



33RD ANNUAL

**Stars of Energy
Efficiency**

Sponsorship Packet

WED, OCTOBER 22, 2025 • 6-10PM

INTERCONTINENTAL WASHINGTON D.C. - THE WHARF
801 WHARF ST SW, WASHINGTON, D.C. 20024

Celebrate and Network With Your Target Audience

Sponsor the 2025 Stars of Energy Efficiency Awards Gala, hosted by the Alliance to Save Energy, and showcase your leadership in a more energy-efficient future. As one of the premier events in the energy space, the Gala convenes over 350 high-level policymakers, corporate executives, and changemakers driving energy efficiency solutions nationwide.

Sponsorship provides your company unparalleled visibility and brand alignment with the Alliance's mission and its influential network of members and partners, as well as unique opportunities to connect with decision-makers.

Sponsor Benefits and Opportunities

Affectionately known as the "Energy Prom," the Gala brings together over 350 energy leaders across sectors, state and federal policymakers, utility executives, energy associations, and nonprofit organizations. It is the premier event to elevate your profile while connecting with fellow forward-thinkers.

Outside of the event itself, sponsorship gets your organization recognized on Alliance social media platforms and in marketing. Our revamped 2025 communications strategy has significantly elevated both the Alliance and our members' visibility in the energy sector during a time of unprecedented upheaval in federal energy efficiency policy. Sponsor messaging will land within a targeted, engaged audience.



Gala Sponsorship Tiers

Premier Sponsor

\$40,000

Benefits include:

- Full table (10 seats) in premier location
- Brief introduction during dinner (Exclusively for Premier Sponsors)
- Access to full contact list of attendees
- Logo and company name on all promotional material
- Name badges with sponsorship recognition for all attending company representatives
- Company name and logo on all signage throughout the venue
- Full-page ad in the program
- C-Level executive meet-and-greet opportunity in VIP Lounge (Exclusive for Premier Sponsors)
- Company-branded signature cocktail
- Featured as Premier Sponsor on Gala website
- First option for future premier sponsorship opportunities

Networking Reception Sponsor

BEFORE DINNER

\$25,000

Benefits include:

- Six seats at a prime-location table
- Access to full contact list of attendees
- Logo and company name on signage throughout the venue
- Introduction by Alliance Board member or Senior Leadership during the Gala
- Name badges with sponsorship recognition for all attending company representatives
- Exclusive branding during the networking pre-reception
- Full-page ad in the program
- Company-branded signature cocktail
- Company logo on cocktail napkins and bar signage
- Recognition in opening remarks and event materials
- Company name and logo on Gala website

Dinner Sponsor

\$25,000

Benefits include:

- Six seats at a reserved table
- Company-branded menu cards placed on all tables
- Full-page ad in the program
- Company name and logo on Gala website
- Logo and company name on signage throughout the venue
- Name badges with sponsorship recognition for all attending company representatives

Entertainment and Dessert Reception Sponsor

\$20,000

Benefits include:

- Four seats at a reserved table
- Company-branded menu cards placed on all tables
- Full-page ad in the program
- Company name and logo on Gala website
- Logo and company name on signage throughout the venue
- Name badges with sponsorship recognition for all attending company representatives

Participating Sponsor

\$7,000

Benefits include:

- Two reserved seats
- Company name and logo included in the program
- Company name and logo on Gala website
- Mention during sponsorship acknowledgment at Gala

TABLE RESERVATIONS, WITHOUT SPONSORSHIP, ARE ALSO AVAILABLE.

Purchase Table

\$10,000

Benefits include:

- Full table (10 seats) in premier location
- Company name and logo included in the program
- Company name and logo displayed on table
- Company name and logo on Gala website

If you're interested in elevating your brand alongside the nation's leading voices in energy efficiency, we'd love to connect. For more information or to secure your sponsorship, please contact Colin Spady at colinspady@ase.org or Felicia Kelly at fkelly@ase.org.

