

# Becoming an Ally

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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.

And we make a big impact.

Since our launch in 2018, we have highlighted the strength and resilience of the sector in a global pandemic, and demonstrated the passion towards achieving a low carbon economy. We met regularly with members of Parliament, and convened the industry and community around purpose-driven issues. We are recognized by media and governments across the country, and have contributed research and opinions that have moved the dial on energy efficiency policy at all levels of government. And, we're showing that energy efficiency is a thriving sector, with robust employment opportunities.

We need you, to keep making powerful changes.

As a charitable organization, we rely on the support of the sector to make our research and our voice more powerful. Becoming an official Efficiency Canada Ally allows you to leverage the Ally network, contribute to important policy discussions with leaders, and to become a recognized leader in energy efficiency with your peers, clients and decision makers. Don't miss out on this amazing opportunity to join over 60 organizations who are already benefitting from their participation as an Efficiency Canada Ally. This is your chance to be part of something bigger.



## 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 toward a more robust energy efficient economy. Specifically, you'll be contributing towards the following efforts:



**Ongoing advocacy  
work at all government  
levels**



**National, regional and  
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 60 organizations who are 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**



**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.

**\$1,000**

### 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	✓	✓	✓	✓	✓
Exclusive communiqué with relevant and timely efficiency ecosystem news	✓	✓	✓	✓	✓
Showcase your work to 100+ attendees at our weekly DiscoverEE webinar	✓	✓	✓	✓	✓
Logo on Efficiency Canada's website		✓	✓	✓	✓
Opportunity to add your logo to letters of support		✓	✓	✓	✓
Energy efficiency media monitoring across the country, in your inbox weekly			✓	✓	✓
Exclusive access to Ally-only events focused on best-practices and Efficiency Canada research and releases			✓	✓	✓
Library of materials like DSM plans, potential studies, and evaluation studies at your fingertips				✓	✓
Create a customized experience for your team, or clients, with Efficiency Canada's senior staff					✓

To learn more about our Ally Program and how your organization can become involved, contact Allison Mostowich, Director of Engagement, at [allison.mostowich@efficiencycanada.org](mailto:allison.mostowich@efficiencycanada.org).