



## New Jersey PACE — Game-Changing Clean Energy Financing for New Jersey Commercial & Industrial Property Owners

## FOUNDING SPONSORS

### Help Support New Jersey PACE

**New Jersey PACE (NJPACE)**, an independent NJ nonprofit, is providing a state-wide, open market and open-platform PACE program in NJ. NJPACE:

1. Provides a solid business case and financing mechanism for property owners to implement energy efficiency measures and renewables
2. Saves property owners money on their energy bills and improves their property values
3. Creates jobs and economic development
4. Conserves energy and reduces carbon pollution
5. Benefits contractors, manufacturers, banks & private market investors, and municipalities.

We're looking for:

- ❖ financial sponsorships
- ❖ in kind services
- ❖ collaboration in promoting PACE with energy service companies and property owners

### PACE Background

In 2012, New Jersey passed legislation enabling Property Assessed Clean Energy or “PACE”, a game-changing financing model for energy retrofits and renewable energy systems. Up to 100% financing is made available for approved commercial, industrial, and nonprofit projects and repaid according to the terms of a Special Clean Energy Assessment (which is similar to a sewer or sidewalk assessment, only voluntary), and registered with the municipality.

### Benefits to Your Company

- ❖ Your logo will be in **New Jersey PACE** print, web and presentation media
- ❖ Customers will see your brand as they consider PACE-funded projects
- ❖ Your company will be acknowledged for supporting clean energy and local jobs as **New Jersey PACE** educates business, professional, and governmental associations at conferences and events.
- ❖ Your company will be visible at ribbon cuttings with business leaders, professionals and public officials (NJ Legislators, Freeholders, and local Mayors). *More benefits on the following page.*

### The New Jersey PACE Program

**New Jersey PACE (NJPACE)** is a NJ nonprofit that educates professionals, businesses, local government and financing sources to understand and, as appropriate, take advantage of PACE legislation. We provide administrative services to local municipalities, reviewing technical and financial data on each project, and assisting property owners, contractors, and lenders to secure and manage PACE assessments. Our commitment is to contribute to regenerative ecological, economic and social programs for long term resiliency.

NJ PACE LLC, a separate, for-profit company, will arrange the needed financing.

## NJPACE helps businesses, contractors, communities, lenders and the public by:

- ❖ Promoting clean energy systems for commercial and industrial properties
- ❖ Educating professionals, business leaders and associations to PACE
- ❖ Engaging local governments to opt-in and help spread the program
- ❖ Enrolling banks and private investors to provide the funding
- ❖ Scaling up organizational infrastructure to handle anticipated demand
- ❖ Accelerating energy conservation and reducing carbon emissions

## Your company and brand benefits by being a Founding Sponsor.

### Levels and Benefits

Sponsor Levels*	Platinum \$25,000+	Gold \$20,000	Silver \$10,000	Bronze \$5,000
Brand a webcast of selected NJPACE events	√			
Photos and/or video interview with your logo as backdrop	√			
Newsletter sponsorship	√			
Your company name highlighted in press releases/media	√	√		
Speak at selected events including ribbon cuttings	√	√		
Banner/signage at selected events (sponsor-provided)	√	√		
Verbal recognition from podium at events	√	√	√	
Guest posting on blogs	√	√	√	
Display your marketing materials at events, trade shows	√	√	√	
Company name and/or logo on selected printed materials	√	√	√	√
Social media inclusion	√	√	√	√
Your logo + text about your company + hotlink on website	√	√	√	√
Name and/or logo on websites and selected email blasts	√	√	√	√
Your logo on closing slide of presentations	√	√	√	√
Complimentary attendance at selected events	√	√	√	√
Input and collaboration around the overall program	√	√	√	√
Receive timely news and information	√	√	√	√

\*Notes:

1. Custom packages can be created.
2. Benefits for in-kind contributions discussed case by case.
3. Founding Sponsor benefits continue for at least one year.
4. Sponsor level determines size/location of names/logos.
5. NJPACE is seeking 501c3 charitable organization status.

For more information, please contact:

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