



2020 Partnership Opportunity Packages



Be part of the community specifically designed to help high performance builders thrive.



EEBA is...

- THE gathering place for the high-performance and sustainable home-building community
 - Independent clearinghouse for cutting-edge building science
 - Your source for best practices for marketing and selling high performance homes
- 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
 - Increasing demand for high-performance homes
- Nationally recognized, nonprofit, building-science training organization
- The home-building industry's trusted resource for the best high-performance building knowledge for nearly four decades

EEBA connects you with the leaders and pioneers in the high-performance home building community

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 leading builders, construction experts and sustainable-building influencers via... <ul style="list-style-type: none">• One-on-one networking• Professional development courses• Annual national Summit and regional/local training events	Position your organization as a leading innovator, while broadcasting these benefits to your customers

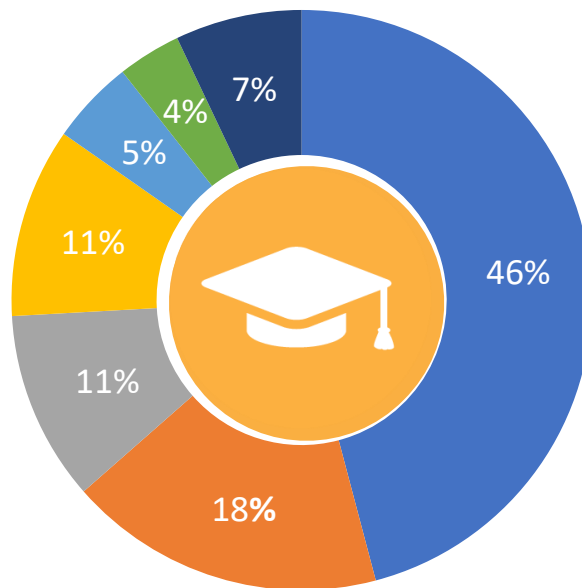
“Builders involved with EEBA gain detailed knowledge on how to build better homes to higher standards AND how to market and sell them.”

— 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 the best training to develop skills while earning credit towards professional certifications: AIA, NAHB, USGBC, BPI, RESNET, ICC, NARI, NATE, and many state-level organizations



EEBA Educates

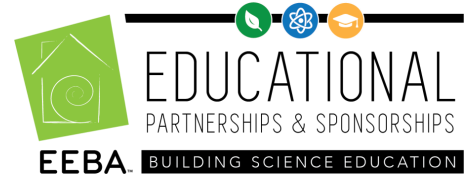
- Builders & Contractors
- Architects & Designers
- Trade Professionals
- Energy Raters
- Utility
- Engineers
- Others

“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.

EEBA Brings It All Together By:

- **Building an active community:** Connect your brand with hundreds of high-performance building decision-makers
 - Builders
 - Architects
 - Engineers
 - Energy Raters
 - Consultants & Educators
 - Building trade professionals
- **Providing trusted builder designations:** Earn the EEBA High Performance Builder or EEBA Site Supervisor designations, as well as the popular Home Energy Rating System (HERS) Associate Designation, while earning CEUs
- **Advancing the unparalleled:** Educational programming featuring leading building science experts
 - Easy access to the latest sustainable technology, building products and advanced thought leadership
 - Education on local, regional and national levels to meet a variety of needs



99% plan to implement lessons learned from EEBA Educational Sessions

EEBA Pros: A Demographic Worth Reaching

PROFESSION



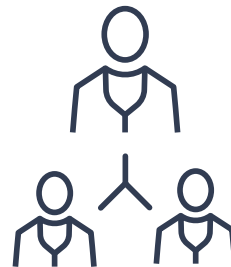
Top 5: Builder,
Manufacturer, Consultant,
Architect, Engineer

EXPERIENCE



Highly Experienced

EXECUTIVE STATUS



Key Decision Maker

VOLUME INFLUENCED

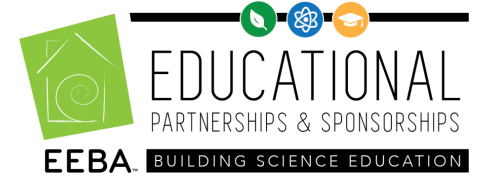


1-25 homes = 24%
100-499 homes = 41%
500-1000+ homes = 20%

“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.”

Educational Courses

Workshops featuring leading building science experts.



**HERS
Associate**



**Houses That
Work™**



**High
Performance
Mechanical
Systems**



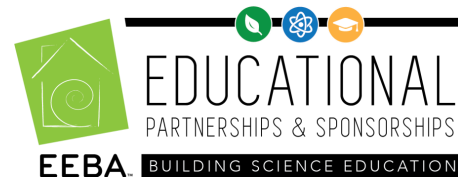
**Selling High
Performance
Homes**



**Zero Energy
Homes**

Builder Designations

EEBA educational designations set home building pros apart from the pack, boost credibility with clients and demonstrate commitment to learning best practices.



The EEBA High Performance Builder Designation incorporates the industry's best basic training on high-performance building and includes:

- Houses That Work™
- High Performance Mechanicals for Houses That Work™
- HERS (Home Energy Rating System)



The EEBA Site Supervisor Designation prepares residential construction site supervisors with the building science knowledge, processes and best practices for managing the construction of high-performance buildings.

Coursework 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

2020 Partnership Opportunities



There's a level for everyone

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

Three Partnership Levels

Multiple partnership packages and sponsorship opportunities are available:



PLATINUM-Level Partnership: \$20,000

GOLD-Level Partnership : \$15,000

SILVER-Level Partnership : \$10,000

“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

National Partnerships

Platinum-Level | \$20,000

- **Product Promotions:**
 - Sponsorship of one webinar featuring your product as a home building solution
 - Brand inclusion in case study article in e-newsletter distributed to 50,000+
 - Brand inclusion in all event marketing materials
 - EEBA website: Partnership page includes new lead generation vehicle, brand statement and logo, product description with infographic or video
- **Increased Brand Visibility** at the annual High Performance Home Summit:
 - 4 complimentary full Summit registrations
 - Complimentary 10' x 10' exhibit space in premium partner location
 - Private Brand Studio: your own meeting room to host builders
 - Exclusive education track sponsorship
 - Full attendee contact list
 - Brand recognition in all online, onsite and printed promotions
- **Discounted rate** for Regional Training event participation (*see next page*)
- **Use of EEBA Logo**

Gold-Level | \$15,000

- **Product Promotions:**
 - Sponsorship of one webinar featuring your product as a home building solution
 - EEBA website: Partnership page includes new lead generation vehicle, brand statement and logo
- **Increased Brand Visibility** at the annual High Performance Home Summit:
 - 2 complimentary full Summit registrations
 - Complimentary 10' x 10' exhibit space
 - Full attendee contact list
 - Brand recognition in all online, onsite and printed promotions
- **Discounted rate** for Regional Training event participation (*see next page*)
- **Use of EEBA Logo**

Silver-Level | \$10,000

- **Product Promotions:**
 - EEBA website: Partnership page includes new lead generation vehicle, brand statement and logo
- **Increased Brand Visibility** at the annual High Performance Home Summit:
 - 1 complimentary full Summit registration
 - Complimentary 10' x 10' exhibit space
 - Full attendee contact list
 - Brand recognition in all online, onsite and printed promotions
- **Discounted rate** for Regional Training event participation (*see next page*)
- **Use of EEBA Logo**

**ADDITIONAL PRODUCT CATEGORIES
ARE DISCOUNTED**

Regional Training Sponsorship Structure

Pick-and-Choose Sponsorships

NEW!

Our à la carte regional event sponsorship options allow partners to tailor their support by geography and training curriculums. With product exclusivity, lock out competing brands and lock in regional interest!

DISCOUNTED RATES FOR EEBA PARTNERS	PLATINUM	GOLD	SILVER
SPONSOR a Regional Training Session <ul style="list-style-type: none"> – 4 complimentary scholarship tickets – Table-top to display your products (<i>non-exclusive</i>) – Ability to block competitors (<i>Platinum-level only</i>) 	\$1,500	\$2,200	\$3,000
OPTIONAL REGIONAL TRAINING ADD-ONS			
HOST a Regional Training Session <ul style="list-style-type: none"> – Offer welcome and session introduction – Product demonstration or brief brand presentation – 4 additional complimentary scholarship tickets (<i>8 total</i>) 	+ \$1,500	+ \$1,800	+ \$2,000
PRODUCT EXCLUSIVITY: Block competitors from sponsoring an event (<i>Platinum only</i>) <ul style="list-style-type: none"> – Prevent any other brand in your product category from sponsoring and/or being displayed at event 	+ \$1,500	N/A	N/A
1: LOCATION HOST: provide training venue	SAVE! (-\$500)	N/A	N/A
2: SUSTENANCE SPONSOR: provide food & beverage for the event	SAVE! (-\$500)	N/A	N/A
3: EEBA AMBASSADOR: your staff person manages logistics as the on-site rep	SAVE! (-\$500)	N/A	N/A
PROVIDE ALL 3 AND TRAINING SPONSORSHIP IS FREE! (<i>Platinum-level only</i>)			

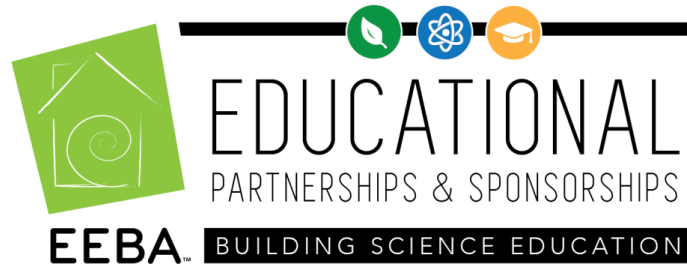
Add your name to a growing list...



The new degree of comfort.®



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



Be part of the EEBA Community in 2020!

nancy@eeba.org | cristen@eeba.org
612.518.4539 602.510.9360
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