Destination Zero... & Beyond

2021 Sponsorship Prospectus

JUNE | SYDNEY* | In person & virtual event
On behalf of the Carbon Market Institute’s (CMI) board and team, I would like to invite you to partner with us for Australia’s premier business and climate action event for 2021: the 8th annual Australasian Emissions Reduction Summit.

Together with our key sponsors and partners, CMI has enjoyed tremendously successful events over the past seven years, growing in reach and renown year on year.

In 2021, we are proud to announce that the Summit will be held in Sydney in June*, with support from our 2021 Host Partner, the Government of New South Wales. With the resounding success of the 2020 virtual event, CMI is proposing a new, hybrid event format bringing together the interaction, exchange and excitement of a live event coupled with the new-found technologies allowing for virtual participation and streaming. This hybrid format will ensure that the 2021 Summit is bigger, more significant and even more impactful, drawing national and international participation of government, business, technology and finance leaders.

Our working title for this Summit is “Destination Zero … and Beyond”. This refers to the myriad transition issues that need to be addressed after setting a 2050 net-zero emissions target - a target rapidly becoming the global mainstream. It also refers to the need to start planning now for the decades of negative emissions and drawdown that need to follow to repair our climate.

2021 will commence following a recent cavalcade of government and corporate net-zero emissions commitments. Momentum will build through the year towards November’s COP26. There are key global and regional meetings as the US, EU and others review and enhance their Nationally Determined Contributions, as China determines it’s next five year plan and as the Pacific Island Forum meets to finalise a Blue Continent 2050 Strategy. Australian Policy will be in the spotlight as the Long-Term Strategy is developed and as we face potential national elections from August. The states and territories are racing ahead with implementation of their 2050 net-zero emissions strategies. Regulators, investors and stakeholders will continue to push for corporate action while affordability and technological innovations open up opportunities.

Against this backdrop, the 2021 Summit will again provide a high-profile platform for sponsors and partners to position their organisation with key customers, business peers and opinion makers; establish a presence in emerging national and international markets; and be at the forefront of this must-attend event’s knowledge exchange, commercial interaction and capacity building program.

Add your influence and leadership to those looking to understand the impact of the climate crisis on Australasian business. Position yourself alongside those driving Australia’s transition to a net-zero emissions economy … and beyond.

John Connor
Chief Executive Officer
Carbon Market Institute

* Final dates are subject to COVID restrictions and will be announced in early 2021
About the Summit
Destination Zero & Beyond

The Australasian Emissions Reduction Summit is the premier business and climate action event on the Australian calendar, combining a world-class conference and exhibition.

In 2021, the Summit will again provide a unique opportunity to engage with national and international business leaders and professionals; subnational and national government leaders, and those from industry, finance, technology, professional and legal services; and research & development.

The 2021 Summit will host over 600 participants – facilitating knowledge exchange, commercial interaction, capacity-building and peer-to-peer networking:

- June 2021 | Sydney NSW, Australia
- 600+ attendees from Australia and overseas
- Hybrid event: Live attendance + virtual platform & streaming options
- Curated program with high-level keynotes, plenary Q&A panels, interactive workshop sessions, and an engaging full side events program
- Globally recognised speakers including business & government leaders, decision-makers and market experts
- Diverse social and networking opportunities (including our annual Women in Climate Breakfast, Networking Sundowner, Summit Gala Dinner, virtual speed networking)
- Exhibition Hall, and a range of formal and informal meeting spaces
- Summit Delegate App
- Broad national media and social media coverage
- Virtual Summit platform providing livestream and on-demand access to Summit recordings, content and resources

Building a COVID-safe 2021 Summit

CMI’s COVID-safe risk management plan underpinned the development and delivery of our 2020 Summit. In 2021 we will operate under relevant public health advice and liaise with relevant public health departments – and ensure open and regular communication with our sponsors. In the event of renewed event restrictions, CMI will work with sponsors to flexibly manage delivery of benefits, including fully virtually (if required).
Now in its 8th year, the Australasian Emissions Reduction Summit has experienced continual growth as shown by the snapshot figures. We expect the 2021 event will be even bigger and better, and we hope you’ll partner with us.

**Summit attendance by job role**

- Mid/Snr Management: 22%
- Professional: 44%
- Board & C-Suite: 15%
- Executive: 15%

**Summit attendance by sector**

- Business: 66%
- Government: 18%
- Finance: 6%
- Industry: 9%
- Association/NGO: 2%
- R&D: 2%

**Our 2020 Sponsors**

- 500+ companies attending
- 125 presenters
- 46% women
- 600+ attendees
- 20 exhibits
- "More than just a Summit – it’s an experience"
Partnering with the 2021 Summit

Sponsors receive a wide range of branding, knowledge sharing, commercial interaction and leadership benefits, enabling them to enhance positions of influence and impact, and build stronger relationships in the market.

Innovation

CMI is continually innovating to keep the Summit fresh and exciting, making sure the event is delivered in a way that best accommodates changing market dynamics and social environments. After going fully virtual in 2020, our 2021 Summit will be presented as a hybrid event, enabling us to connect with the market virtually and in-person. We’ll create a holistic experience that engages participants through a mix of new technologies, digital platforms, and a range of in-person interactions.

The Summit thematic event design builds in an understanding of the contemporary challenges and opportunities facing the market and combined with curated networking and special side events, enables us to create a world-class experience.

In aligning with the CMI and Summit brands, you are positioning as a market leader and innovator, engaging with industry professionals wherever they are in their decarbonisation journey.

Influence

Create brand awareness, lead discourse on climate action and influence the discussion and trajectory of Australia’s climate journey. By connecting with and informing an anticipated audience of over 600 business and climate action professionals from across Australia, the Asia Pacific region and internationally, your brand is positioned as an influencer of other organisations and individuals leading the transition towards a zero-carbon economy. Direct participation in the Summit’s keynote presentations, plenary sessions, workshops, side events and exhibition enhance that alignment.

Interaction

Interact with engaged audiences from business, government, global markets, finance and technology communities. Build and enhance personal relationships through informal networking through the Summit App, in our exhibition and more private spaces. Create real commercial interaction opportunities. The Summit has become the key event on the annual agenda for many businesses to engage commercially and work across supply chains to accelerate to net zero.

Impact

Harness a target market of highly diverse national, regional and international climate and business professionals in the lead up to, during and after the Summit. We use highly visible digital and social channels to help our sponsors position their brand, reaching:

- Over 6,500 business and climate action professionals through Summit email marketing campaigns;
- Over 8,000 Twitter followers and 75,000 indirect impressions (monthly); and
- Over 600,000 online users from 170 countries through both the Institute and Summit websites

As a sponsor you can enhance your position in the market and have a greater impact on Australia’s transition to a decarbonised future.

The 2020 Summit pivoted to a fully virtual event. Innovating with an all-in-one digital event platform, Hopin, we also developed a Summit Home Experience box to help us connect in a personal way to our attendees and sponsors. As we move towards more in-person interaction for the 2021 Summit, we’ll work with our sponsors to ensure that we build an exciting and engaging experience for our sponsors, speakers and attendees.
Sponsor & Partner Opportunities Snapshot

Our 2021 sponsorship packages allow you to build bespoke value; showcase your products and services to influencers and decision-makers; and connect you with the business and climate action sector. Our partners and sponsors will be able to provide thought leadership to the Australian market, participate in the Summit Program, engage directly with delegates, contribute to branding and media, and contribute to the delegate experience.

**SPONSORSHIP PACKAGES**

<table>
<thead>
<tr>
<th></th>
<th>Host</th>
<th>Diamond</th>
<th>Platinum</th>
<th>Gold</th>
<th>Silver</th>
</tr>
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<tr>
<td>Program - Plenary Participation</td>
<td>★★</td>
<td>★</td>
<td>★</td>
<td></td>
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<tr>
<td>Program - Workshop Hosting</td>
<td>★★</td>
<td>★</td>
<td>★</td>
<td>★</td>
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<tr>
<td>Exhibition booth</td>
<td>★ Double</td>
<td>★ Double</td>
<td>★ Double</td>
<td>★ Single</td>
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<tr>
<td>Virtual exhibition space</td>
<td>★</td>
<td>★</td>
<td>★</td>
<td>★</td>
<td>★</td>
</tr>
<tr>
<td>Thought leadership blog</td>
<td>★ 2</td>
<td>★ 2</td>
<td>★ 1</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Advertisement in event program</td>
<td>★ Full page</td>
<td>★ Full page</td>
<td>★ Full page</td>
<td>★ Half Page</td>
<td>★ Half page</td>
</tr>
<tr>
<td>Lanyard Branding</td>
<td>★</td>
<td></td>
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<td></td>
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</tr>
<tr>
<td>Pre-Summit VIP Reception Tickets</td>
<td>★ 20</td>
<td>★ 5</td>
<td>★ 5</td>
<td>★ 3</td>
<td>★ 3</td>
</tr>
<tr>
<td>Full Summit Onsite Registrations</td>
<td>★ 20</td>
<td>★ 15</td>
<td>★ 10</td>
<td>★ 6</td>
<td>★ 3</td>
</tr>
<tr>
<td>Virtual Registrations</td>
<td>★ 10</td>
<td>★ 10</td>
<td>★ 10</td>
<td>★ 6</td>
<td>★ 3</td>
</tr>
<tr>
<td>Gala Dinner Tickets</td>
<td>★ 20</td>
<td>★ 15</td>
<td>★ 10</td>
<td>★ 6</td>
<td>★ 3</td>
</tr>
<tr>
<td>Gala Dinner Reserved Table</td>
<td>★★</td>
<td>★</td>
<td></td>
<td></td>
<td></td>
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<tr>
<td>Media package</td>
<td>★★★</td>
<td>★★★</td>
<td>★★★</td>
<td>★</td>
<td>★</td>
</tr>
</tbody>
</table>

**EXPERIENCE PACKAGES**

- Virtual Experience
- Recharge Lounge
- Wellness Provider
- Summit Gala Dinner
- Women in Climate
- Indigenous Supporter
- Youth Supporter
- Exhibition Booth
Summit Media Package

All sponsors and partners will receive the Summit Media Package, which includes all marketing and promotional benefits listed below, in the lead up to, during and following the Summit. Exposure will be according to the sponsorship level, and any additional items are detailed in the Brand section of each Sponsorship or Experience Package.

**Pre-Summit Benefits**
- Brand acknowledgements via social media channels, the Summit App and the event website.
- Brand acknowledgement in all pre-Summit promotional materials, including direct marketing email campaigns, socials and Summit advertising.

**At Summit Benefits**
- Brand acknowledgement on all onsite event collateral, including Summit program, event entry banners and event opening/closing slides.
- Social media during Summit.
- Media attendance at the event coupled with daily media updates and extensive coverage.

**Post-Summit Benefits**
- Logo inclusion on on-demand event content.
- Brand acknowledgement in Summit wrap email & post-event content hub (sent to all attendees).
- Post-Summit media & engagement report, including sponsor-specific statistics and data.

How to reserve your sponsorship

Sponsorships are limited. To express interest and discuss any packages further please email our Events Coordinator Claire Reid at: claire.reid@carbonmarketinstitute.org.
# Summit Sponsorship Opportunities

### DESTINATION HOST

Our highest-level destination partner for the Summit, the Host sponsor is the proud partner of Summit delegates to the wide range of experiences and delights that the venue, city and State surrounds can offer.

**Summit Participation**
- 1 | Pre-Summit Reception Official Host
- 1 | Pre-Summit Reception Welcome Address – Live & virtual
- 1 | Summit Keynote Speaker Invitation OR Plenary Panel Participation
- 1 | Host Concurrent Workshop Session
- 1 | Single Exhibition Display On-site Booth & Virtual Exhibition Space

**Brand**
- 1 | Summit Media Package
- 2 | Thought Leadership Blog Posts (event website, digital/social channels)
- 1 | Full Page Print Advertisement (event program)

**Complimentary Registrations**
- 20 | Pre-Summit Reception Tickets
- 20 | Full Event Onsite Registrations
- 10 | Full Event Virtual Platform Registrations
- 20 | Gala Dinner Tickets
- 2 | Gala Dinner Reserved Table (10pax each)

**Destination Experiences**
- 1 | Opportunity to host part-day field trip (local destination)
- 1 | Promotion of local accommodation/transport/periences (to be negotiated)
- 1 | Partnership with other pre/post-destination experiences (to be negotiated)

**$50,000**

### DIAMOND

The Diamond Partner Package is the highest available package. Limited to four premium sponsorships, Diamond partner is reserved for organisations that want to promote their climate action leadership to the Australian and international market. We work closely with our Diamond Partners to tailor a package that will maximise the sponsor’s brand, position and influence in the lead up to, at the Summit, and in the market post-event.

**Summit Participation**
- 1 | Summit Keynote Speaker Invitation OR Plenary Panel Participation
- 1 | Host Concurrent Workshop Session
- 1 | Double Exhibition Display On-site Booth & Virtual Exhibition Space

**Brand**
- 1 | Summit Media Package
- 2 | Thought Leadership Blog Posts (event website, digital/social channels)
- 1 | Full Page Print Advertisement (event program)
- 1 | Logo on Delegate Badge
- 1 | Opportunity to provide branded delegate badge lanyards

**Complimentary Registrations**
- 5 | Pre-Summit Reception Tickets
- 15 | Full Event Onsite Registrations
- 10 | Full Event Virtual Platform Registrations
- 15 | Gala Dinner Tickets
- 1 | Gala Dinner Reserved Table (10pax)

**CMI Member Rate $35,000**
**Non-Member Rate $40,000**
Summit Sponsorship Opportunities

**PLATINUM**
Platinum Sponsorship is a major package, giving sponsors a prime role in promoting their climate action leadership, programs and activities, prior to, and at the Summit. We work with our Platinum sponsors to ensure their expertise and offerings are weaved throughout the event program and promotions, ensuring a return for the organisation and its clients.

**Summit Participation**
- 1 | Summit Keynote Speaker Invitation OR Plenary Panel Participation
- 1 | Host Concurrent Workshop Session
- 1 | Double Exhibition Display On-site Booth & Virtual Exhibition Space

**Brand**
- 1 | Summit Media Package
- 1 | Thought Leadership Blog Post (event website, digital/social channels)
- 1 | Full Page Print Advertisement (event program)

**Complimentary Registrations**
- 5 | Pre-Summit Reception Tickets
- 10 | Full Event Onsite Registrations
- 10 | Full Event Virtual Platform Registrations
- 10 | Gala Dinner Tickets

CMI Member Rate  $25,000
Non-Member Rate  $30,000

**GOLD**
The Gold Sponsor Package enables sponsors to have a strong presence at the Summit, ensuring their services and offerings are showcased in the lead up to, and at the Summit – through the program and on the floor. We work with our Gold sponsors to ensure they can share their expertise at the event in a way that supports their position in the market as a leading business and climate action focused organisation.

**Summit Participation**
- 1 | Host Concurrent Workshop Session
- 1 | Single Exhibition Display On-site Booth & Virtual Exhibition Space

**Brand**
- 1 | Summit Media Package
- 1 | Half Page Print Advertisement (event program)

**Complimentary Registrations**
- 3 | Pre-Summit Reception Tickets
- 6 | Full Event Onsite Registrations
- 6 | Full Event Virtual Platform Registrations
- 6 | Gala Dinner Tickets

CMI Member Rate  $15,000
Non-Member Rate  $20,000

**SILVER**
The Silver Sponsor Package allows sponsors to have a visible Summit presence, both onsite and on the virtual platform. Silver sponsorship allows branding and promotional benefits to prominently position in the market and make valuable connections. We work closely with Silver sponsors to maximise brand exposure and showcase their offerings to the full Summit delegation.

**Brand**
- 1 | Summit Media Package
- 1 | Half Page Print Advertisement (event program)

**Complimentary Registrations**
- 3 | Pre-Summit Reception Tickets
- 3 | Full Event Onsite Registrations
- 3 | Full Event Virtual Platform Registrations
- 3 | Gala Dinner Tickets

CMI Member Rate  $8,000
Non-Member Rate  $10,000
Promotion & Experience Sponsor Packages

There are promotion and experience sponsor packages to suit your brand position in the right way to the right audience. This could be at the Women in Climate Breakfast, the Gala Dinner, in person at an exhibition booth, in the recharge lounge, connecting via the Summit App & virtual platform, as a wellness provider, or a supporter of youth or indigenous participants. Each of the experience and promotional packages are unique sponsorship opportunities, associating your brand as sole sponsor.

### WELLNESS PROVIDER PACKAGE

Position your brand as the Summit’s exclusive wellness provider, assisting attendees to stay healthy, unwind and Covid-safe.

| Wellness Package | 4 | Branded Hand Sanitiser Stations
| | 1 | Juice Bar
| | 1 | Upright Massage Station

| Brand | 1 | Summit Media Package

| Complimentary Registrations | 2 | Pre-Summit Reception Tickets
| | 2 | Full Event Onsite Registrations
| | 2 | Full Event Virtual Platform Registrations
| | 2 | Gala Dinner Tickets

**CMI Member Rate** $15,000  
**Non-Member Rate** $20,000

### RECHARGE LOUNGE PACKAGE

Position your brand in the Summit’s ‘recharge’ lounge where delegates will recharge their devices, network, and catch up on emails.

| Recharge Station | 1 | Branded Recharge Lounge Area  
| | (includes furniture, charging stations for attendees)
| | 1 | Business Centre (includes laptop charging/ workstations & printers)
| | 1 | Coffee Cart & Barista

| Brand | 1 | Summit Media Package

| Complimentary Registrations | 2 | Pre-Summit Reception Tickets
| | 2 | Full Event Onsite Registrations
| | 2 | Full Event Virtual Platform Registrations
| | 2 | Gala Dinner Tickets

**CMI Member Rate** $15,000  
**Non-Member Rate** $20,000

### VIRTUAL EXPERIENCE PACKAGE

Get your brand into the hands of over 600 Summit delegates via support for our Digital event platform and our smartphone app. You’ll be showcased across our virtual event platforms, in notifications, while providing access to the program, content and virtual connections for remote and onsite attendees.

| Digital Event Platform | 1 | Branded ‘sponsored by’ Digital Event Platform
| | 1 | In-App Sponsor Notification

| Summit Phone App | 1 | Branded ‘sponsored by’ Summit Phone App
| | 2 | In-App Sponsor Notification

| Brand | 1 | Summit Media Package
| | 1 | Full Branding & Acknowledgement as Sole Virtual Experience Partner

| Complimentary Registrations | 2 | Pre-Summit Reception Tickets
| | 2 | Full Event Onsite Registrations
| | 2 | Gala Dinner Tickets
| | 10 | Full Event Virtual Platform Registrations

**CMI Member Rate** $30,000  
**Non-Member Rate** $35,000

### WELLNESS PROVIDER PACKAGE

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| Wellness Package | 4 | Branded Hand Sanitiser Stations
| | 1 | Juice Bar
| | 1 | Upright Massage Station

| Brand | 1 | Summit Media Package

| Complimentary Registrations | 2 | Pre-Summit Reception Tickets
| | 2 | Full Event Onsite Registrations
| | 2 | Full Event Virtual Platform Registrations
| | 2 | Gala Dinner Tickets

**CMI Member Rate** $15,000  
**Non-Member Rate** $20,000
### Promotion & Experience

**Sponsor Packages**

<table>
<thead>
<tr>
<th>SUMMIT GALA DINNER</th>
<th>WOMEN IN CLIMATE BREAKFAST</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>The Summit Gala Dinner</strong> is a lavish finish to the first day of the Summit. The sole dinner sponsor will align their brand with a high-quality fine dining experience, thought-provoking speakers and informal networking for over 400 guests and VIPs. The dinner is an unmissable experience, showcasing carbon neutral wines and produce.</td>
<td><strong>The annual Women in Climate Breakfast launches the Summit event on the first day. The event attracts 150 women (and men) from business and climate. An informal panel and networking event, Women in Climate celebrates and showcases the leading role of women in the sector. As sole sponsor, you will be positioned as an employer of choice and invited to present in the opening.</strong></td>
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<tr>
<td><strong>Summit Participation</strong></td>
<td></td>
</tr>
<tr>
<td>1</td>
<td>Official sponsor of the Gala Dinner</td>
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<tr>
<td>1</td>
<td>Welcome address at the Gala Dinner</td>
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<tr>
<td><strong>Brand</strong></td>
<td></td>
</tr>
<tr>
<td>1</td>
<td>Summit Media Package</td>
</tr>
<tr>
<td>1</td>
<td>Full Page Print Advertisement (event program)</td>
</tr>
<tr>
<td>1</td>
<td>Full Branding &amp; Acknowledgement as Sole Dinner Sponsor</td>
</tr>
<tr>
<td><strong>Complimentary Registrations</strong></td>
<td></td>
</tr>
<tr>
<td>4</td>
<td>Pre-Summit Reception Tickets</td>
</tr>
<tr>
<td>4</td>
<td>Full Event Onsite Registrations</td>
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<tr>
<td>4</td>
<td>Full Event Virtual Platform Registrations</td>
</tr>
<tr>
<td>20</td>
<td>Gala Dinner Tickets</td>
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<tr>
<td>2</td>
<td>Gala Dinner Reserved Table (10pax each)</td>
</tr>
<tr>
<td><strong>CMI Member Rate</strong></td>
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</tr>
<tr>
<td>$20,000</td>
<td>$15,000</td>
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<tr>
<td><strong>Non-Member Rate</strong></td>
<td><strong>Non-Member Rate</strong></td>
</tr>
<tr>
<td>$25,000</td>
<td>$20,000</td>
</tr>
</tbody>
</table>
Promotion & Experience Sponsor Packages

**INDIGENOUS SUPPORTER PACKAGE**
Associate your brand with a package enabling indigenous delegates to access the Summit and showcase a cultural experience.

**Indigenous Supporter Package**
- 8 | Full Event Onsite Registrations for Indigenous Delegates
- 1 | Support for, and introduction of a cultural, musical and/or educational experience

**Complimentary Registrations**
- 2 | Pre-Summit Reception Tickets
- 2 | Full Event Onsite Registrations
- 2 | Full Event Virtual Registration
- 2 | Gala Dinner Tickets

**Brand**
- 1 | Summit Media Package

**Flat Rate** $10,000

**YOUTH SUPPORTER PACKAGE**
Associate your brand with a youth-orientated package enabling future climate leaders access to the Summit. This package includes acknowledgement as sole sponsor of the 2021 CMI Student Competition (student thought leadership competition, with prizes including Summit attendance, and presentation of their winning entry in the Closing Plenary).

**Youth Supporter Package**
- 8 | Full Event Onsite Registrations for Youth Delegates
- 1 | Acknowledgement as sponsor of 2021 CMI Student Competition (keynote presentation from winning student)

**Brand**
- 1 | Summit Media Package

**Complimentary Registrations**
- 2 | Pre-Summit Reception Tickets
- 2 | Full Event Onsite Registrations
- 2 | Full Event Virtual Registration
- 2 | Gala Dinner Tickets

**Flat Rate** $10,000

**EXHIBITION BOOTH**
An exhibition booth allows sponsors a presence on the ground, facilitating additional branding and promotional benefits. Booths are positioned in the Summit catering and networking space enabling maximum exposure.

**Exhibition**
- 1 | Single Exhibition Display On-site Booth & Virtual Exhibition Space

**Brand**
- 1 | Summit Media Package

**Complimentary Registrations**
- 2 | Pre-Summit Reception Tickets
- 2 | Full Event Onsite Registrations
- 2 | Full Event Virtual Registration
- 2 | Gala Dinner Tickets

**CMI Member Rate** $8,000
**Non-Member Rate** $10,000
Contact us

Don’t miss out on the opportunity to associate your brand with this premium event on the journey to net-zero.

For more information, contact:

Claire Reid
Event Manager | Carbon Market Institute
E | claire.reid@carbonmarketinstitute.org