



**Carbon
Market
Institute**

**AER
SUMMIT
2022**

SEPTEMBER 2022 | LOCATION TBC

Sponsorship Prospectus CMI Summit & Exhibition

In person & virtual event

Summit.carbonmarketinstitute.org



CEO invitation

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 2022: the 9th annual Australasian Emissions Reduction Summit.

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

In challenging circumstances, we have innovated to maximise the capacity for participants to engage in extensive knowledge exchange and commercial interaction.

We've provided platforms for our sponsors to demonstrate their thought leadership, showcase their investments and build their strategic position in the marketplace.

We've been honoured to have the participation of an extraordinary range of national and international government, business, technology, finance and community leaders.

The 9th Summit in September 2022 comes at another crucial juncture for Australian, regional, and international carbon markets and climate policies, as carbon markets and policies accelerate in the US, Asia and Europe, and as corporate decarbonisation and drawdown initiatives and responsibilities deepen. The event will also be uniquely positioned following the Federal Election in Australia, and leading into COP27 in November 2022.

It comes as governments begin to reckon with the consequences of public financing of pandemic recovery plans and look to carbon market policies for revenue as well as alternatives to taxpayer funded technology development.

Australia now has a national 2050 net-zero commitment, following commitments made by Australian States and Territories; all are now working towards this target. **The Australian business community is leading the transition, raising ambition, and catalysing on the opportunities, while managing climate risks and disclosure.**

Against this backdrop of heightened urgency, the 2022 Summit will 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 realising opportunities in Australia's transition to a zero-carbon economy throughout 2022 and beyond.

I look forward to partnering with you for Australia's most important business and climate action event for 2022.

John Connor

Chief Executive Officer
Carbon Market Institute



* Final dates are subject to COVID restrictions and will be announced in early 2022

About the Summit

The Australasian Emissions Reduction Summit is the premier business and climate action event in Australia, combining a world-class conference and exhibition. Each year, the CMI team engages its knowledge, expertise and networks to bring you a fresh thematic program, supported by a range of engaging side events.

Join us in 2022

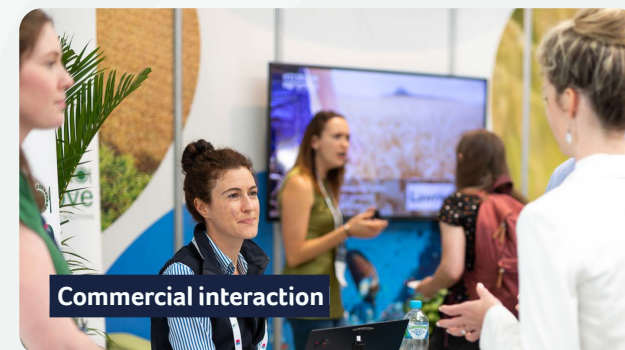
The 9th Australasian Emissions Reduction Summit will again bring together national and international business leaders and professionals; subnational and national government leaders, and those from industry, finance, technology, professional and legal services; and research & development.

A COVID-SAFE 2022 SUMMIT

CMI's COVID-safe risk management plan underpinned the development and delivery of our 2021 Summit. In 2022 we will continue to operate under relevant public health advice and liaise with 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).

The 2022 event will host over 1000 participants – facilitating knowledge exchange, commercial interaction, capacity-building, and peer-to-peer networking:

- September 2022 | TBC, Australia
- 1000+ attendees from Australia and overseas
- Hybrid event: Live attendance, virtual platform & app
- Curated program with high-level keynotes, plenary Q&A panels, interactive workshop sessions, and engaging side events (including the annual Great Debate).
- 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)
- Exhibition Hall with formal and informal meeting spaces
- 2022 Virtual Attendee Hub platform & delegate app providing livestream and on-demand access to Summit recordings, content and resources.
- Broad national media and social media coverage.



Commercial interaction



Networking opportunities



Curated program

About the Summit

Our Summit sponsors are positioned as market leaders and innovators. Enhance your position in the market and build stronger relationships in the transition to net-zero and beyond.



Influence

Create brand awareness, build your company profile, and lead Australia's discourse around business and climate action. Connect with and inform an audience of over 1000 business and climate action professionals from across Australia, the region and internationally, and position your brand as a leader and influencer in the transition towards a zero-carbon economy.



Interaction

Interact with engaged audiences from business, government, global markets, finance, and technology communities. Build the personal relationships and networks you need to support your transition journey; and access the buyers and sellers of critical zero-carbon solutions – all in one place.



Impact

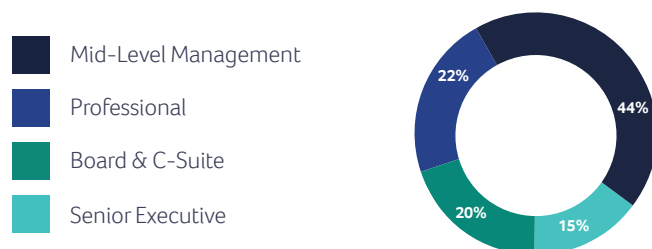
Harness a target market of highly diverse national, regional, and international climate and business professionals in the lead up to, during and after the Summit. We use highly visible digital and social channels to help our sponsors position their brand, reaching:

- 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 CMI's digital platforms.

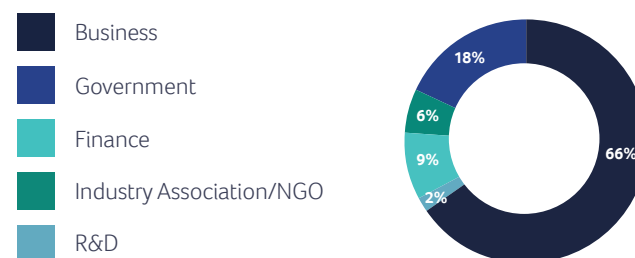


Summit Snapshot

Summit attendance by job role



Summit attendance by sector



129
presenters



46%
women

400+ companies
attending



1200+ attendees



54
exhibitors
(at the venue
+ online)



**“More than just a Summit –
it’s an experience”**

Our 2021 Sponsors



**+Renewable
Energy Hub.**



Sponsor & Partner Opportunities Snapshot

Our 2022 sponsorship packages allow you to build bespoke value; showcase your products and services to influencers and decision-makers; and connect you with the rapidly expanding 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, and contribute to the delegate experience.

SPONSORSHIP PACKAGES

	Host	Diamond	Platinum	Gold	Silver
Program - Plenary Participation	★★	★	★		
Program - Workshop Participation	★★	★	★	★	
Exhibition booth	★ Double	★ Double	★ Double	★ Single	
Virtual exhibition space	★	★	★	★	★
Thought leadership blog	★ 2	★ 2	★ 1		
Advertisement in event program	★ Full page	★ Full page	★ Full page	★ Half Page	★ Half page
Lanyard Branding		★			
Pre-Summit VIP Reception Tickets	★ 20	★ 5	★ 5	★ 3	★ 3
Full Summit Onsite Registrations	★ 20	★ 15	★ 10	★ 6	★ 3
Virtual Registrations	★ 10	★ 10	★ 10	★ 6	★ 3
Gala Dinner Tickets	★ 20	★ 15	★ 10	★ 6	★ 3
Gala Dinner Reserved Table	★★	★			
Media package	★★★★	★★★★	★★	★	★
Digital Delegate Bag Item	★	★			

“Take your brand on a net-zero journey”

EXPERIENCE PACKAGES

Virtual Experience

Recharge Lounge

Wellness Provider

Summit Gala Dinner

Women in Climate

Indigenous Supporter

Youth Supporter

Innovation Station

Sundowner Drinks



Summit Media Package

All sponsors and partners will receive the Summit Media Package, which includes the marketing and promotional benefits 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.

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.

At Summit Benefits

- Brand acknowledgement on all onsite event collateral, including in 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.

How to reserve your sponsorship

Sponsorships are limited and available each year on a first-come, first-served basis only.

To express interest and discuss any packages further please email our Event Manager **Claire Reid** at: claire.reid@carbonmarketinstitute.org.



Summit Sponsorship Packages

1 ONLY

DESTINATION HOST

Our highest-level destination partner for the Summit. As proud Host sponsor, you can show Summit delegates the wide range of experiences and delights 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 | Workshop Moderation
- 1 | Single Exhibition Display On-site Booth & Promotion on Virtual Attendee Hub

Brand

- 1 | Summit Media Package
- 2 | Thought Leadership Blog Posts (event website, digital/social channels)
- 1 | Full Page Print Advertisement (digital event program)
- 1 | Logo on Delegate Lanyards
- 1 | Single Item included in Digital Delegate Bag

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/experiences (to be negotiated)
- 1 | Partnership with other pre/post-destination experiences (to be negotiated)

\$60,000

4 ONLY

DIAMOND

The Diamond Partner Package is 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, during the Summit, and in the market post-event.

Summit Participation

- 1 | Summit Keynote Speaker Invitation OR Plenary Panel Participation*
- 1 | Workshop Moderation
- 1 | Double Exhibition Display On-site Booth & Promotion on Virtual Attendee Hub

Brand

- 1 | Summit Media Package
- 2 | Thought Leadership Blog Posts (event website, digital/social channels)
- 1 | Full Page Print Advertisement (digital event program)
- 1 | Logo on Delegate Badge
- 1 | Single Item included in Digital Delegate Bag

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 \$40,000

Non-Member Rate \$50,000

We aim for broad sectoral representation within our Diamond sponsor cohort to ensure the event's continued economy-wide appeal and thematic diversity. CMI reserves the right to limit sectoral representation at its discretion, noting a maximum of two companies from any one sector will be accepted in any one year.

Summit Sponsorship Packages

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 | Workshop Moderation OR Participation
- 1 | Double Exhibition Display On-site Booth & Promotion on Virtual Attendee Hub

Brand

- 1 | Summit Media Package
- 1 | Thought Leadership Blog Post (event website, digital/social channels)
- 1 | Full Page Print Advertisement (digital 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 | Workshop Moderation OR Participation
- 1 | Single Exhibition Display On-site Booth & Promotion on Virtual Attendee Hub

Brand

- 1 | Summit Media Package
- 1 | Half Page Print Advertisement (digital 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 Digital Advertisement (digital 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 \$12,000

Experience & Promotional 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 \$10,000
Non-Member Rate \$15,000

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 | 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 \$20,000
Non-Member Rate \$25,000

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
- 1 | Full Page Digital Advertisement (digital event program)

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

Experience & Promotional Packages



SUMMIT GALA DINNER

The Summit Gala Dinner 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 a Summit highlight, and an unmissable experience.

Summit Participation

- 1 | Official sponsor of the Gala Dinner
- 1 | Welcome address at the Gala Dinner

Brand

- 1 | Summit Media Package
- 1 | Full Page Print Advertisement (digital event program)
- 1 | Full Branding & Acknowledgement as Sole Dinner Sponsor

Complimentary Registrations

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

CMI Member Rate \$25,000

Non-Member Rate \$30,000

WOMEN IN CLIMATE BREAKFAST

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.

Summit Participation

- 1 | Official sponsor of the Women in Climate breakfast
- 1 | Keynote address and panel at the Women in Climate event

Brand

- 1 | Summit Media Package
- 1 | Full Page Print Advertisement (digital event program)

Complimentary Registrations

- 10 | Women in Climate Breakfast Registrations
- 4 | Pre-Summit Reception Tickets
- 4 | Full Event Onsite Registrations
- 4 | Full Event Virtual Platform Registrations
- 4 | Gala Dinner Tickets

CMI Member Rate \$15,000

Non-Member Rate \$20,000

Experience & Promotional 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

Brand

- 1 | Summit Media Package
- 1 | Half Page Digital Advertisement (digital event program)

Complimentary Registrations

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

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
- 1 | Half Page Digital Advertisement (digital event program)

Complimentary Registrations

- 2 | Pre-Summit Reception Tickets
- 2 | Full Event Onsite Registrations
- 2 | Full Event Virtual Registrations
- 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 & Promotion on Virtual Attendee Hub

Brand

- 1 | Summit Media Package

Complimentary Registrations

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

CMI Member Rate \$8,000

Non-Member Rate \$12,000

Experience & Promotional Packages

1 ONLY



SUNDOWNER DRINKS HOST

After a full two-days program, leave a lasting impression by hosting the final networking event of the Summit, the Sundowner drinks.

Summit Participation

- 1 | Official host of the Sundowner drinks, end of Day Two
- 1 | Address at Sundowner drinks

Brand

- 1 | Summit Media Package
- 1 | Half Page Digital Advertisement (digital event program)

Complimentary Registrations

- 2 | Pre-Summit Reception Registrations
- 2 | Full Event Onsite Registrations
- 2 | Full Event Virtual Platform Registrations
- 2 | Gala Dinner Registrations
- 5 | Sundowner Drinks Registrations

CMI Member Rate \$10,000

Non-Member Rate \$15,000

INNOVATION STATION

Increase your brand exposure by providing attendees with an interactive, multi-sensory experience to 'See it, touch it and feel it'.

Summit Participation

- 1 | Bespoke Innovation Installation (e.g. Interactive Technology Station or Virtual Reality Installation with VR Headsets)
- *Station to be developed in consultation with CMI.

Brand

- 1 | Summit Media Package
- 1 | Half Page Digital Advertisement (digital event program)

Complimentary Registrations

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

CMI Member Rate \$10,000

Non-Member Rate \$15,000

*CMI retains control of the Summit program, ensuring that included speakers and moderators are of a superior quality with appropriate levels of experience in their respective fields. This is done to present a well-balanced, innovative, and cross-representative program that addresses current, key industry issues. CMI will work collaboratively with sponsors to deliver the highest quality content at the Summit. This includes engagement with CMI on all session speaker invitation and confirmation in a timely manner. Acceptance of all sponsor and exhibitor applications are subject to approval of CMI. Multiple sponsors from the same industry sector may be accepted into sponsorship categories, noting some limits at the highest levels to ensure programmatic diversity, independence and economy-wide appeal of the event.

Contact us

If these options do not quite suit your organisation, please contact CMI so that we can customise a bespoke package. Please note all sponsor applications are subject to approval by CMI.

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

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