



behavior, energy & climate change

#BECC2023

Behavior, Energy and Climate Conference (BECC)

November 12-15, 2023

Hyatt Regency - Sacramento, CA

“Driving Transformation”

Sponsorship Prospectus

Co-Convened by:



Stanford

Environmental and Energy
Policy Analysis Center

About BECC

The Behavior, Energy, and Climate Change Conference (BECC) is the premier conference focused on understanding human behavior and decision making and using that knowledge to accelerate the transition to a low-carbon future.

Since 2007, BECC has fostered understanding individual and organizational behavior and decision making related to energy usage, greenhouse gas emissions, climate change, and sustainability.

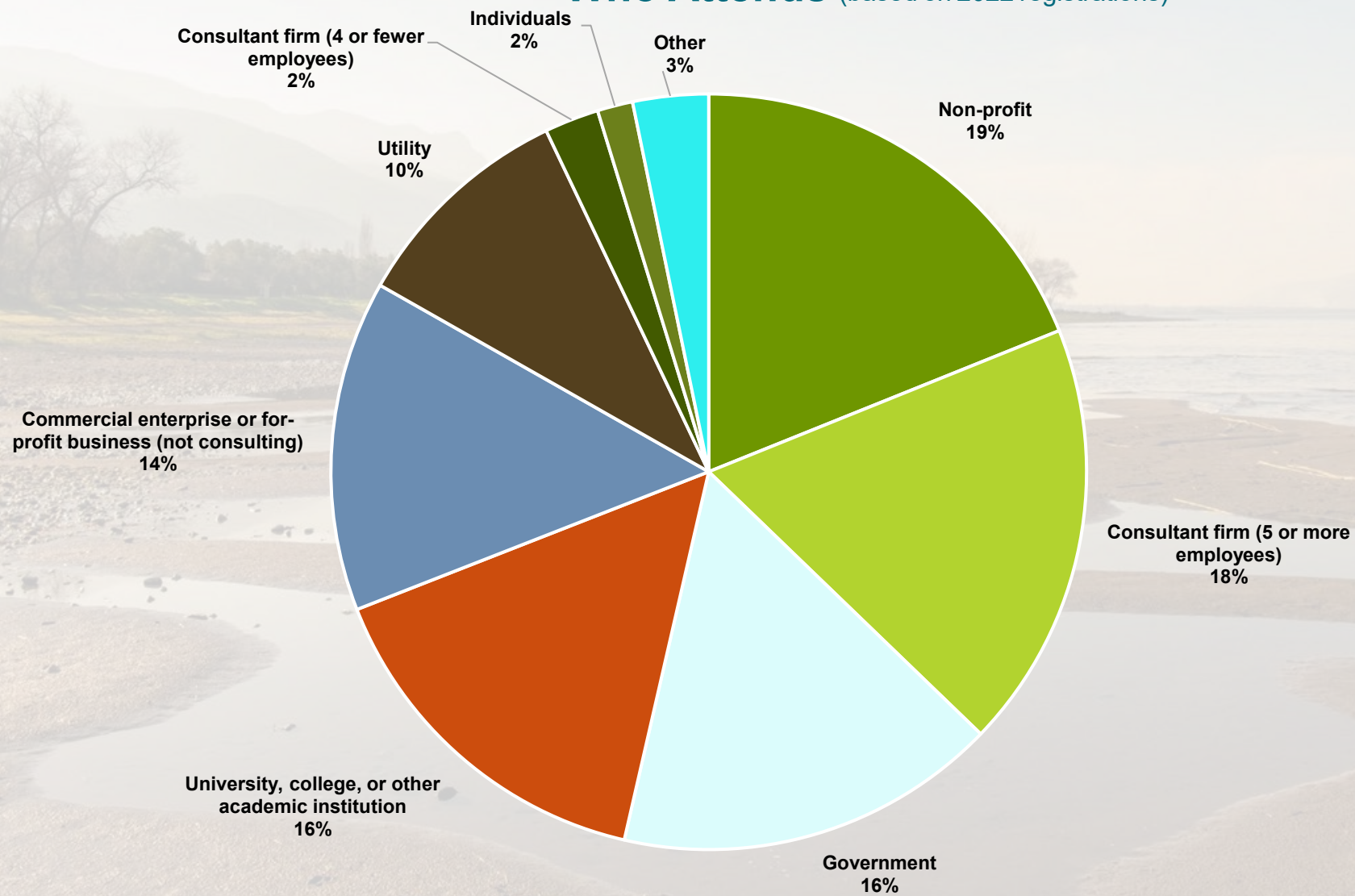


Who Attends BECC?

- Researchers (e.g., economics, psychology, sociology, anthropology, law, humanities)
- Decision makers (e.g., from federal, state, and local agencies, as well as legislators, and regulators)
- Practitioners (e.g., planners, consultants, manufacturers, designers, architects, entrepreneurs, marketers, and purchasers)
- Influencers (e.g., community organizers, nonprofit leaders, media, religion, and entertainment professionals)
- Energy service providers (utilities, commercial renewable energy participants and new technology market players)

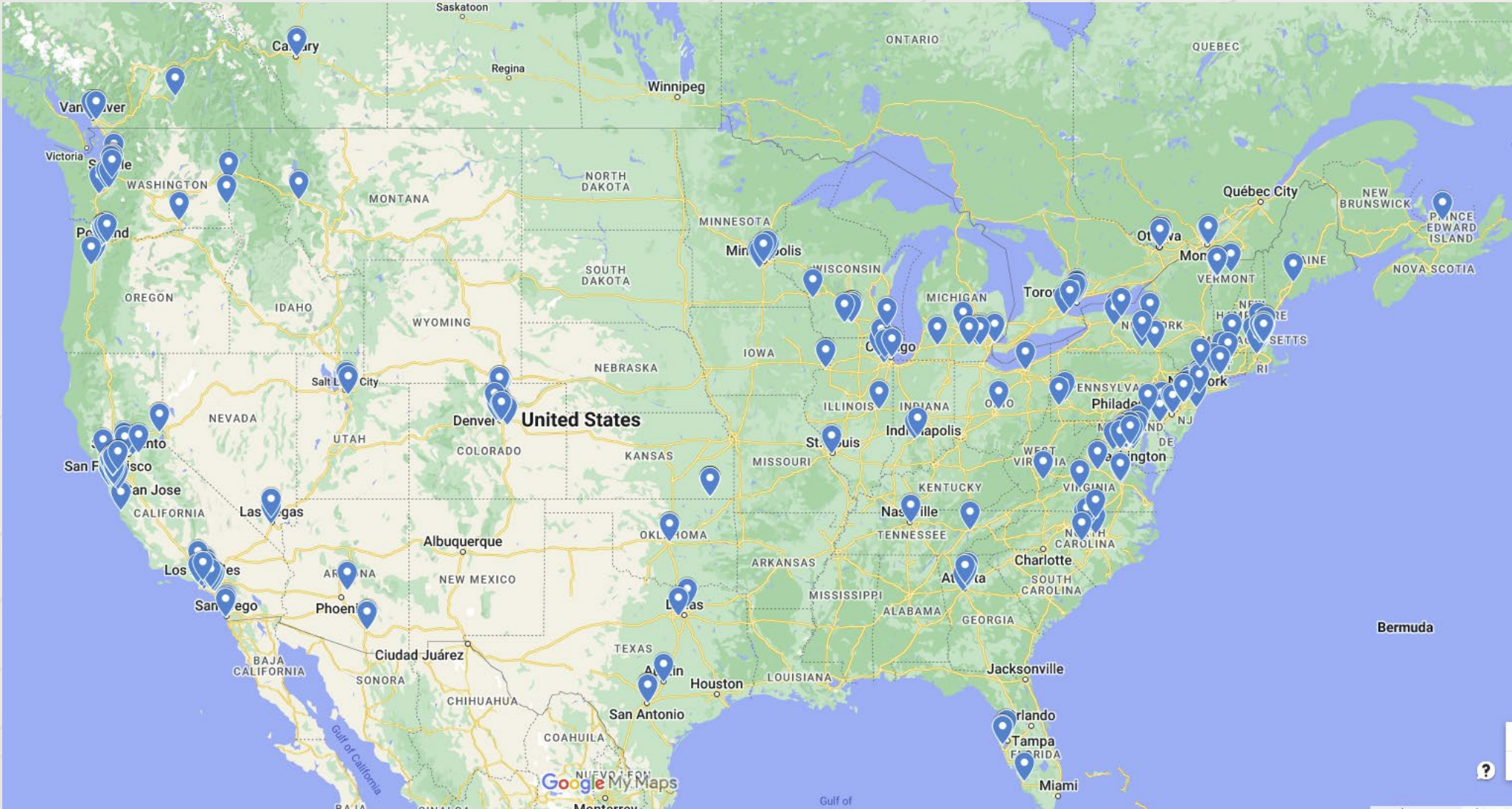


Who Attends (based on 2022 registrations)



Who Attends BECC?

#BECC2023



State/Province	Percentage
California	16%
District of Columbia	13%
Colorado	8%
Virginia	7%
Other	6%
New York	6%
Massachusetts	4%
Oregon	4%
Washington	3%
Illinois	3%
Maryland	3%
Wisconsin	3%
Texas	2%
Connecticut	2%
Michigan	2%
Ontario	2%
Minnesota	2%
New Jersey	2%
Georgia	1%
North Carolina	1%
Pennsylvania	1%
British Columbia	1%
Florida	1%
Vermont	1%
Alberta	1%
Arizona	1%
Iowa	1%
Nevada	1%
Québec	1%
Tennessee	1%
Indiana	<1%
Missouri	<1%
Ohio	<1%
Oklahoma	<1%
Utah	<1%
Delaware	<1%
Hawaii	<1%
Maine	<1%
Montana	<1%
New Hampshire	<1%
Prince Edward Island	<1%
Rhode Island	<1%
Wellington	<1%
West Virginia	<1%



Featured Sponsorships



Presenting Sponsor - \$25,000

Showcase your support of the BECC conference and its ideals with the most impactful sponsorship available. Benefits include all items included at the Premier level on Page 8, PLUS your choice of any (2) of the following:

- One-hour sponsored webinar
- Dedicated email blast featuring your organization
- Sponsor video posted to BECC social channels
- “CEO Spotlight” interview-style video delivered to BECC audience

Pre-Conference Workshops - \$3,000

Hands-on working sessions focused on learning a new skill or working through a novel scenario. Pre-conference workshops are hosted on Sunday, November 12 between 1:00 p.m. and 5:00 p.m. Seating is limited. Sponsor receives list of workshop registrants (name, title, organization of opt-ins only). *Workshop abstracts require approval by the programming committee.*





Featured Sponsorships

Solutions Sessions

A dedicated session during the conference for solving a real-world problem for your organization. Approval required. Only 2 available.

\$3000 – standard session

\$5000 – upgraded session with expanded benefits – inquire for more information



Exhibit Table

\$3500

Includes one 6-foot tabletop and two chairs in high traffic area.
Includes (1) full conference registration.

Limitations apply to display size and materials, please inquire.



General Sponsorships

General sponsorships optimize your investment and showcase your support of BECC in the best way. They include complimentary registrations and receive maximum exposure throughout our marketing campaign, before, during and after the conference.

	Friend	Supporter	Partner	Benefactor	Premier
	\$3000	\$6000	\$12,000	\$17,000	\$20,000
Complimentary full-conference registrations	1	2	4	6	8
Opportunity to make welcome remarks at opening general session					✓
Opportunity to introduce keynote speaker					✓
Exclusive email announcement sent pre- or post-conference				✓	✓
1-2 min welcome remarks at opening session				✓	✓
Announcement via conference app				✓	✓
Logo on BECC website and mobile app	✓	✓	✓	✓	✓
Logo on marketing emails	✓	✓	✓	✓	✓
Email to all participants, focused on sponsors	✓	✓	✓	✓	✓
Access to BECC attendee list (names and institution only) one week prior to conference			✓	✓	✓
Logo and mention during monthly BECC webinars (size varies by sponsorship level)	✓	✓	✓	✓	✓
Logo on walk-in slides during general sessions			✓	✓	✓
Dedicated sponsor page including logo linked to sponsor's company website	✓	✓	✓	✓	✓
Post-conference list of attendees for one-time use (name, institution, city & state)		✓	✓	✓	✓
Exhibit table in high traffic area			✓	✓	✓



Custom Sponsorships

Custom sponsorships are associated with a specific element of the conference and receive strong recognition and acknowledgement throughout the event. They include prominent custom branding opportunities and most also include complimentary registrations.

Sponsorship	Total Available	Description	Investment	Waived Regs
Luncheon	2	Sponsor signage and opportunity to make brief remarks at the beginning of the luncheon	\$9,000	2
Opening Reception	1	Sponsor signage and cocktail napkins; opportunity to make brief remarks during the reception	\$9,000	2
Registration	1	Logo appears on all registration confirmation emails and displayed prominently in registration area	\$7,500	1
Poster Reception	1	Sponsor signage and branded drink tickets or cocktail napkins	\$7,500	1
Wi-Fi	1	Branded wi-fi password for hotel meeting space	\$7,500	1



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Sponsorship	Total Available	Description	Investment	Waived Regs
Film Festival	1	Sponsor signage and branded drink tickets or cocktail napkins	\$6,000	1
Mobile App	1	Sponsor logo throughout conference app; custom messaging and branded graphics	\$6,000	1
Hotel Key Cards	1	Sponsor advertisement or logo on hotel room key cards	\$6,000	1
Claim A Day (per day)	3	Sponsor one day of the conference; logo in conference app for that day; acknowledgement during plenary of that day; logo/name displayed on digital signage	\$6,000	1
BECC Fellows Scholarship	1	Support the BECC Fellows scholarship recipients; receive a copy of their CVs; logo on conference materials; participate in exclusive luncheon for fellows	\$5,000	NA



Custom Sponsorships

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Sponsorship	Total Available	Description	Investment	Discounts
Pre-Conference Workshops	4	Hands-on session (up to 4 hours) designed to teach a specific skill or solve a specific problem. Pre-conference workshops are promoted to conference attendees and are complimentary to attend (seating is limited). They take place on Sunday between 1:00 p.m. and 5:00 p.m. prior to the conference. Applications will open in June.	\$3,000	NA
Refreshment Breaks (per break)	5	Sponsor signage during a conference break; includes custom branded coffee sleeves	\$3,000	\$5000 for 2 breaks; \$10,000 for exclusive sponsorship of all 5 breaks
Lanyard SOLD	1	Co-branded BECC and sponsor lanyard	\$3,000	NA
Sanitation station	5	Sponsor branding on hand sanitizer stations	\$2,000	NA
Mobile charging station	2	Sponsor branding on mobile charging stations	\$2,000	NA
Sponsor a Free Webinar (per webinar)	9	Be the featured sponsor for one of BECC's free monthly webinars; option to introduce speakers and moderate Q&A	\$2,000	\$5500 for 3; \$11,000 for 7; \$13,000 for exclusive sponsorship of all 9



Contact Us

For more information about how to become a BECC sponsor or exhibitor, contact:

Carl Blumstein

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A CITRIS Research Initiative

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