



Efficient Windows
Collaborative

Powered by NFRC



SPONSORSHIP PACKAGE

Show your support for more energy-efficient windows in homes and commitment to the fenestration industry.



www.nfrc.org
www.efficientwindows.org

Reasons to Sponsor

Engagement is everything, and as a result of more consumers becoming online shoppers, reaching those buyers and building relationships with them is essential. The Efficient Windows Collaborative's mission is to provide easy-to-understand, unbiased information on energy efficiency, comfort, and savings to help homeowners find the right window for their needs. This is a compelling reason to sponsor our efforts to reach these consumers. We partner with allied organizations, universities, research labs, and government agencies that promote energy efficiency in residential windows.

Our Reach



4,121

social media followers



4,639

LinkedIn forum members



3,614

email subscribers



250+

attendees at NFRC meetings and webinars

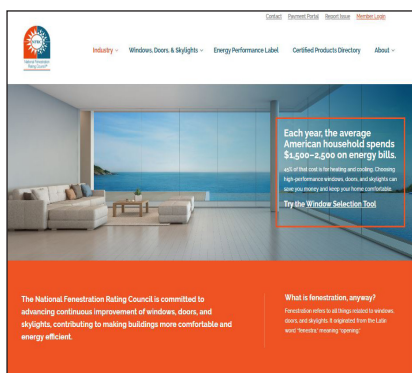
Increase Access to Tools, Resources and Education

The Efficient Windows Collaborative is powered by NFRC, using our fair, accurate, and credible energy performance ratings for windows, doors, and skylights. NFRC is the only ENERGY STAR® approved certification body for fenestration, which means consumers have confidence that the windows they select are guaranteed to perform as indicated. And all windows in the Efficient Windows Collaborative are ENERGY STAR® certified.

10K

monthly visits

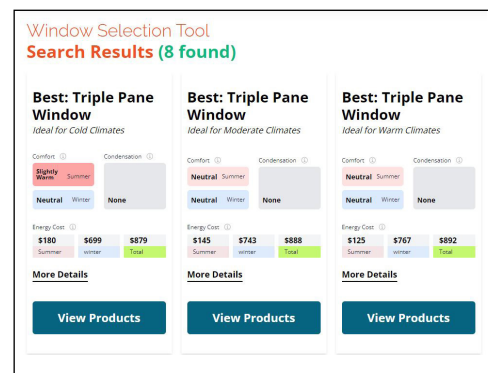
NFRC.org



7K

monthly visits

EfficientWindows.org



Sponsorship Opportunities

Efficient Windows, Efficient Homes

Your sponsorship supports the ongoing development of resources, including the Window Selection Tool that helps homeowners, builders, and architects find the best windows to meet their needs. This is an opportunity to demonstrate your commitment to increasing energy-efficient windows in the marketplace and strengthening the energy efficiency of homes. With more than 10,000 visits each month to NFRC.org and EfficientWindows.org collectively, you will reach savvy shoppers researching online for information on new windows.

Annual Efficient Windows Collaborative Sponsorship Opportunities and Benefits	Platinum \$5,000	Gold \$3,000	Silver \$2,000	Bronze \$1,000
GENERAL ANNUAL BENEFITS				
Your company's banner on the homepage of EfficientWindows.org	✓			
Press release distributed to industry media to announce partnership	✓			
NFRC Bulletin email to announce partnership	✓	✓		
Blog about organization's support for energy-efficient windows and sustainability efforts posted on EWC blog page and promoted in bi-weekly NFRC Update e-Newsletter	2 blogs	1 blog		
Your company's logo displayed in bi-weekly NFRC Update e-Newsletter	✓	✓	✓	
Your company's logo arranged by sponsorship level on NFRC.org and EfficientWindows.org home pages	✓	✓	✓	✓
Social media posts on platforms of your choice (LinkedIn, Twitter, Facebook)	✓	✓	✓	✓
NFRC MEETING RECOGNITION				
Speaking opportunity at annual Fall Membership Meeting Opening General Session	✓			
Your company's logo displayed on the meeting registration page arranged by sponsor level	✓	✓	✓	
Your company's logo displayed in pre-meeting slide show arranged by sponsor level	✓	✓	✓	✓
Your company's logo displayed at meeting check-in area arranged by sponsor level	✓	✓	✓	✓
Each company representative will receive a sponsor ribbon on their badge at in-person meetings	✓	✓	✓	✓

NFRC Meeting Sponsorship Opportunities

Reach Fenestration Industry Professionals

Leaders, innovators, and influencers in the fenestration industry convene at NFRC meetings, webinars, and networking events. Sponsoring an event will showcase your company's commitment and support of the industry and its continued improvement. Attendees include not only NFRC members and program participants but also academic researchers, scientists from national labs, and start-up entrepreneurs looking to collaborate with your company. This is the perfect opportunity to highlight your product and increase sales when your company sponsors an NFRC meeting.

NFRC Meeting Sponsorship Opportunities	Available	Spring Committee Meeting	Fall Membership Meeting
Member Reception	1	\$5,000	\$5,000
Women in Fenestration Breakfast	1	\$2,000	\$2,000
Networking Lunch	1	\$2,000	\$2,000
Welcome Reception	1	\$2,000	\$2,000
Networking Breakfasts	2	\$2,500	\$2,500
Leaders Network	1	\$2,500	\$2,500
Breaks	2	\$500	\$500

NFRC Meeting Sponsorship General Benefits

Your company exhibiting at the meeting

Your company's logo displayed at sponsored event with signage and recognition from the podium prior announce event

Three-minute speaking opportunity at sponsored event (excludes breaks)

Your company's logo displayed on the sponsorship page of meeting registration page arranged by sponsor level

Your company's logo displayed in pre-meeting slide show arranged by sponsor level

Your company's logo displayed at meeting check-in area arranged by sponsor level

Each company representative will receive a sponsor ribbon on their badge

Your company's logo displayed on the meeting registration webpage

Recognition in email communications related to the Membership Meeting and specific event sponsored

Webinar Sponsorship Opportunities

Opportunity	Cost	Benefits
Sponsor a webinar related to sustainability, emerging technology, or innovations in the fenestration industry	\$1,000	30-second sponsor produced video to play at beginning of session and dedicated logo slide Recognition in email communications related to webinar Your company logo displayed on the opening slides of sponsored webinar
Sponsor a webinar showcasing your organization's sustainability efforts	\$1,000	Share your sustainability efforts or innovations advancing the fenestration industry in a webinar hosted by NFRC Recognition in email communications related to webinar Your company logo displayed on the opening slides of sponsored webinar

To learn more, contact Michelle Blackston, Senior Director of Development and Engagement at mblackston@nfrf.org or 240-821-9516.

GOLD



SILVER



BRONZE

