

NAPHN SPONSOR PROSPECTUS & BENEFITS MATRIX

The North American Passive House Network (NAPHN), in partnership with the Passive House Institute, works at the confluence of specialized products, professional learning, implementation, and policy development, to utilize Passive House solutions broadly in order to effectively address our environmental, health and social crises. NAPHN is a trusted voice, educator, advisor and catalyst for our US building industry transformation.



We are asking for the support of leading Passive House industry businesses, in partnership, as a Partner Circle sponsor.

Our focus in the next year is on several distinct areas.

EDUCATION

We will aggressively grow our existing offerings of introductory, core and specialized training across in-person, live online and on-demand online channels. The cornerstone of this plan is the launch in January 2021 of our flagship Certified Passive House Designer (CPHD) Course in an on-demand format.

KNOWLEDGE NETWORKS

We will grow on our tradition of fostering peer-to-peer knowledge sharing, resources and pathways that serve community members at all levels: :

- The 2021 Annual Conference will be a hybrid of in-person, in New York City, and online, June 10-11.
- A Symposium Series focused on a particular market barriers to wider Passive House adoption and producing an authoritative a white paper.
- Policy Roundtables, convening policymakers and stakeholders to encourage connections across jurisdictions at all levels of governance.
- Chapter/Member Network investment to empower our membership to be ambassadors, and peer supporters, offering clearer pathways for advancement.
- Resource Network: We will invest in developing and organizing knowledge resources based on our events and emerging stakeholder needs.

OUTREACH

In combination with our education and knowledge network building activities we will have an intense focus on engagement. Efforts will include:

- **On-ramps:** We will provide many more easy to access introductory events.
- **Allies:** We will work more deeply with industry allies to extend our reach.
- **Brand Visibility:** Clear and active promotion of brand awareness across media.
- **Center Equity:** Support greater accessibility for underrepresented communities.

ADVISORY COUNCIL

A mechanism to inform our work with formal input, to better guide our future actions by gathering twice a year our partners for a roundtable discussion.

Our goal is to work in partnership with you, throughout the year, throughout the activities of our network – to invest in and grow the vibrant community that is leading our industry.

PARTNERS CIRCLE NAPHN SPONSORSHIPS

	Level 1	Level 2	Level 3	Level 4
	For companies not interested in a conference booth but share NAPHN's values and want visibility in support of NAPHN and high-performance, high-quality Passive House buildings	For companies that wish to have a conference booth but nothing further.	For companies that want a conference booth and ongoing visibility in support of NAPHN's values and goals, across multiple platforms including demonstrations, tours, webinars, symposiums and more	For companies that want a conference booth and the most visibility in support of NAPHN's values and goals, across multiple platforms including demonstrations, tours, webinars, symposiums and more
	\$2,500	\$5,000	\$10,000	\$20,000
NAPHN Memberships	(2) Individual NAPHN Memberships	(1) Individual NAPHN Membership	(4) Individual NAPHN Memberships	(6) Individual NAPHN Memberships
Brand, Product Visibility & Recognition	<ul style="list-style-type: none"> • Website clickable logo • Conference website platform and messaging (signage, digital communications, program etc.) • Publications (Manuals, Guides etc.) • At start of Introductory Courses 	<ul style="list-style-type: none"> • Conference website platform and messaging (signage, digital communications, program etc.) • Publications (Manuals, Guides etc.) 	<ul style="list-style-type: none"> • Website clickable logo • Conference website platform and messaging (signage, digital communications, program etc.) • Publications (Manuals, Guides etc.) • At start of Introductory Courses 	<ul style="list-style-type: none"> • Marquee Brand Exposure Across all platforms • Website clickable logo • Conference website platform and messaging (signage, digital communications, program etc.) • Publications (Manuals, Guides etc.) • At start of Introductory Courses
			ENHANCED VISIBILITY	ENHANCED VISIBILITY
			<ul style="list-style-type: none"> • Conference: (1) 15 min slot • NAPHN LIVE : minimum (1) coordinated event with project using products, with 10 min demo at start & discussion at end. • (1) 10 min product video placed in NAPHN CPHD online course offering platform. • (3) 10 min product video placed on NAPHN specialized course platform 	<ul style="list-style-type: none"> • Conference: (2) 15 min slots • NAPHN LIVE: minimum (1) coordinated event with project using products, with 10 min demo at start & discussion at end. • (1) 2 min product video placed on NAPHN CPHD online course offering platform. • (6) 10 min product videos placed in NAPHN specialize course platform
Conference Passes	(4) Transferable Full-Conference Passes	(4) Transferable Full-Conference Passes	(6) Transferable Full-Conference Passes	(10) Transferable Full-Conference Passes
Conference Booth		One Hybrid Booth (in-person and/or virtual platform) No additional booths possible.	One Hybrid Booth (in-person and/or virtual platform) May add in-person booth for \$3,750 extra charge	One Hybrid Booth (in-person and/or virtual platform) May add in-person booth for \$3,500 extra charge
Advisory Role: Council & Symposiums			Seat on NAPHN's Business Advisory Council & participation in applicable Symposium(s)	Seat on NAPHN's Business Advisory Council & participation in applicable Symposium(s)
Scholarship Recognition				Recognized as contributor and supporter of NAPHN Education Scholarship Program