



#BECC2025

## Behavior, Energy and Climate Conference (BECC)

November 2-5, 2025

Hyatt Regency - Sacramento, CA

*Energizing a Future for All*

## Sponsorship Prospectus

Co-Convened by:





# About BECC

Imagine a low-carbon future with healthy air quality, fewer climate disasters, and affordable and resilient energy. How do we get there? The focus of this year's BECC conference is on **Energizing a Future for All** - what are the ideas, policies, and methods of changing behavior towards a clean energy future?

Since 2007, the BECC community has applied behavioral research and practice to foster individual and organizational change. Our biennial conference takes place in Sacramento, CA, where we gather to collaborate and share innovative behavioral solutions.

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.





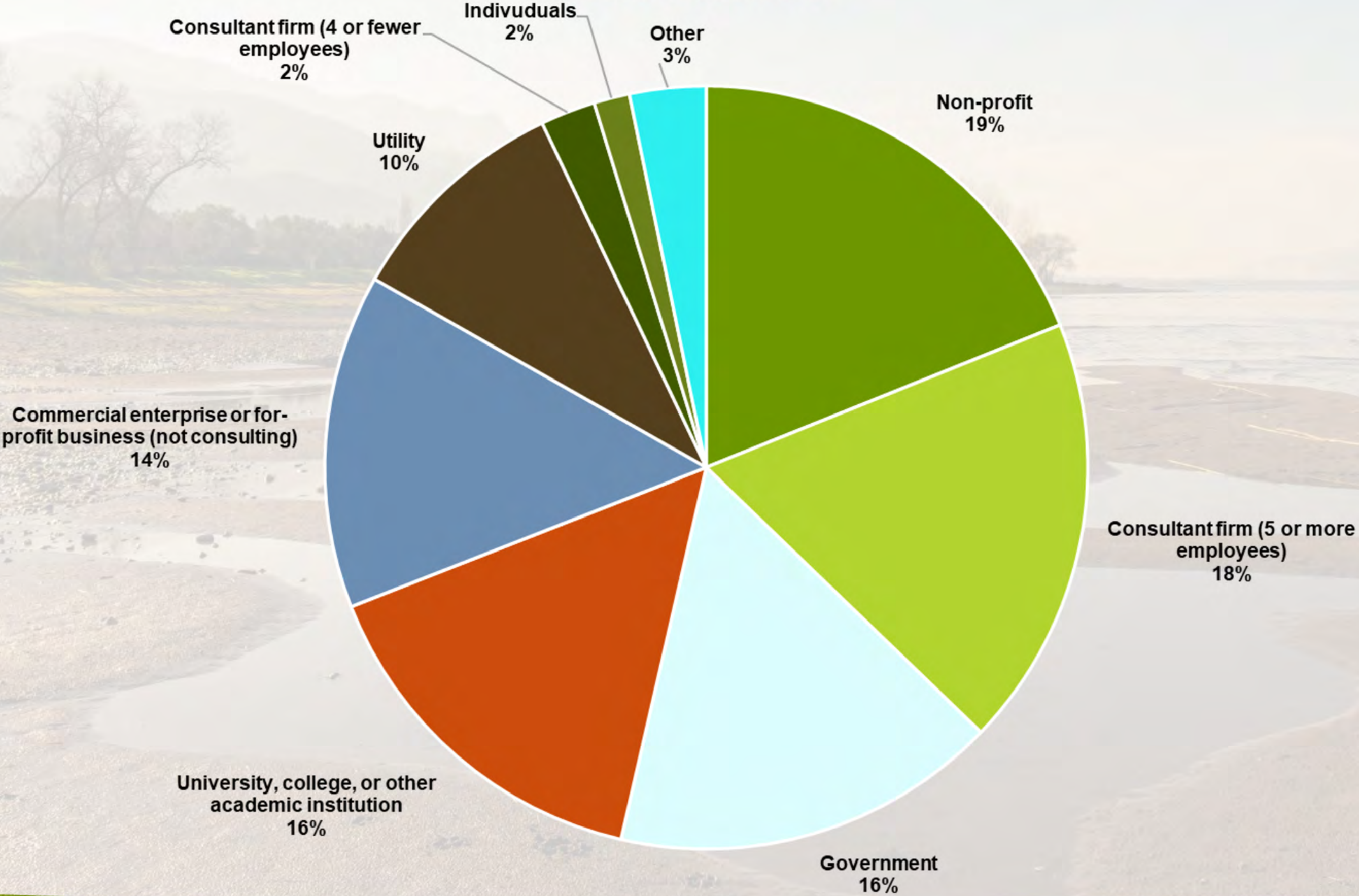
# Who Attends BECC?

- **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





# Geographic Representation

United States	499
Canada	23
Others	33

- Afghanistan
- Australia
- Cameroon
- Ethiopia
- Finland
- Germany
- India
- Lithuania
- Mongolia
- New Zealand
- Saudi Arabia
- Singapore
- Sweden
- United Kingdom





# 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 2 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.

50% discount applies when added to General or Custom sponsorship

*Limitations apply to display size and materials, please inquire.*





# General Sponsorships

Optimize your investment and showcase your support of BECC in the most impactful way. General sponsorships include complimentary registrations and maximum exposure throughout our marketing campaign - before, during and after the conference.

General Sponsorships	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				✓	✓
Banner ad in mobile app or on website			✓	✓	✓
Access to BECC attendee list (names and institution only) one week prior to conference			✓	✓	✓
Logo on walk-in slides during general sessions			✓	✓	✓
Post-conference list of attendees for one-time use (name, institution, city & state)		✓	✓	✓	✓
Logo on BECC website and mobile app	✓	✓	✓	✓	✓
Logo on marketing emails	✓	✓	✓	✓	✓
Email to all participants, focused on sponsors	✓	✓	✓	✓	✓
Logo and mention during monthly BECC webinars (size varies by sponsorship level)	✓	✓	✓	✓	✓
Dedicated sponsor page including logo linked to sponsor's company website	✓	✓	✓	✓	✓





# 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 include complimentary registrations.

Sponsorship	Total Available	Description	Investment	Complimentary Registrations
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	Complimentary Registrations
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



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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 free 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	1	Co-branded BECC and sponsor lanyard	\$3,000	NA
Mobile charging station	2	Sponsor branding on mobile charging stations	\$2,000	NA
Sponsor a Webinar (per webinar)	4+	Be the featured sponsor for one of BECC's free monthly webinars; option to introduce speakers and moderate Q&A	\$2,000 each <i>Multi-webinar discounts available</i>	\$6,000 for exclusive sponsorship of all webinars for the year





# Contact Us

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

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Director of the Behavior, Health, and Human Dimensions Program

Co-Chair of BECC, the Behavior, Energy and Climate Change conference

Former Secretary, Division of Environmental Psychology, American Psychological Association

Adjunct Professor, University of Victoria (Canada)



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