NATIONAL HEAT PUMP WATER HEATER DAY

Wednesday, October 23, 2024
A Virtual Event

Sponsorship Overview

advancedwaterheatinginitiative.org/hpwh-day
The Advanced Water Heating Initiative is a made up of hundreds of participating organizations seeking to transform the market for heat pump water heaters. We know that collectively we have the power to create a clean energy, low-carbon future. Heat Pump Water Heater (HPWH) Day is our signature event, where we bring the focus and attention of the vast AWHI network and beyond on decarbonized water heating. Through live educational and networking events and a vast social + traditional media campaign, HPWH Day elevates the message of advanced water heating across the country.

AWHI and partners kicked off the first-ever Heat Pump Water Heater Day in 2022 and the scope and reach of the event has continued to grow. Join us for HPWH Day 2024!

Statistics from previous events:

- 7 million total reach on Twitter
- 100+ organizations posting on Social Media
- 387 live viewers at Manufacturer’s Roundtable webinar
- 986 total viewers during week of event
- 25+ people hugging their water heaters

Sample of 2023 Participating Organizations:

- RE Tech Advisors
- BGE
- Steven Winters Associates
- CalMTA
- Energy Code Ace
- AESP
- Pitchfork Communications
- Rheem
- C + C
- Energy Vanguard
- ICF
- NEEA
- Zero
- Ariston
- Multifamily Energy Program Hub
- TRC
- MEEA
- BPA
- ENERGY STAR
- Slipstream
- Harvest Thermal
- Tech Clean California
- OneEnergy Renewables
- Pattern
- Tetra Tech, Inc.
- Westwood Professional Services
- Efficiency First California
- Community Energy Project Inc
- Mestek Inc
# 2024 Sponsorship

## Benefits at all Sponsor Levels
- Logo feature in email promotion, website and sponsor reel
- Opt-In attendee list (by request)
- Social Media announcement of partnership on AWHI social channels

<table>
<thead>
<tr>
<th>Presenting Sponsor</th>
<th>Custom Session Sponsor</th>
<th>Keynote Presenting Sponsor</th>
<th>Registration Sponsor</th>
<th>Session Sponsor</th>
</tr>
</thead>
<tbody>
<tr>
<td>$15,000</td>
<td>$7,500 2 Available</td>
<td>$5,000</td>
<td>$3,500 Exclusive</td>
<td>$2,500</td>
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</tbody>
</table>

### Unique Logo Feature
- Your organization presenting feature/mention and logo(s) featured in event masthead
- Your organization’s logo featured near session on the website program and on promotion for the session.
- Special message from your organization on registration webpage and registration confirmation emails
- Your organization’s logo featured near session on the website program, on promotion for the session and on screen for video introduction

### Unique Sponsorship Benefit
- Special Offer featured in Thank You Email to all attendees (optional, approved by AWHI)
- Your organization provides content and speakers for a 30 minute session (approved by AWHI. Guidelines must be followed and testing required)
- Introduction of Keynote Address by your organization leader (30-60 second video introduction, guidelines must be followed and testing required)
- Thank you to your organization from Emcee during opening remarks
- Social Media announcement and re-posting of relevant sustainability-focused news
- Introduction of select session by your organization leader (30-60 second video introduction, guidelines must be followed and testing required)

Sponsor the event with base level benefits:

**Event Sponsor**

$1,500
### 2024 HPWH DAY Agenda

Connect with advocates, manufacturers, installers, homebuilders, and HPWH owners showcasing ENERGY STAR certified HPWHs and the ways they help create a better future.

<table>
<thead>
<tr>
<th>Time</th>
<th>Program</th>
<th>Presenters</th>
</tr>
</thead>
<tbody>
<tr>
<td>8:00 AM</td>
<td>Keynote Address</td>
<td>Department of Energy</td>
</tr>
<tr>
<td>8:30 AM</td>
<td>Plenary Session - Full HPWH Market Transformation: The Roadmap to 2040</td>
<td>NYSERDA, California Energy Commission, Southeast Energy Efficiency Alliance (SEEA)</td>
</tr>
<tr>
<td>9:15 AM</td>
<td>HPWH solutions in Low-Rise Multi-family and Light Commercial</td>
<td>Ecotope, NEEA, TRC</td>
</tr>
<tr>
<td>10:20 AM</td>
<td>Heat Pump Water Heaters in New Construction</td>
<td>Clayton Homes, Beazer, DR Horton, ENERGY STAR</td>
</tr>
<tr>
<td>11:30 AM</td>
<td>Commercial HPWH Roundtable</td>
<td>Elmco Stewart, Lync, Laars, Bonneville Power Administration</td>
</tr>
<tr>
<td>12:45 PM</td>
<td>Excellence in Water Heating Awards</td>
<td>Bonneville Power Administration, California Energy Commission</td>
</tr>
<tr>
<td>1:15 PM</td>
<td>Residential HPWH Update - New Manufacturers Come to Market</td>
<td>Bosch, Rinnai, Embertec, LG</td>
</tr>
<tr>
<td>2:20 PM</td>
<td>Residential and Commercial HPWH Load Shifting - Lessons from the Field</td>
<td>NBI, LBNL, PG&amp;E, NEEA</td>
</tr>
<tr>
<td>3:30 PM</td>
<td>120-volt HPWHs</td>
<td>Slipstream, Barnett Plumbing</td>
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<tr>
<td>4:30 PM</td>
<td>Closing Remarks</td>
<td>New Buildings Institute</td>
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[advancedwaterheatinginitiative.org/hpwh-day](advancedwaterheatinginitiative.org/hpwh-day)
Contact

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Event Details
Wednesday, October 23, 2024

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