



2025 Sponsorship Prospectus

Table of Contents

Introduction	1
In-Person Events	2
Diamond Sponsorship	3
Platinum Sponsorship	4
Gold Sponsorship	5
Silver Sponsorship	6
Bronze Sponsorship	7
Powerhouse Partner	7
Virtual Press Briefing Series	8
Sponsorship	9
Power Sector Podcast	10
Sponsorship	11
Contact Us	12



Introduction

The United States Energy Association (USEA) brings together leaders from across the energy sector to tackle critical challenges and explore forward-thinking solutions. Our four major annual events provide a dynamic platform for organizations to:

- Increase brand visibility
- Engage directly with top industry experts
- Demonstrate leadership in the global energy transition

We ensure targeted exposure to the people who matter most to your business. Your brand will be front and center before a highly engaged audience that includes:

- C-suite executives
- Government officials
- Industry experts
- NGO leaders
- Media and analysts

By aligning with USEA, your organization reflects values like innovation, education, sustainability, and community engagement—positioning you not just as a sponsor, but as a partner in meaningful impact.

Join us in shaping the future of energy—and amplify your brand among the industry's most influential voices.



In-Person Events

State of the Energy Industry Forum

USEA's flagship forum brings together CEOs from Washington's leading energy trade associations to collaboratively outline their policy objectives and priorities for the upcoming year ahead.

Annual Membership Meeting & Public Policy Forum

This event celebrates USEA's accomplishments from the past year, covers board committee reports, board member elections and brings together industry leaders to address critical energy policy issues. USEA recognizes preeminent energy leadership initiatives and contributions to international understanding of energy issues through the United States Energy Award. USEA also awards outstanding individuals and organizations for their contribution to our initiatives through the International Volunteer Award.

Advanced Energy Technology Showcase

This event spotlights the journey of emerging energy technologies from research labs to real-world applications. Through dynamic discussions, we will inform policymakers and the public about the strategic use of public and private investments in advancing energy innovation.

Energy Tech Connect Forum

This forum is focused on the intersection of energy and technology, exploring how AI, data centers, and emerging innovations are shaping the sector.

In-Person Events

Diamond Sponsor

\$30,000

- 45 minute keynote speaking slot
- Opportunity to design your own panel (up to 5 speakers)
- Opportunity to join or moderate any panel discussion of your choice
- Opportunity to showcase a corporate video
- Opportunity to provide promotional items given to all attendees
- Opportunity to submit an advertisement to be added to event program
- Two reserved tables with priority placement
- Invitation to private dinner the evening prior with other panelists
- Premiere placement of company provided banners at the event
- 15 minute dedicated photo session with event photographer
- Access to event photo library (quick turnaround)
- Recognition as a Diamond sponsor and logo on:
 - All relevant communications leading up to event
 - Event website
 - Coffee and Conversations signage
 - Floral centerpiece on each table
 - “Thank You Sponsors” sign throughout event
 - “Thank You Sponsors” slide on large screen before, during, and after the event
 - Post-event attendee feedback survey

In-Person Events

Platinum Sponsor

\$20,000

- Opportunity to join or moderate any panel discussion of your choice
- Opportunity to showcase a corporate video
- Opportunity to provide promotional items given to all attendees
- Opportunity to submit an advertisement to be added to event program
- Two reserved tables with priority placement
- Invitation to private dinner the evening prior with other panelists
- Premiere placement of company provided banners at the event
- 15 minute dedicated photo session with event photographer
- Access to event photo library (quick turnaround)
- Recognition as a Diamond sponsor and logo on:
 - All relevant communications leading up to event
 - Event website
 - Coffee and Conversations signage
 - Floral centerpiece on each table
 - “Thank You Sponsors” sign throughout event
 - “Thank You Sponsors” slide on large screen before, during, and after the event
 - Post-event attendee feedback survey

In-Person Events

Gold Sponsor
\$15,000

- Opportunity to showcase a corporate video
- Opportunity to provide promotional items given to all attendees
- Opportunity to submit an advertisement to be added to event program
- Two reserved tables with priority placement
- Premiere placement of company provided banners at the event
- Powered by [sponsor name] event wi-fi
- Recognition as a Gold sponsor and logo on:
 - All relevant communications leading up to event
 - Event website
 - Coffee and Conversations signage
 - Floral centerpiece on each table
 - “Thank You Sponsors” sign throughout event
 - “Thank You Sponsors” slide on large screen before, during, and after the event
 - Post-event attendee feedback survey

In-Person Events

Silver Sponsor *\$10,000*

- Opportunity to provide promotional items given to all attendees
- Opportunity to submit an advertisement to be added to event program
- Premiere placement of company provided banners at the event
- Recognition as a Silver sponsor and logo on:
 - All relevant communications leading up to event
 - Event website
 - “Thank You Sponsors” sign throughout event
 - “Thank You Sponsors” slide on large screen before, during, and after the event
 - Post-event attendee feedback survey

In-Person Events

Bronze Sponsor
\$5,000

- Recognition as a Silver sponsor and logo on:
 - All relevant communications leading up to event
 - Event website
 - “Thank You Sponsors” sign throughout event
 - “Thank You Sponsors” slide on large screen before, during, and after the event
 - Post-event attendee feedback survey

Power House Partner
\$1,000

- Verbal recognition as a sponsor and logo on:
 - “Thank You Sponsors” sign throughout event
 - “Thank You Sponsors” slide on large screen before, during, and after the event

Virtual Press Briefing Series



The monthly Virtual Press Briefing series, a reimagining of a past in-person initiative, provides a platform for industry experts to engage with energy journalists, addressing pressing energy topics under the guidance of Llewellyn King and with opening remarks from USEA President and CEO Mark W. Menezes. This series has garnered over 500+ attendees per episode with significant media attention, featuring in prominent publications like Forbes and POLITICO, demonstrating its impact.

Virtual Press Briefing Series

Platinum Sponsor \$7,000

- 10 episodes with:
 - Sponsor logo on all promotional posts
 - Sponsor shout out at the beginning and end of the briefing
 - 2 minute sponsor break during the briefing
- Social media campaign about sponsor and what company does

Gold Sponsor \$3,000

- 5 episodes with:
 - Sponsor logo on all promotional posts
 - Sponsor shout out at the beginning and end of the briefing
 - 2 minute sponsor break during the briefing
- Social media campaign about sponsor and what company does

Silver Sponsor \$3,000

- 1 episode with:
 - Sponsor logo on all promotional posts
 - Sponsor shout out at the beginning and end of the briefing
 - 2 minute sponsor break during the briefing
- Social media campaign about sponsor and what company does

Power Sector Podcast



The USEA Power Sector Podcast delivers concise, 15-minute interviews, amplifying diverse voices and innovative ideas crucial for navigating the evolving energy landscape. The podcast delves into critical issues such as generation, transmission, and distribution system reliability, while also featuring insights from policymakers and agencies like the Department of Energy. By leveraging its extensive membership, both domestic and international, USEA ensures the podcast connects U.S. energy challenges with global perspectives, effectively driving forward conversations on the future of energy.

- Streamed on Spotify & Apple
- Over 5,000 monthly impressions, a majority come from those actively searching for the podcast.
- In the past month 55% of those exposed to PSP decided to stream.
- Listeners on six continents, 51 countries, and 42 states (including Washington, DC).

Power Sector Podcast

Platinum Sponsor \$5,000

- 10 episodes with:
 - Sponsor logo on all promotional posts
 - Sponsor shout out at the beginning and end of the briefing
 - 2 minute sponsor break during the briefing
- Social media campaign about sponsor and what company does

Gold Sponsor \$2,500

- 5 episodes with:
 - Sponsor logo on all promotional posts
 - Sponsor shout out at the beginning and end of the briefing
 - 2 minute sponsor break during the briefing
- Social media campaign about sponsor and what company does

Silver Sponsor \$500

- 1 episode with:
 - Sponsor logo on all promotional posts
 - Sponsor shout out at the beginning and end of the briefing
 - 2 minute sponsor break during the briefing
- Social media campaign about sponsor and what company does

Contact Us

USEA Administrative Team

Alana Sweeting
Membership Coordinator

asweeting@usea.org

Hunter Budd
Program Coordinator

hbudd@usea.org

Melissa Brown
Communications Coordinator

mbrown@usea.org

Kim Grover
Program Manager

kgrover@usea.org