capsule Sponsor (1)</b> Presentation on stage – Future of Energy	10 seats	<ul style="list-style-type: none"> <li>• 1 - 30 second</li> <li>• Web, Social</li> </ul>	<b>\$15,000</b>
<b>Webcast Sponsor (1)</b> Sponsor the broadcast	10 seats	<ul style="list-style-type: none"> <li>• 1 - 30 second</li> <li>• Web, Social</li> </ul>	<b>\$10,000</b>
<b>Supporter (15)</b> Premium table of 10	10 seats	<ul style="list-style-type: none"> <li>• Web, Social</li> </ul>	<b>\$7,500</b>
<b>Entrepreneur (10)</b> Table of 10 Recognition on Time Capsule	10 seats	<ul style="list-style-type: none"> <li>• Web, Social</li> </ul>	<b>\$2,500</b>

# OUR COMMUNITY

**ALLY is a trusted source in energy with mainstream media & industry**

- **2M** through multiple channels: our website, social media, and events. Key sources of inbound website traffic: organic search, direct traffic and referrals,
- **2:00** minutes average initial time on site; **3:40** when job searching; **30%** return visitors with **5:48** average time on site. **500K sessions** views on website.
- **51%** female / **48%** male
- **20%** traffic 18-24, Generation Z
- **70%** traffic 25-54, Millennial and Generation X
- **70%** traffic, USA / 30% rest of the world
- **1.2M social impressions** with 25K on LinkedIn, 30K on Instagram, 45K on Facebook and 6K on Twitter
- **45K** email subscribers
- **5K** attendees to in persona, online and hybrid events (annual)
- **220+ press** mentions inception to date
- Recognized as a verified brand on social media.



# BRANDS WHO LOVE US

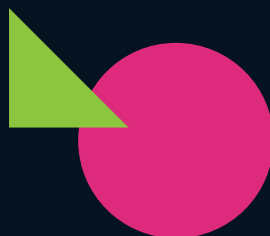






# ABOUT ALLY

<https://www.allyenergy.com/about>



**OUR VISION** An ally is a force for good

**OUR MISSION** We power the energy workforce of the future.

Climate change needs an all-hands-on-deck approach. We work across all forms of energy to leverage gender, ethnicity, generation, neurodiversity, veterans, and other underrepresented talent pools to build the workforce of the future.

Our mission is to accelerate connections, jobs and skills to power the energy workforce of the future and an equitable transition.

**We humanize energy. We give professionals** a community to find everything they need to be successful in their careers. **We work with companies** that are committed to diversity and inclusion, providing them a framework and thought leadership to become a leader in the energy transition.

We are a 100% women owned founding member of Greentown Labs Houston.

