Sponsorship Opportunities for the BEA Benchmarking Program 2018
What is the Building Efficiency Accelerator (BEA) Initiative?

• The **Building Efficiency Accelerator** (BEA) is a public-private collaboration to accelerate the implementation of building efficiency policies and programs.

• An initiative by the United Nations Secretary-General under ‘Sustainable Energy for All’ (SE4All), the BEA is led by World Resources Institute and in partnership with the World Green Building Council (WorldGBC), where Green Building Councils are engaging with leading cities to ramp up the energy efficiency of buildings under the BEA.

• The aim of the BEA is to double the rate of building energy efficiency by 2030 globally.
BEA: Dubai Commitment

- Dubai is the first and only city in the Middle East to participate in the BEA.
- EmiratesGBC has partnered with Dubai Supreme Council of Energy to carry out the BEA Project.
- Under the BEA, EmiratesGBC is piloting a ‘Benchmarking Project’ that aims to measure the energy performance of 100 buildings in Dubai in three focus groups – hotels, malls, schools.
- The BEA Benchmarking project in Dubai will serve as a referral point in driving forward the energy efficiency of buildings in the city, and support doubling the rate of efficiency by 2030.

**The BEA Commitment includes:**

**Policy:** Create a policy which enables the implementation of Energy Labeling of Existing Buildings

**Project:** Implement one demonstration project; the BEA Energy Benchmarking Project

**EmiratesGBC BEA Benchmarking Project Plan:**
- Develop methodology of analysis
- Stakeholder engagement and communications
- Outreach and Data collection
- Develop a comprehensive online interactive platform that can collect and analyze data, and report on performance
**BEA Sponsorship Opportunities**

- EmiratesGBC invites you to support this project and back local involvement in this global initiative through financial sponsorship.
- By financially sponsoring this project, you will have the opportunity to directly support your area of interest as a sponsor specific to one or more of the three building typologies of focus in this high profile benchmarking program.
- With in-kind sponsorship, you can support the development, implementation and maintenance of an advanced online benchmarking platform.
- Four sponsorship opportunities are available:

<table>
<thead>
<tr>
<th>Sponsorship Type</th>
<th>Sponsorship Fee</th>
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</thead>
<tbody>
<tr>
<td>BEA School Sector Sponsor</td>
<td>28,000 + 5% VAT</td>
</tr>
<tr>
<td>BEA Mall Sector Sponsor</td>
<td>28,000 + 5% VAT</td>
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<tr>
<td>BEA Hospitality Sector Sponsor</td>
<td>28,000 + 5% VAT</td>
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<tr>
<td>BEA Platform Sponsor</td>
<td>In-Kind Platform Development</td>
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Financial Sponsorship Benefits

Sector (School, Mall, or Hospitality) Sponsor

AED 28,000

Branding

1. Branding on presentations during local and international meetings
2. A hyperlink on website to sponsor's website
3. Sponsor mentioned in related PR materials
4. Sponsor logo on scorecards produced by typology
5. Sponsor Logo on benchmark reports published on EmiratesGBC website
6. Sponsor mention and tagged in select posts on all social media channels: Facebook, LinkedIn, Twitter

BEA Event

1. A special thank you announced by the event host
2. Branding on AV screens
**In kind Sponsorship Benefits**

**Benchmarking Platform Sponsor**

**In-kind**

### Branding

1. Branding on the online platform as "Dubai’s BEA Benchmarking Platform powered by ‘Company Name’ “
2. Branding on presentations during local and international meetings
3. Branding on the homepage of BEA Page on EmiratesGBC website
4. A hyperlink on website to sponsor's website
5. One quote in the press/media for targeted press announcements
6. Corporate Name placed in media and PR coverage
7. Sponsor Name with the link to the company website in the EmiratesGBC monthly newsletter in timely and relevant articles
8. Sponsor Logo on printed benchmark reports
9. Sponsor mention and tagged in select posts on all social media channels: Facebook, LinkedIn, Twitter
10. A seat on the BEA Advisory Committee dedicated to a nominated technical expert of the sponsoring organisation
11. Company and technical expert named as part of Advisory Committee wherever Committee is listed (printed and online)

### BEA Event

1. A special thank you announced by the event host
2. Branding on AV screens
3. Speaking opportunity to discuss methodology & development of online tool
To pursue a sponsorship opportunity, please contact engagement@emiratesgbc.org or call the EmiratesGBC office on: 04 346 8244
Thank you