



# 20th Anniversary sponsorship opportunities

Enabling a net zero future

*Raise your brand profile and support the original  
renewable energy membership organisation in its 20th year*



# About AREG

AREG is the original energy transition organisation; enabling transformational renewable energy developments and supporting the supply chain in North East Scotland and beyond.

We work on behalf of our fast growing 270 + members to empower them to drive energy transition, to reduce carbon emissions and make a difference to industry and communities.

During our proud 20-year history we have led and facilitated impressive renewable energy projects and supported the supply chain to benefit from opportunities and amplified the amazing work happening in the sector. With multiple GW of projects being developed and the race to net zero targets building momentum, never has there been a more important time to align your brand with AREG in this fast-paced, exciting sector.

We have a suite of tiered sponsorship opportunities to celebrate our 20<sup>th</sup> anniversary year from branding and speaker opportunities at our celebratory dinner to smaller, targeted digital campaigns.

**Please get in touch via [areg@bigpartnership.co.uk](mailto:areg@bigpartnership.co.uk) to discuss these opportunities or if a bespoke package is of interest.**



# Summary of sponsorship packages

## AREG 20<sup>th</sup> Anniversary celebration dinner and Energy Futures awards – November 2023

- Headline Dinner Sponsor - £15,000
- Award Category Sponsors - £5,000 (per category)
- Drinks Reception sponsor - £7,500
- Table Drinks sponsor - £4,000

## Energy Futures Networks

- **Supply Chain Sponsor - £7,500 (SOLD)**
- Communications Sponsor - £7,500
- Policy Sponsor - £7,500
- Professional Services Sponsor - £7,500
- **Young Professionals Sponsor - £7,500 (SOLD)**

## Energy Futures Webinars

- Series Sponsor - £8,000

## AREG photography competition and calendar launch

- **Partner Sponsor - £12,000 (SOLD)**

## Marketing Opportunities

- **AREG Annual Review - £1,500 (SOLD)**
- AREG Monthly News - £1,000
- AREG Weekly Bulletin - £1,000
- Social Takeovers - £500



# Headline Anniversary Dinner Sponsor:

## £15,000 + VAT

Our 20th anniversary black tie dinner and awards will feature a sparkling drinks reception, entertaining speakers and awards celebrating the achievements of organisations and individuals contributing to renewable energy.

### The headline sponsor will enjoy:

- Speaker opportunity at the dinner
- Branding during the dinner and awards
- Acknowledgement as sponsor during welcome and closing remarks
- Regular Promotional social media posts in the run up to the dinner
- Table for 10 at the dinner
- Branding on all event materials including awards promotion, dedicated event web page, monthly newsletter updates sent to over 1,500 stakeholders and members, holding slide during the dinner.
- Judging status for awards
- Access to dinner photography
- Full page advert in AREG annual review





# Drinks Reception Sponsor

£7,500 + VAT

The Drinks Reception sponsor will benefit from:

- Opportunity to display branded material at the drinks reception, this includes pop-up banners and logo displays
- Acknowledgement during welcome remarks
- Company branding presence on promotional materials produced for the event, including weekly member bulletin and monthly newsletter sent to over 1,500 industry stakeholders.
- 2 Promotional social media posts
- Sponsor status on event web page
- 4 places at Energy Futures dinner and awards
- Access to event photography
- Half page advert in AREG annual review



# Table Drink Sponsor

## £4,000 + VAT

The Table Drinks Sponsor will benefit from:

- Your branding tags on the complimentary wine on tables
- Logo on welcome slide
- Sponsor reference on event page and social media
- 2 places at Energy Futures dinner and awards
- Access to event photography



# Award Category Sponsors

£5,000 + VAT (per category)

Awards Category sponsors will benefit from:

- Judging involvement in your selected category
- Branding in awards materials
- Opportunity to present the winning award for your category
- Sponsor promo in AREG weekly member bulletins and monthly newsletter
- 2 places at Energy Futures dinner and awards
- Branding on the night
- Access to event photography

Categories include:

- **Innovation** – technology or R&D addressing the race to reduce carbon
- **Young renewable energy champion** (aged under 30)
- **Net zero impact** – a project or development with the potential to make a huge net zero impact
- **Lifetime achievement**





# Energy Futures Networks

£7,500 + VAT (per network)

AREG has five Energy Futures networks, established to encourage engagement among members and wider stakeholders, sharing of information, best practice and updates on latest developments and the chance to meet likeminded professionals. We will host a networking event once a month during 2023, with the series including in-person and virtual meetings. We will also bring all five networks together for an integrated event once a year.

## Our networks and their chairs:

- **Supply Chain** – Neil McIntosh is director of Aberdeen International Associates (*Sponsorship sold – opportunities available for event hosts*)
- **Communications** – Stephen Christie is communications and external affairs manager at bp
- **Policy** – Paul Robertson is head of public affairs at BIG Partnership
- **Professional Services** – Rod Hutchison is an AREG board member and legal director at Macroberts
- **Young professionals** - Graceann Robertson is marketing manager at Verlume. Charlotte Hartley is public affairs manager at Storegga Headline (*Sponsorship sold – opportunities available for event hosts*)





# Energy Futures Networks

£7,500 + VAT (per network)

## Benefits of sponsoring a network

- Opportunity to speak at three network events (2 virtual and at least one in-person)
- Prominent branding on slides at virtual networks and opportunity to display pop up at in person meeting
- Sponsor status on network page on AREG website
- Social campaign to promote your network sponsorship
- Brand featured in weekly AREG member bulletin and monthly digital newsletter
- 2 places at AREG 20<sup>th</sup> anniversary dinner and awards

*We are also looking for host companies to facilitate network meetings at their premises or site visits for our young professionals. Get in touch if you are interested in hosting a network event.*



# Energy Futures Webinars

£8,000 + VAT (series sponsor)

AREG will host a minimum of 3 supply chain developer focused webinars in 2023 providing updates on projects from developers and highlighting opportunities for the supply chain. The series sponsor will have the opportunity to speak at each of the webinars and have branding on slides. They will also benefit from:

- Welcome speech at 3 webinars featuring renewable developer updates
- Branding on webinar intro and close slides
- Social posts and web update welcoming your brand as sponsor
- 2 places at AREG 20<sup>th</sup> Anniversary Dinner and Energy Future Awards in November
- Sponsor promotion in AREG monthly newsletter which is distributed to over 1,500 members and wider renewable energy stakeholders.



# AREG photography competition and calendar launch - SOLD

## Partner Sponsor £12,000 + VAT

Back for its third year, our popular Art of Renewable Energy photography competition has become a go-to for amateur snappers. The winning images are used consistently to promote AREG and also form a digital calendar shared with a wide network of stakeholders.

The creative submissions reflect the changing energy and environmental challenges with categories for landscape, portraits, action and Under 16s. We would like to thank our sponsor for the last two years Stromar.

### For this year's competition, our sponsor partner will benefit from:

- Judging status in the photography competition
- Prominent branding on the calendar
- Prominent branding on the dedicated competition web page
- Regular promotion in media, online and on AREG's social channels
- Branding in weekly member bulletin and monthly newsletter
- Speech and award presentation for winner/s
- Use of winning images (with credit given)
- 2 places at our 20<sup>th</sup> anniversary dinner and Energy Futures awards in November



# Marketing Opportunities

## AREG annual review - **SOLD**

This annual review is digital report produced to celebrate the successes over the year and shine a spotlight on significant developments in the sector.

- **Headline sponsor – £1,500 – includes front page banner and 400-word column**
- **Advertising - £500 for a half page advert.**

## AREG monthly news

In association banner in AREG's monthly newsletter distributed to over 1,500 renewable energy stakeholders.

- **£1,000 for 2 x months**



**MONTHLY  
NEWS**





# Marketing Opportunities

## AREG weekly bulletin

- In association banner in 8 consecutive AREG bulletins shared with our 270+ members
- **£1,000 for 8 week run**

## Social takeovers

Get your brand or corporate message noticed through a push on AREG's social channels and website.

- *Sector spotlight* – 300-word case study with pic (supplied) on a renewable company, project or case study - **£500**. Shared on LinkedIn and Twitter and on the AREG website.
- *Renewable champion* - 300-word profile and pic (supplied) on a person leading the charge in renewable energy or decarbonisation **£500**. Shared on LinkedIn and Twitter and on the AREG website



MEMBER  
BULLETIN





# Enabling net zero together

Interested?

For all sponsorship enquiries please contact  
[areg@bigpartnership.co.uk](mailto:areg@bigpartnership.co.uk)

For membership enquiries contact  
[info@aberdeenrenewables.com](mailto:info@aberdeenrenewables.com)

Energy Futures conference and exhibition will return  
in 2024.

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