



Earth Day 2023

CONGRESS OF CONFERENCES APRIL 19-23
EXPO APRIL 21-23
DALLAS, TX – FAIR PARK



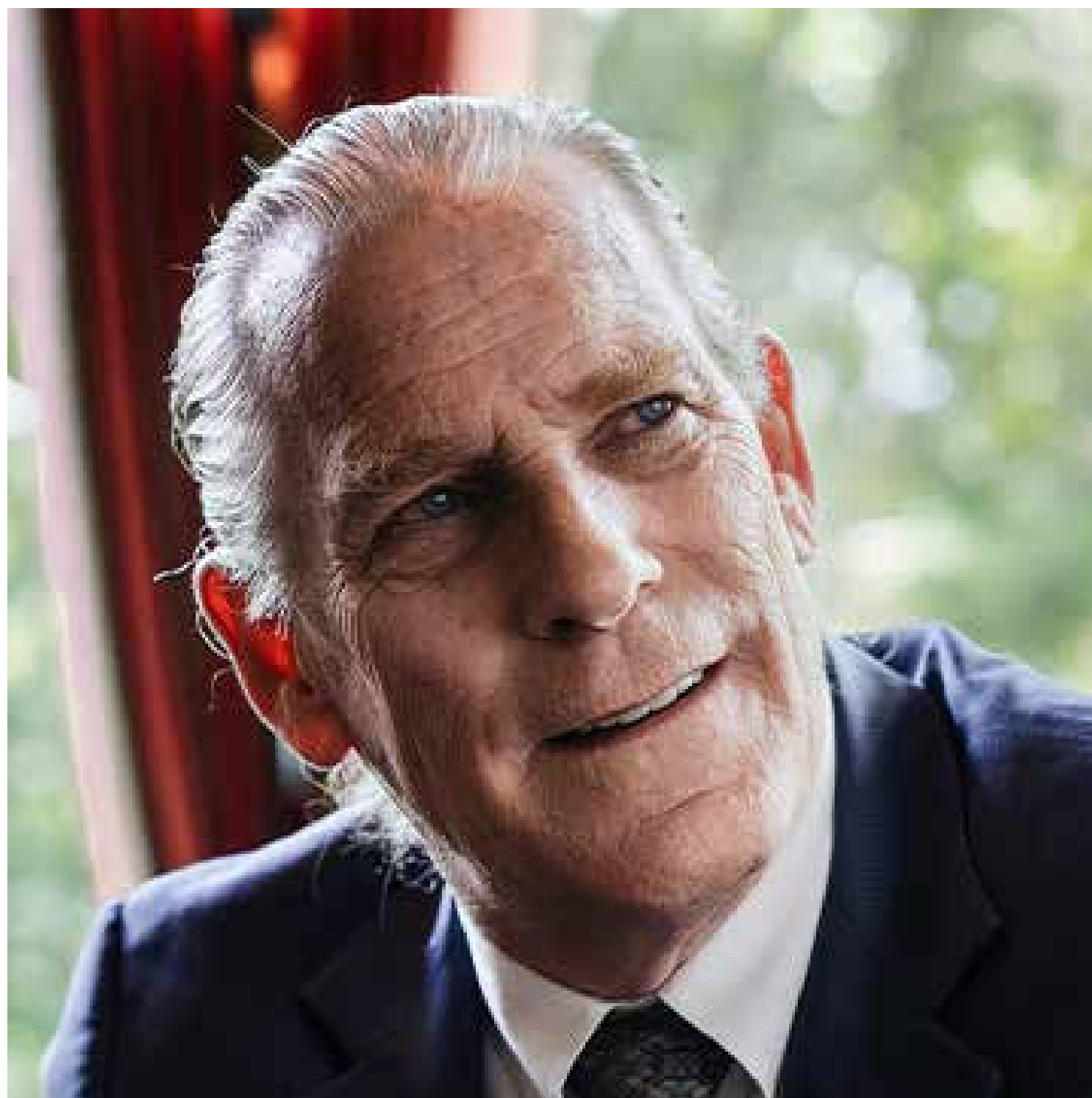


INSPIRE. INFORM. IMPACT.

A global, multi-dimensional environmental nonprofit

**Informing and inspiring people + organizations to
take action towards a more sustainable future**

**Dedicated to becoming the leading global connector and
environmental forum to positively impact our world**



Trammell S. Crow

Philanthropist, Businessman,
Environmental Advocate

Founded in 2010 as Earth Day Dallas by Trammell S. Crow, EarthX convenes the world's largest green gathering each Earth Day.

With our first event in 2011, the event grew to welcome over 177,000 visitors pre-pandemic in 2019, hosting business professionals, students, NGOs, farmers, corporations, government agencies, policy-makers, scientists, teachers, and environmentalists of all kinds.

In 2020, we launched EarthxTV to stay connected to our audience during the pandemic. The network is now in homes throughout the US and Europe, growing quickly on a global scale.

A GLOBAL PLATFORM

EarthxExpo

The world's largest green gathering held annually around Earth Day in Dallas, Texas.

EarthxConferences

Our Congress of Conferences highlights a wide range of environmental & sustainability-related topics, including Conservation, Energy, E-Capital, Built Environment, Law, Oceans, Environmental Justice, Youth, and more.

EarthX Film

A year-round environmental film movement highlighting films, filmmakers, and musicians who focus on environment, conservation, and climate challenges.

EarthX Strategic Initiatives

Building off the success of our annual events, EarthX seeks to drive impact and further its mission year-round through strategic initiatives with various international partners.

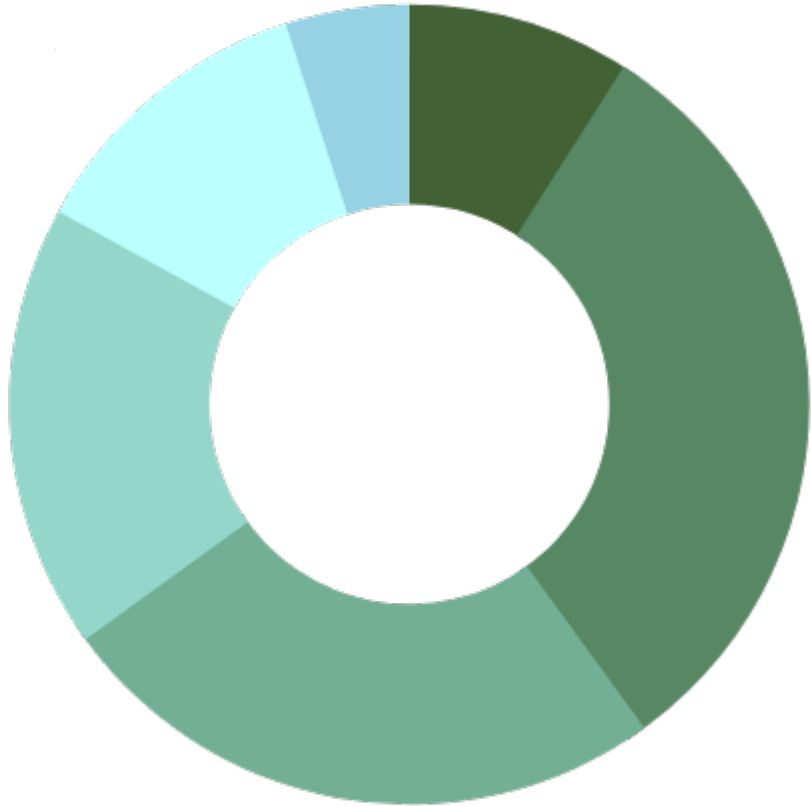
EarthX Media (a for-profit entity)

A global TV network dedicated to promoting the environment and sustainability. Celebrating the people, places, creatures and cultures that make our planet worth protecting.

PAST PARTICIPANTS

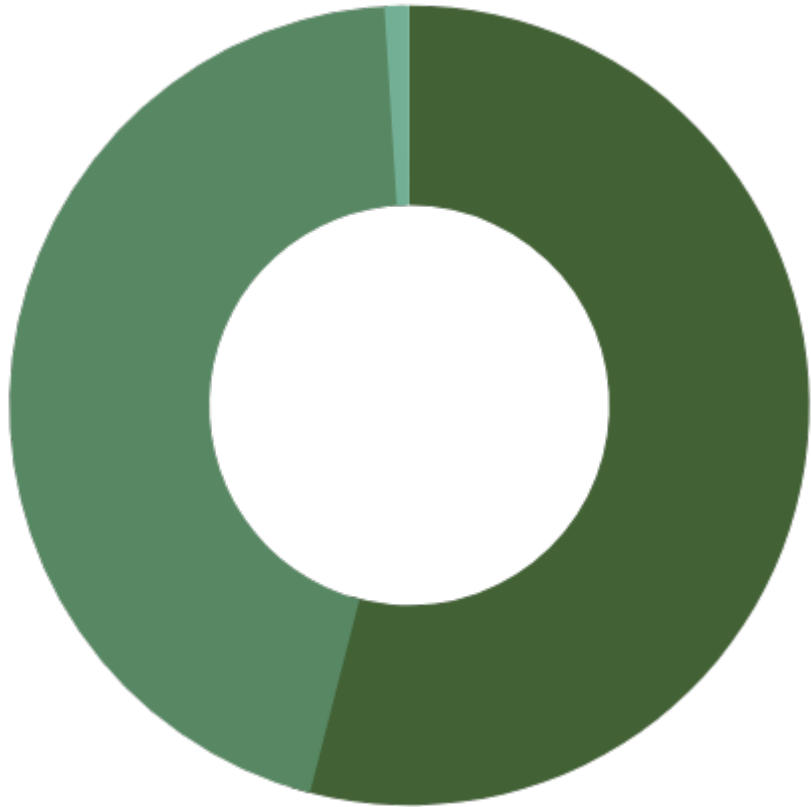


Earthx2019 DATA



AGES

9% 18-24
31% 25-34
25% 35-44
18% 45-54
12% 55-64
5% 65+



GENDER

54% Female
45% Male

DEMOGRAPHICS

| | |
|--------------|------------------------|
| 177K | Total Attendees |
| 17K | Students Reached |
| 381 | Presenting Speakers |
| 692 | Organizations |
| 1,680 | Exhibit Spaces |
| 250K | Indoor Square Footage |
| 250K | Outdoor Square Footage |

IMPRESSIONS

| | |
|--------------|------------------------------|
| 18MM | Social Media |
| 17MM | Print Media |
| 4.3MM | Broadcast |
| 107K | Website Visits (March-April) |



Earthx2023 Sponsor Opportunities

WAYS TO PARTICIPATE

- Select an Overall Expo & Congress of Conferences package
- Align your organization with an individual Conference
- A La Carte Offerings! Support our various feature areas, including –
 - **NEW:** B2B & College Communication Competition
 - **NEW:** The Oasis, an experiential and immersive XR space
 - **NEW:** Electric Vehicle & Alternative Fuel Showcase + Ride & Drive
 - E-Capital Summit and Innovator Showcase
 - Student Field Trips
 - Volunteer Opportunities
 - Banquets and Evening Events
 - Sustainability Efforts

Custom packages available!

Earthx2023 Overall Packages

| Benefits | Advocate \$10,000 | Steward \$25,000 | Partner \$50,000 | Champion \$100,000 | Presenting (Negotiated) |
|----------------------------------|----------------------|---------------------|---------------------|-----------------------|----------------------------|
| Event Presenting Sponsor | | | | | ✓ |
| Recognition in all conferences | | | | ✓ | ✓ |
| Inclusion in press releases | | | | ✓ | ✓ |
| Recognition in all event eblasts | | | ✓ | ✓ | ✓ |
| Acknowledgment in mobile app | | | ✓ | ✓ | ✓ |
| Exhibit or activation space | 200 sq ft | 400 sq ft | 600 sq ft | Custom | Custom |
| Tickets to evening banquets | 2 tickets | 4 tickets | 6 tickets | 1 table | 1 table |
| Event Guide acknowledgment | ✓ | ✓ | ✓ | ✓ | ✓ |
| Tiered thank-you signage | ✓ | ✓ | ✓ | ✓ | ✓ |
| Tiered social media recognition | ✓ | ✓ | ✓ | ✓ | ✓ |
| Tiered website recognition | ✓ | ✓ | ✓ | ✓ | ✓ |

Congress of Conferences

Choose your *Conference:

Built Environment
Conservation
Corporate Impact
Energy
Environmental Justice
Green Speakers
Islands
Latin America
Law
Oceans
Philanthropy
UN SDG Media

*Each sponsorship level is exclusive to a single chosen Conference. All Conferences are subject to change.

\$50K PRESENTING

- 'Presenting Sponsor' designation of selected conference
- Provide Keynote Speaker introduction
- Company shout-out during selected conference
- Tiered recognition at all selected conference events
- Tiered logo inclusion for selected conference on:
 - Rotating slides between sessions
 - Conference web page
 - Conference eblasts
 - Post-event 'Sponsor Thank-you' email to attendees and speakers
- Tiered Social Media recognition
- Tickets & Passes
 - 8 All-Access registrations to selected conference
 - 8 selected Banquet Tickets
 - 8 invitations to after parties
- Selection of (1) a la carte offering valued at \$5k

\$25K GOLD

- Company shout-out during selected conference
- Tiered recognition at all selected conference events
- Tiered logo inclusion for selected conference on:
 - Rotating slides between sessions
 - Conference web page
 - Conference eblasts
 - Post-event 'Sponsor Thank-you' email to attendees and speakers
- Tiered Social Media recognition
- Tickets & Passes
 - 4 All-Access registrations to selected conference
 - 4 selected Banquet Tickets
 - 4 invitations to after parties
- Selection of (1) a la carte offering valued at \$5k

\$10K SILVER

- Tiered recognition at all selected conference events
- Company thank-you shout-out during selected conference
- Tiered logo inclusion for selected conference on:
 - Rotating slides between sessions
 - Conference web page
 - Conference eblasts
 - Post-event 'Sponsor Thank-you' email to attendees and speakers
- Tiered Social Media recognition
- Tickets & Passes
 - 2 All-Access registrations to selected conference
 - 2 selected Banquet Tickets
 - 2 invitations to after parties



Interested? Let us know and we'll provide additional info!



A La Carte Offerings Featured Opportunities



E-Capital Summit

Align your organization with this industry-leading event, featuring an Investment Forum, Climate Tech Prize competition, 1:1 curated deal making meetings, and an Innovator Commercialization Showcase.

\$100k Presenting
\$50k Platinum

\$25k Gold
\$10k Silver

\$5k Supporter



NEW Electric Vehicle & Alternative Fuel Showcase + Ride & Drive

The Earthx2023 Alternative Fuels Expo will be the world's largest expo showcasing a wide variety of vehicles and equipment. The space will include experiential EV and E-Bike test drives, interactive informational booths, EV drivers and more.

\$50k Title Sponsor
\$25k VIP

\$10k Premier
\$5k Partner

\$2,800 Exhibitor
\$500 Participant



NEW B2B & College Communication Competition

Texas businesses are leading the way in environmental stewardship. This featured area will provide an opportunity for businesses to share their best sustainable practices and partner with students to accelerate learning.

\$25k Presenting
\$15k Competition

\$10k Event



NEW The Oasis

Imagine a fully immersive space featuring experiential education, XR technology and an Adult Playground. The Oasis is open to all, but will especially attract young professionals.

\$50k Presenting
\$25k Supporting

A La Carte Offerings

\$25k Level



Banquet or Evening Event – Presenting Sponsor

Choose the Banquet or Evening Event that best aligns with your organization. Each event will have a very specific target audience. You'll receive exclusive branding at all bars, a rotating ad throughout, the ability to provide marketing materials to attendees, and your logo associated with all related marketing, including signage, eblasts, website and more.



Volunteer Program – Presenting Sponsor

Associate your organization with our robust Volunteer Program. During the 3-day Expo, we'll have over 1,000 volunteers engaging with our audience daily. See your logo included on volunteer t-shirts and all associated volunteer marketing, including signage, eblasts, website and more. Also secure time slots for your employees to join as participants! Past Corporate participants include American Airlines, Chase Bank, AT&T, Toyota, Wells Fargo, Crow Holdings, Lockheed Martin and Boeing.



Student Field Trips – Presenting Sponsor

Taking place on Friday, April 21, our curated Student Field Trips will welcome thousands of local and international students ranging from grade-school age through University. Students will experience an interactive tour of the event with access to STEAM-based hands-on learning and customized film screenings. Your logo will be associated with all Field Trip marketing, signage, eblasts, website and more. You're also welcome to provide materials that will be distributed to Field Trip participants.



Sustainability Program – Presenting Sponsor

Align your organization with what is arguably the most important element of the event: sustainability! We are implementing a multi-dimensional sustainability plan from exhibitor engagement, vendor and venue support, waste collection and education. Your logo will be associated with all related marketing, signage, eblasts, website and more. Sponsorship funds also help our post-event carbon offsetting costs.

A La Carte Offerings

\$10k Level



Networking Lunch or Reception/Happy Hour

Receive brand exposure by sponsoring a Conference Lunch or Reception/Happy Hour. Choose the networking event that best aligns with your organization. Your logo will be associated with all related marketing, including signage, eblasts, website and more.



Coffee Breaks

Receive brand exposure and provide an energy boost to attendees by sponsoring coffee breaks near the Congress of Conference meeting rooms in 3 separate locations. Your logo will be included on signage, website and more.



Lanyards

This high-visibility sponsorship puts your brand around the neck of every Congress of Conferences attendee to wear throughout the duration of the event. Your logo will be included alongside the EarthX logo. EarthX is responsible for creating, producing and delivering sustainable lanyards to the event.



Registration

Expose your organization's brand to thousands as they register for both the Expo and the Congress of Conferences. Your logo will be present on the registration website, on-site at Fair Park, and included in registration confirmation emails.

A La Carte Offerings

\$5k Level



Speaker & VIP Lounge

Align your organization with our speakers and invited guests. Your logo will be associated with all speaker and VIP pre-event logistics emails, on-site signage and more. You're also welcome to provide marketing materials that will be placed in the Lounge.



Beverage Napkins

Have your logo included alongside the EarthX logo on beverage napkins that will be distributed at our Evening Events. EarthX is responsible for creating, producing and delivering sustainable napkins to the events.



Transportation

Fair Park is a very large venue. Have your logo included alongside the EarthX logo on our complimentary shuttles, which will be running along the perimeter of our contracted space. EarthX will determine locations and schedules.



Testimonials

“Participation in EarthX gives me energy and more hope to continue working towards improving our Earth’s environment.”

Javier Balli, Environmental Protection Agency

“EarthX allows a company to have face to face contact with people who are like-minded in changing the world to become a better place. A great event to learn, to share, to experience, and to grow your business! The contacts I made for post event were exceptional!”

Kelly Freeman, CircleTerra

“EarthX is an engaging meeting of minds where we can connect with like-minded individuals and groups who are all working toward a central purpose – to better our planet. Our encounters with attendees consist of positive conversations with many open-minded and socially conscious people. This event stands out as a special opportunity for connecting with our community, sharing a greater vision of the future, and talking about our collective responsibility as stewards of Earth.”

Andy Morgan, Share International Dallas

“EarthX is a timely event for all to learn about the climate crisis – and about solutions that they can take home.”

Kelly Longfellow, Climate Reality, DFW Chapter

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Contact Us!