



**Electric For All Public Awareness Campaign
Sponsorship Levels
July 1, 2019– June 30, 2020**

Veloz is a visionary nonprofit focused on accelerating the electric car movement through public awareness and education in order to fully realize the environmental and public health benefits of moving toward electric transportation and away from fossil fuels.

Join us in launching the largest and most innovative, multi-stakeholder public awareness campaign on electric cars in the United States. We invite everyone to be part of the movement to achieve electric for all. Electrify America has partnered with Veloz by providing a \$2 million matching grant. We invite you to help us unlock this funding by sponsoring the campaign. Veloz offers four campaign sponsorship levels.

Apex Sponsor - \$1 Million+

- Listed as an Apex Sponsor of the campaign on the www.electricforall.org website.
- Primary acknowledgement or asset inclusion in associated campaign as appropriate.
- Primary inclusion in press releases and event programs; recognition by event speakers, press availabilities; social media
- Primary acknowledgement at public events with prominent logo placement and company asset (e.g., electric car, charging station, company product or non-advertising materials) on display.
- Receive communications on Veloz initiatives, industry news and networking opportunities.
- Eligible for [Veloz premier level membership](#).

Power Sponsor - \$500,000

- Listed as a Power Sponsor of the campaign on the www.electricforall.org website.
- Secondary acknowledgement or asset inclusion in associated campaign as appropriate.
- Secondary inclusion in press releases and event programs; recognition by event speakers, press availabilities; social media
- Secondary acknowledgement at public events with logo placement and company asset (e.g., electric car, charging station, company product or non-advertising materials) on display.
- Receive communications on Veloz initiatives, industry news and networking opportunities.
- Eligible for [Veloz premier level membership](#).

Torque Sponsor - \$250,000

- Listed as a Torque Sponsor of the campaign on the www.electricforall.org website.
- Tertiary acknowledgement or asset inclusion in associated campaign as appropriate.
- Tertiary inclusion in press releases and event programs; recognition by event speakers, press availabilities; social media
- Tertiary acknowledgement at public events with logo placement and company asset (e.g., electric car, charging station, company product or non-advertising materials) on display.
- Receive communications on Veloz initiatives, industry news and networking opportunities.
- Eligible for [Veloz premier level membership](#).

Camber Sponsor - \$100,000

- Listed as a Camber Sponsor of the campaign on the www.electricforall.org website.
- Quaternary acknowledgement or asset inclusion in associated campaign as appropriate.
- Quaternary inclusion in press releases and event programs; recognition by event speakers, press availabilities; social media
- Quaternary acknowledgement at public events with logo placement and company asset (e.g., electric car, charging station, company product or non-advertising materials) on display.
- Receive communications on Veloz initiatives, industry news and networking opportunities.
- Eligible for [Veloz premier level membership](#).
- Founding Veloz premier members are eligible to be grandfathered into this campaign tier

Terms

- Veloz has applied to the Internal Revenue Service for recognition as a 501 (c)(3) tax-exempt charity. Currently, Veloz is fiscally sponsored and is pleased to offer four different Electric For All public awareness campaign sponsorship levels.
- All member benefits are provided consistent with Internal Revenue Service rules on corporate sponsorships so as not to constitute advertising under Treasury Regulations Section 1.513-4.
- Logos or emblems on products may be obscured to comply with IRS rules on direct benefits and advertising. Veloz will use multiple sponsors' products for the public awareness and education campaign to comply with sponsorships requirements.