

Scaling up renewable heating and cooling

RENEWABLE THERMAL COLLABORATIVE

Sponsorship Prospectus

Who Are We?

The Renewable Thermal Collaborative (RTC) is a collaborative platform to accelerate the deployment of renewable heating and cooling (RHC) solutions among companies, cities, and other institutions. RTC members collectively decide on the priorities and strategic direction of the organization while recognizing the urgent need to meet the growing demand and necessity for RHC solutions in a manner that delivers cost-competitive options at scale.

The World Wildlife Fund (WWF), Center for Climate and Energy Solutions (C2ES), and David Gardiner and Associates (DGA) serve as the Collaborative's facilitators to advance the needs of RTC members and tackle market barriers.

The Thermal Energy Opportunity

Energy used for heating and cooling comprises approximately 50% of total global final energy demand. In the United States, heating and cooling account for more than 30% of total energy use across residential, commercial, and industrial sectors at a cost of \$270 billion annually. Additionally, global heat production is responsible for a 39% of energy-related carbon dioxide emissions. Despite its large energy and carbon footprint and its significant potential to reduce carbon emissions, the use of renewable energy for heating and cooling applications, including biomass, biogas, geothermal, landfill gas, and solar thermal, has received relatively little attention compared with renewable electricity.

Value of Sponsorship

Renewable thermal suppliers, developers, producers, and professional service firms have the opportunity to participate in the RTC's work; helping accelerate our efforts to increase the number of companies and state and local governments deploying renewable thermal solutions. By joining the RTC, sponsors will be able to:

- Connect with renewable thermal buyers and others working to scale the market;
- Have logo visibility on working group reports, the website, newsletters, and event materials;
- Participate in the development of reports and brief RTC members on the findings;
- Highlight your company's commitment to tackling renewable thermal market barriers.



For more information, contact Blaine Collison, Executive Director at blaine@dgardiner.com



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Engagement Opportunities & Working Groups

The RTC is interested in working with companies that will not only provide financial support for the organization's mission to build and expand the market for renewable thermal technologies, but also their expertise in renewable thermal markets, projects, and policy.

Sponsorship Benefits

Being a sponsor of the RTC provides important institutional support for the RTC's work. In return, the RTC provides:

- Discounted registration to the RTC's annual summit;
- Participate in monthly RTC Community Calls (members and sponsors only);
- Introductory presentation at first RTC Community Call;
- RTC social media announcement on joining;
- Participate in RTC working groups, contributing expertise about the state of the market, key barriers, and actions the RTC could take to address those barriers;
- Priority for speaking opportunities on RTC webinars;
- Author case studies or market analyses for RTC dissemination;
- Customized sponsor page on RTC website;
- Company logo featured on:
 - RTC event signage and promotional materials
 - RTC newsletter and webinars
 - Select reports and other deliverables
 - Presence on the RTC website – Link to sponsor's site, brief description of sponsor's market role/services;

Cost – \$10,000 for companies with +\$10M annual revenue, \$5,000 for companies below \$10M

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MEMBERS



SPONSORS

