

# Annual Market Development Forum

March 1, 2017



David Brower Center  
2150 Allston Way  
Berkeley, CA 94704

## Sponsorship Opportunities for CESA's Annual Market Development Forum 2017

I would like to invite you to become a sponsor of CESA's exclusive, invitation-only Market Development Forum, which brings together over 200 executives (CESA members and special guests) for an intimate meeting focused on growing the ecosystem for grid-connected energy storage in California. The 9<sup>th</sup> annual Market Development Forum will take place on March 1, 2017 in Berkeley California and is designed to encourage out-of-the-box thinking, multi-stakeholder collaboration and networking with major California utilities, policymakers and CESA members.

The California Energy Storage Alliance (CESA) is a 501c6 membership-based advocacy group committed to advancing the role of energy storage in the electric power sector through policy, education, and outreach. Our mission is to make energy storage a mainstream energy resource that accelerates the adoption of renewable energy and promotes a more efficient, reliable, affordable, and secure electric power system in California. For a complete list of members and key achievements, please visit [www.storagealliance.org](http://www.storagealliance.org).

With your support, we can continue the momentum to build a healthy market for grid-connected energy storage in California. CESA's 9th Annual Market Development Forum would not be possible without the generous contributions of our sponsors. Thank you for considering supporting this event, and for all you do to build a healthy market for grid-connected energy in California.

For additional information about sponsorship, please contact Zoe Fishman at [zfishman@storagealliance.org](mailto:zfishman@storagealliance.org).

Kind regards,

A handwritten signature in black ink, appearing to read "Janice Lin", written in a cursive style.

Janice Lin, Executive Director  
California Energy Storage Alliance  
[www.storagealliance.org](http://www.storagealliance.org)

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Event: **Annual Market Development Forum 2017**  
Date: March 1, 2017  
Location: David Brower Center, 2150 Allston Way, Berkeley, California 94704

## SPONSORSHIP OPTIONS:

Sponsorship Level	Benefits Included	Cost	Qty
Reception Sponsorship	<ul style="list-style-type: none"><li>- Introduce keynote speakers</li><li>- Logo and recognition at dinner reception</li><li>- 4 complimentary passes to the CESA Annual MDF</li><li>- Recognition in all meeting materials and sessions</li><li>- Half-page advertisement in program</li><li>- Opportunity to distribute marketing materials on registration table during receptions and breaks</li></ul>	\$10,000	
Platinum Sponsorship	<ul style="list-style-type: none"><li>- 3 complimentary passes to the CESA Annual MDF</li><li>- Recognition in all meeting materials and sessions</li><li>- Quarter-page advertisement in program</li><li>- Opportunity to distribute marketing materials on registration table during receptions and breaks</li></ul>	\$5,000	
Gold Sponsorship	<ul style="list-style-type: none"><li>- 2 complimentary passes to the CESA Annual MDF</li><li>- Recognition in all meeting materials and sessions</li><li>- Quarter-page advertisement in program</li><li>- Opportunity to distribute marketing materials on registration table during receptions and breaks</li></ul>	\$3,000	

<b>Total:</b>
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Agreed to and Accepted this  
18 November 2016

**Company Name:**

By: \_\_\_\_\_  
Signature of Responsible Party

\_\_\_\_\_  
Printed Name of Responsible Party

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March 1, 2017



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2150 Allston Way  
Berkeley, CA 94704

## Company Billing Information

Billing contact: \_\_\_\_\_

Billing phone: \_\_\_\_\_

Billing email: \_\_\_\_\_

Billing address:

Street \_\_\_\_\_

City, State, Zip \_\_\_\_\_

Billing correspondence and invoices will be sent via email.

If you would prefer to receive invoices via U.S. postal mail, please check here:

Please make checks payable to "Strategen Consulting, LLC"