2021

SUSTAINABILITY SPONSORSHIP

Expand your reach and support NFRC’s sustainability efforts all year with 2021 annual sponsorship opportunities

240-847-6954
www.nfrc.org

National Fenestration Rating Council
6305 Ivy Lane, Suite 140
Greenbelt, MD 20770
About the National Fenestration Rating Council

The National Fenestration Rating Council (NFRC) is a 501(c)(3) nonprofit that has provided independent and objective energy performance ratings for windows, doors, and skylights since 1989. NFRC exists to serve the public by establishing and maintaining the voluntary program that provides fair, accurate, and credible energy-efficiency ratings for fenestration products.

**Our Mission**
NFRC is committed to advancing continuous improvement of windows, doors, and skylights, contributing to making buildings more comfortable and energy efficient.

**Our Vision**
NFRC empowers people to create better buildings, increasing public awareness of energy efficiency and environmental responsibility, thereby enriching the wellness of those who choose NFRC certified fenestration products.

Join NFRC in Building a Sustainable Future

As an annual 2021 sustainability sponsor, your tax-deductible contribution supports our mission and vision and facilitates ongoing engagement and educational opportunities with our members, partners, and consumers through meetings, webinars, social media, and email communications.

- Demonstrate your commitment to sustainability, and align your organization with the mission and vision of NFRC to strengthen the energy efficiency of buildings and inspire environmental stewardship
- Reach NFRC’s growing network of stakeholders across the fenestration industry from manufacturers to consumers in the market for new windows, doors, and skylights
- Support increased access to tools, resources, and education for consumers and industry professionals through the Efficient Windows Collaborative and NFRC websites
Our Impact

1989 to 2018

The estimated energy savings amount to **774,619.53 GWh** (Gigawatt hours). U.S. national weighted average marginal emission rate, the CO2 emissions avoided equals 547,772.975 metric tons from 1989 to 2018.

**CO2** 547 Million Metric Tons (MMT) of CO2 emissions avoided is equivalent to:

- About **116 million** passenger cars NOT driven for one year (in 2005, about 14 million passenger cars were operated on California roads).
- One year of energy use by about 65 million average U.S. households.
- Greenhouse gas emissions avoided by replacing about **20 billion** standard incandescent lamps with energy-efficient LEDs.
- About **644 million** acres of pine or fir forests absorbing CO2 for one year.

2019 to 2049

The estimated energy savings amount to **522,578.34 GWh** (Gigawatt hours). Using the AVERT, U.S. national weighted average marginal emission rate, the CO2 emissions avoided equals 369,541.796 metric tons from 2019 to 2049.

**CO2** 369 Million Metric Tons (MMT) of CO2 emissions avoided is equivalent to:

- About **78 million** passenger cars NOT driven for one year.
- One year of energy use by about 44 million average U.S. households.
- Greenhouse gas emissions avoided by replacing about **14 billion** standard incandescent lamps with energy-efficient LEDs.
- About **434 million** acres of pine or fir forests absorbing CO2 for one year.
Top Reasons to Become a Sustainability Sponsor

Year-Long Exposure

Show your leadership and commitment to improved energy-efficient buildings by supporting our sustainability programming efforts all year long. Sponsorship supports sustainability educational and training sessions for industry professionals and the Efficient Windows Collaborative, which provides resources and tools for consumers, builders, architects, and researchers.

Our Reach

- **4,210+** social media followers
- **2,608** email subscribers
- **216,740+** web visitors
- **250+** attendees at NFRC meetings and sustainability sessions

Increase Access to Tools, Resources and Education

Now the Efficient Windows Collaborative is powered by NFRC with a combined reach of nearly 20,000 visitors each month. Leverage the NFRC and Efficient Windows Collaborative networks to reach new prospects.

- **9.1K** monthly visitors
  - NFRC.org
- **10.5K** monthly visitors
  - EfficientWindows.org
### Annual Opportunities and Benefits

<table>
<thead>
<tr>
<th>Annual Opportunities and Benefits</th>
<th>Platinum ($10,000)</th>
<th>Gold ($5,000)</th>
<th>Silver ($2,500)</th>
<th>Bronze ($1,000)</th>
<th>Green ($500)</th>
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</thead>
<tbody>
<tr>
<td><strong>SPRING &amp; FALL MEETING RECOGNITION</strong></td>
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<td>Speaking Opportunity at Spring OR Fall meeting</td>
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<td>Opening General Session</td>
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<td>Logo displayed on the meeting app</td>
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<td>Company is recognized at the Opening General Session</td>
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<td>Logo displayed at meeting check-in area</td>
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<td>Each company representative will receive a sustainability sponsor ribbon</td>
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<td><strong>EDUCATIONAL BENEFITS</strong></td>
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<td>Dedicated slide at opening offered in-person or virtually at every</td>
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<td>sustainability session</td>
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<tr>
<td>Logo displayed on opening/closing slide</td>
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<td><strong>GENERAL ANNUAL BENEFITS</strong></td>
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<td>Social media recognition posts on platforms of your choice (LinkedIn,</td>
<td>5</td>
<td>4</td>
<td>3</td>
<td>2</td>
<td>1</td>
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<td>Twitter, Facebook) by level (1 to 5 posts a year)</td>
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<td>Press release distributed to industry media to recognize support</td>
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<td>NFRC Sustainability webpage: linked logo arranged by sponsorship level</td>
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<td>EWC home page: Linked logo arranged by sponsorship level</td>
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The National Fenestration Rating Council (NFRC) is a 501(c)(3) nonprofit and contributions to NFRC are 100% tax-deductible in accordance with the law. No goods or services are exchanged. EIN-52-1724041.

### Learn More About Sponsoring

Join NFRC in *Building a Sustainable Future*. To learn more, contact NFRC’s sustainability manager, Jeremy Browning at jbrowning@nfrc.org or 240-847-6954.