



**EEBA™**



# EDUCATIONAL

PARTNERSHIPS & SPONSORSHIPS

**BUILDING SCIENCE EDUCATION**

2019 Sponsor Opportunity Packages

**EEBA is Your Pathway to Building Science Education**

# Your Pathway to Building Science Education



EEBA is...

- Where the high-performance, sustainable home-building community gathers
  - Independent clearinghouse for cutting-edge building science
  - Where the industry turns for data-driven learning
- A community of dedicated professionals, committed to helping one another build high-performance, sustainable homes through...
  - Peer-to-peer engagement
  - Earning continuing education credits
  - Sharing of best practices
  - Growing demand for high-performance homes
- Nationally recognized, nonprofit, building-science training organization
- The home-building industry's most trusted resource for nearly four decades



# What EEBA Brings to Partners and Sponsors



ALIGN	SHAPE	BUILD	CONNECT	POSITION
Align with high-performance home building	Shape the sustainable-home, building-science conversation	Build brand recognition among progressive, home building decision-makers	Connect with key builders, construction experts and sustainable-building influencers via... <ul style="list-style-type: none"><li>• One-on-one networking</li><li>• Professional development courses</li><li>• Annual national Summit and regional/local training events</li></ul>	Position your organization as a leading innovator

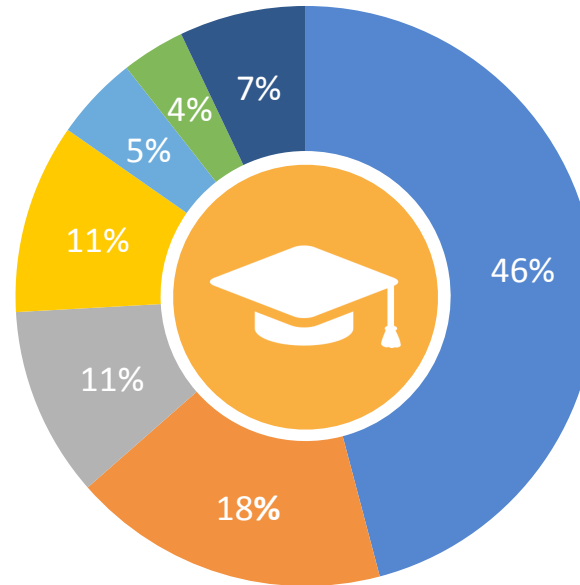
**“Builders involved with EEBA gain detailed knowledge on how to build better homes to higher standards AND how to market and sell them.”**

— Todd Usher, Addison Homes, Greenville, SC

# Who EEBA Influences

Professionals affiliated with EEBA...

- **Help shape** sustainable legislation, codes and energy efficiency standards
- **Search** for new, high-performance building technologies and products to incorporate into current homes
- **Seek** CEU training to maintain professional certifications: AIA, NAHB, USGBC, BPI, RESNET, ICC, NARI, NATE, and many state-level organizations



## EEBA Educates

- Builders & Contractors
- Architects & Designers
- Trade Professionals
- Energy Raters
- Utility
- Engineers
- Others

**“Building science will fundamentally determine whether your buildings will work or fail and EEBA is *the* building science.”**

— Sam Rashkin, Chief Architect at the U.S. Department of Energy Building Technologies Office and founder of the ENERGY STAR for Homes program.

# How EEBA Brings It All Together

- **By building an active community:** EEBA connects your brand with hundreds of **high-performance** building decision-makers:
  - Analysts
  - Architects
  - Engineers
  - Energy Raters
  - Building trade professionals
- **By providing builder certifications:** Earn CEUs and the EEBA High Performance Builder or EEBA Site Supervisor certifications, as well as the popular Home Energy Rating System (HERS) Associate Designation
- **By advancing the state-of-the-art:** EEBA creates educational programming that features leading building science experts
  - Unparalleled access to the latest sustainable technology, building products and cutting-edge thought leadership
  - Education on local, regional and national level to meet a variety of needs



**98% of professionals plan to implement lessons learned from EEBA Educational Sessions**

# EEBA Pros: A Demographic Worth Reaching

## PROFESSION



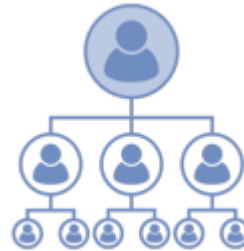
Top 5: Builder,  
Manufacturer, Consultant,  
Architect, Engineer

## EXPERIENCE



Highly Experienced

## EXECUTIVE STATUS



Key Decision Maker

## BUILDS INFLUENCED



1-25 homes = 24%  
100-499 homes = 41%  
500-1000+ homes = 20%

**“EEBA has introduced new, innovative solutions to keep our homes on the cutting edge of energy efficiency, sustainability and technology in an intimate and informative setting that far surpasses that of other builder events.”**

# Builder Certification

Full-day educational sessions allow home builders and remodelers to earn:

- **EEBA High Performance Builder Certification** incorporates what is essentially a basic training on high-performance building and includes:
  - Houses That Work™
  - High Performance Mechanicals for Houses That Work™
  - HERS (Home Energy Rating System) Associate
- **EEBA Site Supervisor Certification** shows how the building science knowledge, processes and best practices apply to residential construction site supervisors
- Coursework for both programs complies with guidelines developed by the U.S. Department of Energy for building science education



**“The lessons learned from the top industry professionals have been instrumental in helping us differentiate ourselves from the competition.”**

— Luis Imery, Imery Group, Athens, GA

# Sponsorship Opportunities



**There's a level for everyone**

Professionals who leverage EEBA education are highly engaged and motivated to learn, share and experience new ideas. Use the following sponsorship opportunities to make an immediate impact with sustainable building leaders.



# Three Education Sponsorship Levels



Multiple partnership packages and sponsorship opportunities are available.

**PLATINUM** = National Partner: \$30,000 investment

**GOLD** = Regional Sponsor: \$20,000 investment

**SILVER** = Local Supporter: \$15,000 investment

**“We benefited from EEBA regional training events, the EEBA Summit and the ability to network with like-minded builders and manufacturers, as well as with experts from the DOE and EPA.**

**No other organization offers these benefits.”**

— Gene Myers, CEO of Thrive Builders, Denver, CO

# Platinum: National Education Partner | \$30,000



- **Product Category Exclusivity:** Additional categories beyond the first are available at \$15,000 per category
- **Four Scholarship Seats** at all regional training events for your most valued customers, employees and prospects
- **Increased Brand Visibility** at the annual High Performance Home Summit:
  - Four Complimentary Summit Registrations
  - Summit Showcase: Free exhibit space
  - Private Studio: Branded private meeting room to host builders
  - Exclusive education track sponsorship
- **Three Host Sponsorships** at regional training events including welcome address, event invitations and onsite signage. Approval of industry cosponsors (local HBAs, utilities or community organizations) \*
- **Digital Marketing Opportunities:** Ally your brand with EEBA through advertising, website, webinars, monthly e-newsletter, and all event marketing materials



\* Product category exclusivity is valid for three hosted events only. To ensure complete exclusivity, additional hosted regional events may be sponsored by local reps, distributors or showrooms.

## Gold: Regional Education Sponsor | \$20,000



- **Four Scholarship Seats** at six regional training events for your most valued customers, employees and prospects
- **Increased Brand Visibility** at the annual High Performance Home Summit:
  - Two Complimentary Summit Registrations
  - Summit Showcase: Free exhibit space
  - Private Studio: Branded private meeting room to host builders
- **Two Host Sponsorships** at regional training events including welcome address, event invitations and onsite signage. Approval of industry cosponsors (local HBAs, utilities or community organizations)
- **Logo Inclusion** in marketing materials at regional events



## Silver: Local Education Supporter | \$15,000



- **Four Scholarship Seats** at two regional training events for your most valued customers, employees and prospects
- **Two Host Sponsorships** at local training events including welcome address, event invitations and onsite signage. Approval of industry cosponsors (local HBAs, utilities or community organizations)
- **Logo Inclusion** in marketing materials at local events



# Partnerships

	PLATINUM National Partner Investment: \$30,000	GOLD Regional Sponsor Investment: \$20,000	SILVER Local Supporter Investment: \$15,000
<b>Product Category Exclusivity:</b> One product category only. Additional category \$15,000/ea.	YES	NO	NO
<b>High Performance Home Summit:</b> <ul style="list-style-type: none"> <li>• Complimentary registrations</li> <li>• Summit Showcase: Free exhibit space</li> <li>• Private Studio: Branded private meeting room to host builders</li> <li>• Exclusive education track sponsorship</li> </ul>	4 YES YES YES	2 YES YES NO	NO NO NO NO
<b>Host Sponsorship</b> at regional/local training events including welcome address, event invitations and onsite signage*	3 Sessions	2 Sessions	2 Sessions
<b>Scholarship Seats</b> at regional/local training sessions for valued customers, employees, prospects to help them earn CEUs: four seats per session	All sessions	6 regional/local sessions	2 local sessions
<b>Regional/local training curriculum:</b> Incorporate information on your brand and products	YES	YES	YES
<b>Free Exhibition Space</b> onsite at educational sessions	All sessions	6 regional sessions	2 local sessions
<b>Attendee Contact Information</b> for training events	All sessions	6 sessions	2 sessions
<b>Digital Marketing Opportunities:</b> advertising, e-newsletter and all event marketing materials	YES	NO	NO
<b>Logo Inclusion</b> on event marketing materials	All Sessions + Website	6 Placements	2 Placements
<b>VALUE</b>	<b>\$68,000+</b>	<b>\$28,750+</b>	<b>\$16,000+</b>

\* Platinum product category exclusivity is valid for three hosted events only. To ensure complete exclusivity, additional hosted regional events may be sponsored by local reps, distributors or showrooms.

# Add Your Name To A Growing List...



...of companies supporting educational initiatives for  
high performance home building success

# EEBA Is Your Pathway To Building Science Education



2018 CURRENT SPONSORS

**Learn more today!**  
**952-881-1098**

[nancy@eeba.org](mailto:nancy@eeba.org) | [cristen@eeba.org](mailto:cristen@eeba.org)  
[www.eeba.org](http://www.eeba.org)

**“If you're not currently building better than code, the Summit will be a mind-altering experience, because you will be exposed to a whole new perspective on building high-performance homes.”**

— Rob Howard,  
Performance Construction Manager, Mitsubishi Electric Cooling & Heating





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