

20  
23 | ALLY ENERGY  
SPONSORSHIP  
GUIDE

ALLY<sup>SM</sup>

OUR VISION

# A FORCE FOR GOOD

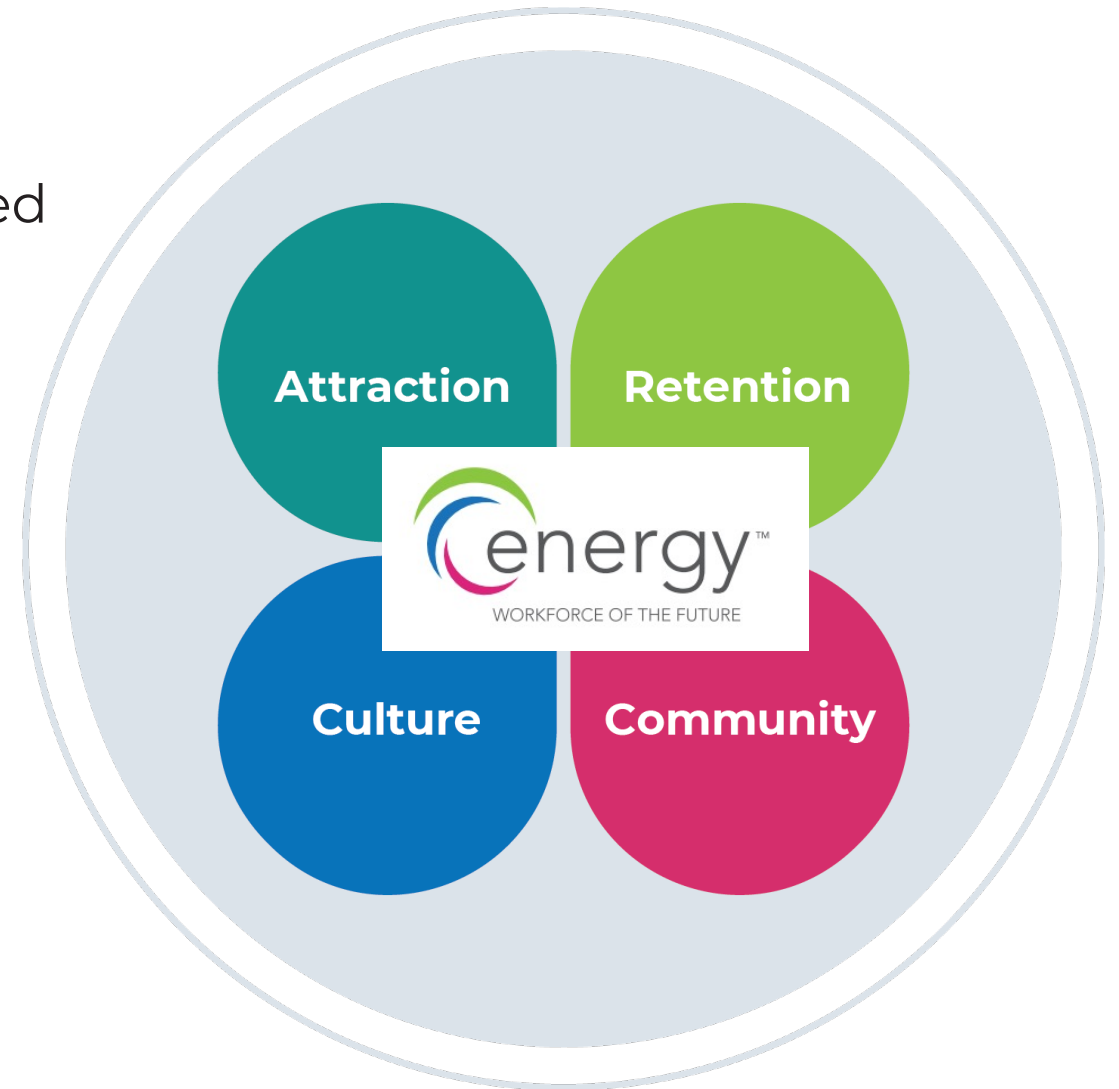
OUR MISSION

ALLY Energy accelerates connections, jobs and skills to power the energy workforce of the future and an equitable transition.

# OUR GUIDING PRINCIPLES

We work with organizations that want to attract and retain great talent and build a trusted brand. Our offering is accomplished through our 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.



# BUILD, MARKET, HIRE & LEARN WITH ALLY

Companies and schools hire ALLY Energy for its unparalleled business resources making it the go-to place for the energy community to build a brand, hire great talent and develop its workforce.

We know that your business has a choice. We invite you to join us to explore the ways ALLY will add value to your business through information exchange, branding, unrivaled networking, hiring and learning experiences.

We're different. Companies work with us to cut through the noise, stand out, and to align their brand with **mission driven marketing** to reach diverse audiences.

We invite you to align your brand with ALLY. When you invest in us, you are leveraging your purchasing power with a certified women owned small business.

**The bonus?** Our entire offering enables ESG goals.

There are numerous opportunities available this year and we can't wait to drive impact with you.

**Together, we're a force for good.**

[\*\*>> REGISTER YOUR INTEREST\*\*](#)

# BRAND INFLUENCE

When you sponsor the programming at ALLY Energy you gain exposure to influencers and leaders through our many channels.

### ALLY ENERGY REACHES

**45,000+**  
email subscribers

**51%**  
Female following

**2M+**  
annual website visitors

**1.2M**  
Social media impressions

**70%**  
Generation X, Y & Z

**10,000+**  
Attendees in person / online

We put forward a dynamic set of opportunities that:

- Raises your brand awareness and visibility
- Provides unparalleled business connections
- Positions your message with influencers and decision makers
- Aligns your company with ALLY's mission
- Helps you hire great talent and build awesome culture.



# SIGNATURE EXPERIENCES

ALLY Energy creates unique hybrid and online experiences that are valuable for all attendees. These events allow sponsors added opportunities for cross-platform branding, valuable business connections, thought leadership and access to niche talent.

# ANNUAL MEETING: KREWE OF ALLY CARNIVAL

**FEBRUARY 16, 2023**

**INVESTMENT BEGINS AT \$2,500**

Start the business year off at the ALLY Annual Meeting which is designed to share more about our work and how members can get involved in our efforts to humanize energy.

## **FEATURED CONTENT:**

The 2023 Annual Meeting welcomes the membership and councils: ALLY, ERG and ESG Councils. The ALLY Energy leadership will give additional presentations on the our industry's growth and impact and key organizational dates and achievements for the year ahead.

## **AUDIENCES ATTENDING:**

- Business and Economic Leaders
- Company Decision-Makers
- ALLY Energy Corporate Council Members
- Rising leadership and influencers



# ENERGY WORKFORCE OF THE FUTURE SUMMIT

MARCH 6, 2023

INVESTMENT BEGINS AT \$5,000

Demonstrate your company's commitment to supporting the advancement of the energy workforce by becoming a sponsor of the annual **Energy Workforce of the Future summit**. Prepare for energizing conversations featuring executives and thought leaders. Branding on Voices of Energy podcast series is an additional benefit for the top event sponsor.

## FEATURED CONTENT:

Learn more about the progress of the Energy Workforce of the Future initiative which seeks to leverage the power of the business community to address talent attraction, development and retention in energy.

## AUDIENCES ATTENDING:

- Business Community
- Business Leaders and CEOs
- Corporate Social Responsibility Specialists
- Procurement and Supplier Diversity Professionals
- Diversity and Inclusion Officers
- Employee Resource Group Leaders
- Human Resources Professionals
- Recruiters





# ENERGY 2.0

## MAY 9-10, 2023

### INVESTMENT BEGINS AT \$5,000

Energy 2.0 is the UN-conference where we celebrate diverse perspectives, technologies, people, and the community at large who are driving the energy transition forward. The UN-conference is for the workforce, leaders, investors, policymakers, and communities to share ideas to transform business. It is where unique perspectives, generations, and backgrounds collide. Since 2014, we've produced the largest most diverse in-person and digital UNconferences that bring the industry forward.

#### FEATURED CONTENT:

The energy transition is a pathway toward transformation of the global energy sector from fossil-based to net-zero carbon by the second half of this century. Topics include business, innovation, workforce, and policy. The day long un-conference starts with a VIP Reception the night before to bring together industry leaders and luminaries.

#### AUDIENCES ATTENDING:

- Business Community
- Decision Makers
- Influencers
- Policy leaders
- Academic leaders and students



# SUMMER RECEPTION

## AUGUST 25, 2023

### INVESTMENT BEGINS AT \$5,000

Demonstrate your company's commitment to supporting the advancement of the energy workforce by becoming a sponsor of ALLY Energy's annual summer reception. Prepare for energizing conversations and thought leadership among energy transition leaders, academia, government and the community.

#### FEATURED CONTENT:

The Annual Members Summer Reception is to bring together the energy community to celebrate the GRIT Award finalists. The lunchtime event is a networking opportunity that brings the workforce and community together to learn more about the energy transition and how it is impacting the Houston community.

#### AUDIENCES ATTENDING:

- Company Decision-Makers
- Business Community
- Policy makers
- ALLY Energy Members
- Houston community at large
- Academic partners



# THE GRIT AWARDS & BEST ENERGY WORKPLACES

## OCTOBER 26, 2023

### INVESTMENT BEGINS AT \$5,000

The GRIT Awards and Best Energy Workplaces honor the energy industry's brightest and grittiest talent who contribute to their companies, the energy industry, and their communities. Dubbed the "Oscars of Energy", our awards recognizes individuals, students, and for-profit and nonprofit organizations that have demonstrated (GRIT) growth, resilience, innovation, and talent with a focus on driving a just, equitable, diverse, and inclusive culture. Best Energy Workplaces<sup>SM</sup> give recognition to outstanding energy and climate technology employers.

#### FEATURED CONTENT:

- Finalist ceremony with main lunch and awards for individuals, teams, ERGs, and workplaces.
- Special Keynote presentation from external speaker

#### AUDIENCES ATTENDING:

- Business Community
- Business Leaders and CEOs
- Corporate Social Responsibility Specialists
- Employee Resource Group Leaders
- Human Resources Professionals
- Recruiters



# JOIN US AS A 2023 SIGNATURE SPONSOR

We invite you to join us as a 2023 Signature or Platinum Sponsor! As a 2023 Signature or Platinum Sponsor, our team will create a custom engagement plan across our portfolio of opportunities we have to meet your needs. Together we'll amplify your company's profile with year-round visibility, meaningful engagement opportunities and exclusive benefits.

Identify the engagements where you would like to enhance and align your company's brand with sponsorship coverage. The 2023 Signature & Platinum Sponsor program has a limited number of sponsor openings. Reserve your position among this group of elite companies to receive exclusive benefits.

**SIGNATURE SPONSORSHIP INVESTMENT: \$30,000**

**PLATINUM SPONSORSHIP INVESTMENT: \$50,000**



## SIGNATURE / PLATINUM SPONSOR BENEFITS

Company logo displayed on:

- Weekly emails
- ALLY Energy landing page with a hyperlink to your organization's website
- Signature Event webpage with a hyperlink to your organization's website
- Signature Sponsor banner and/or digital recognition at all Signature Events
- Recognition at every Signature Event
- Announcement and special recognition at Annual Meeting
- Invitation to all VIP receptions at Signature Events
- Access to registration list upon request

# OTHER ENGAGEMENT OPPORTUNITIES

We create experiences that build brand and  
mindshare.

# ALLY COURSES & ACADEMIES

## SKILLING FOR A LOWER CARBON WORLD

### UPSKILL YOUR WORKFORCE

We are committed to building an energy workforce where no one is left behind, where everyone can learn, create and contribute.

We have built a faculty team of world class professionals with years of experience in energy and climate. This enables us to create engaging courses, tutorials and other learning materials across a wide variety of categories. Hire us to do your internal conference or summit. We love to put together engaging learning experiences.

Get in touch today to sponsor existing courses for your team, to create a course or to bring the Academy to your organization.



# ALLY MEMBERSHIP

Not a member? Join us or sponsor one of our councils. Our councils convene leaders and employees around career stages and industry interests. Council activities offer networking and professional development. Our corporate members get specific benefits to be a part of the councils. Level up and sponsor a council meeting or program during the year. Sponsors receive logo placement in promotions, speaking opportunities and access for your guests.

## ALLY COUNCIL:

**The ALLY Council** convenes human resources practitioners, talent professionals and employee resource group leaders. Events offer best practices and thought leadership around talent attraction, retention, inclusion, diversity and corporate culture. Members receive access to quarterly meetings and a private online networking community.

## ERG COUNCIL

**The ERG Council** brings managers or emerging leaders in diversity, and/or employee resource groups. Members hold an emerging leadership role and are champions for culture development and change. Members receive access to bi-monthly programming and a private online networking community.

## ESG COUNCIL

**The ESG Council** convenes sustainability, climate, investor relations and legal practitioners.. Events offer best practices and thought leadership around ESG. Members receive access to quarterly meetings and a private online networking community.



**PLEASE ASK ABOUT COUNCIL SPONSORSHIP OPPORTUNITIES.**

# MULTI-CHANNEL MARKETING

**VIDEO. PODCAST.**  
**NEWSLETTERS.**  
**SOCIAL MEDIA. JOB FAIRS.**

**INVESTMENT BEGINS AT \$2,500**

ALLY Energy delivers high impact creative messaging at scale for brands who want to reach influencers and decision makers in energy. We have be-spoke options to help bring your messaging to life.

We partner with organizations that want to attract and retain great talent and build a trusted brand. Looking to hire? Reach out to our audience where they are: online.

We have helped hundreds of brands since 2014 break through the clutter, create thoughtful spaces to bring people and energy together across industry, academy, government, and the public.

Diversity of thought is our sweet spot, so get in touch today to discuss unique ways we can meet your marketing needs.





# DEVELOP YOUR ACTION PLAN

Identify the audience you want to engage with your brand. Leverage our expertise in building a plan that best suits your needs. Gain exposure among the energy workforce.

# ALLY ENERGY THANKS OUR 2022 SPONSORS & MEMBERS



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Timing and format for all engagements are subject to change. Additional opportunities may arise throughout the year.