

Becoming an Ally



Efficiency
Canada



Carleton
UNIVERSITY

Welcome to the voice for an energy efficient economy.

Efficiency Canada is the national voice for an energy efficient economy. Our vision is a Canada that uses energy efficiency to its fullest potential. This means maximizing the potential of energy efficiency, leading to a sustainable environment, a productive economy and a just and equitable society.

Since our launch in 2018, we have shone a bright spotlight on the energy efficiency sector and people are paying attention. We are making noise to show everyone that our sector is made up of passionate people: people that are helping to transition our country to a low-carbon economy.

As a charitable organization, we rely on the support of the sector to help us with our research, engagement and communication efforts. Becoming an official Efficiency Canada Ally allows you to be recognized as a leader by your peers (and clients!). Don't miss out on this amazing opportunity to join over forty organizations who are already enjoying the advantages of being part of a national organization.

This is your chance to be part of something bigger.

What are you waiting for?



Natalie Irwin
Director of Stakeholder Engagement, Efficiency Canada

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Supporting Efficiency Canada means supporting the sector

By supporting Efficiency Canada, you'll be helping to advance the energy efficiency sector in Canada. Your financial contribution will directly aid in moving our nation towards a more robust energy efficient economy. Specifically, you'll be contributing towards the following efforts:



**Ongoing advocacy work
at the federal and
provincial level**



**National, regional & local
mobilizing to advance
energy efficiency**



**Research and analysis
to help strengthen the
case for better policies,
including a provincial
scorecard**



**National communication
campaigns highlighting the
importance of the sector,
including Energy Efficiency Day**



**Media relations that
support the case for an
energy efficient economy**

Efficiency Canada Ally Benefits

As an Ally, you'll receive up-to-date insights on energy efficiency in Canada and beyond. You'll also receive invitations to webinars, events, workshops, and other, often exclusive, networking opportunities. Join over forty organizations who are getting recognized as leaders in the sector, by helping to advance energy efficiency policies in Canada.

Benefits include:



Showcase your work to 100+ attendees at our weekly DiscoverEE webinar



Gain unique insights through the monthly Quick Hits & Burning Questions webinar



Action alerts for key public policy decisions, processes, and events occurring in your area



Advance notice of new reports, including an exclusive webinar on the annual provincial energy efficiency scorecard



Public recognition on website and listing featured in our bi-monthly newsletter and social media platforms

Participation Levels

Efficiency Canada is an operating unit of the Carleton Sustainable Energy Research Centre, a cross-disciplinary initiative between the School of Public Policy and Administration and the Faculty of Engineering and Design. All sponsorship donations made to Efficiency Canada are accepted through the university.

Friend

Open to non-profits and individuals who wish to support the efforts of Efficiency Canada to move towards an energy efficient economy.

\$500

Partner

For organizations and businesses that wish to support the efforts of Efficiency Canada to move towards an energy efficient economy.

\$2,000

Leader

Ideal for organizations and businesses that are leaders in the energy efficiency industry and would like advanced knowledge of industry trends, including the national scorecard.

\$5,000

Champion

Champions are organizations that are leaders in the energy efficiency industry. They prefer extensive recognition for their support, along with the ability to participate at exclusive Efficiency Canada events.

\$10,000

Game Changer

The highest level is for organizations that want to make a game-changing contribution for an energy efficient economy, as well as increased recognition and tailored support.

\$15,000

Participation Level Highlights

	Friend	Partner	Leader	Champion	Game Changer
Showcase your sponsorship by adding the Efficiency Canada logo to your website and proposals	✓	✓	✓	✓	✓
Social media mentions	✓	✓	✓	✓	✓
Showcase your work to 100+ attendees at our weekly DiscoverEE webinar	✓	✓	✓	✓	✓
Logo on Efficiency Canada's website		✓	✓	✓	✓
Opportunity to your logo to letters of support		✓	✓	✓	✓
A bi-monthly opportunity to reach a larger audience with your news, under the Ally spotlight section and include your job postings		✓	✓	✓	✓
Receive embargoed copies of reports before they are released to the public, including an exclusive annual scorecard webinar		✓	✓	✓	✓
Quarterly calls, specifically for marketing and communications professionals from our Allies		✓	✓	✓	✓
Join our annual lobby day in Ottawa, including government relations training, policy briefings, VIP dinner and hill reception		*	✓	✓	✓
Gain unique insights through the monthly Quick Hits & Burning Questions webinar			✓	✓	✓
Annual one-day, workshop, specifically for marketing and communications professionals from our Ally organizations		*	*	✓	✓
Create a customized experience for your team, or clients, with Efficiency Canada's senior staff					✓

* additional fee ranging from \$250 - \$750 to participate in event.

To learn more about our Ally Program and how it might be a good fit for your organization, contact Natalie Irwin, Director of Stakeholder Engagement at natalie.irwin@efficiencycanada.org