

National Drive Electric Week 2019

National Sponsorship Opportunities

National Drive Electric Week (NDEW), September 14-22, 2019, is a nationwide celebration to heighten awareness of today's widespread availability of plug-in vehicles and to highlight the benefits of all-electric and plug-in hybrid-electric cars, trucks, motorcycles, and more. They are fun to drive, less expensive and more convenient to fuel than gasoline vehicles, better for the environment, promote local jobs, and reduce our dependence on oil.

Last year, Drive Electric Week drew more than 100,000 people to 321 events in 296 cities, and resulted in more than 10,000 test drives and rides. This year we're planning to make our ninth annual NDEW even bigger and better.

Each event is led by local plug-in drivers and advocates and typically includes some combination of EV parades, ride-and-drives, press conferences, award ceremonies, informational booths, and more. [Plug In America](#), [Sierra Club](#), and the [Electric Auto Association](#) serve as the national team providing support to the events throughout the country. We are pleased to partner with the many other organizations, agencies, and individuals working to bring National Drive Electric Week to communities across the country. We are grateful to our sponsors who support and amplify these efforts.

Sponsorship Levels

Note: each sponsor contributes to one of the sponsoring organizations below and may work out additional sponsorship details specific to that organization.

Brass • \$5,000

- A text mention of the sponsorship on [driveelectricweek.org](#) where attendees register and get information.
- Periodic mention on social media sites of organization that secured sponsorship.

Bronze • \$15,000

- A text mention of the sponsorship (and link to site of sponsor's choice) on [driveelectricweek.org](#) where all attendees register and get information.
- Text mention of the sponsorship in national press releases.
- Periodic mention on NDEW social media.

Silver • \$25,000

- Above with credit as Silver Level sponsor.
- Mention of sponsorship in email newsletter to all NDEW event organizers.
- Periodic mention of sponsorship via Facebook and Twitter from organizations that secured sponsorship support.

Gold • \$50,000

- Above with credit as Gold Level sponsor.
- Prominent acknowledgment (e.g. EV-related product image) on select NDEW pages.
- Logo of company and/or EV product on NDEW website and on press release.
- Waive booth fees at NDEW events up to a total of \$5,000 across all events.
- We send approved message to all event registrants on behalf of sponsor.

Platinum • \$100,000

- Above with credit as Platinum Level sponsor.
- Exclusive sponsor in product category (e.g. automaker, utility, etc.).
- Special NDEW links to track resulting event registrations.
- NDEW event booth fee waiver limit increased to \$10,000.

For more information, contact sponsorship-2019@driveelectricweek.org.

National Drive Electric Week™



 **All-New Nissan LEAF®**, Simply Amazing
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**Plug In
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WE DRIVE ELECTRIC. YOU CAN TOO.

 **SIERRA
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Association**