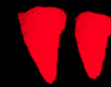




CLIMATE
WEEK NYC
CLIMATE GROUP

GETTING
IT DONE

Climate Week NYC 2022 September 19 – 25, 2022



We look forward to continuing to work with every sector and every community to Get It Done.

Gina McCarthy
National Climate Advisor, Government of the United States



Climate Week NYC explores how to tackle climate change faster and more effectively – by governments, by businesses, by citizens.

Somini Sengupta
International Climate Reporter,
The New York Times



Climate Week NYC and The Hub Live events occur at a crucial moment, when, maybe more than ever, focused, decisive action is needed.

Doug McMillon
President & CEO, Walmart, Inc.

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As a platform that champions innovation and leadership whilst incentivizing and pressuring further ambition we have never been better placed to accelerate the pace of change.

An introduction from Helen Clarkson

Welcome to Climate Week NYC 2022

"It's Climate Week in New York City, an event that, as it has every autumn since 2009, features a series of speeches, awards, presentations, and protests that coincide roughly with the meeting of the United Nations General Assembly. I'm glad that it's happening, but, as with the endless annual global climate negotiations [...] there's a danger that we'll come to think of the climate crisis as a standard piece of our mental furniture and as not what it actually is: a time-bound emergency that must be tackled full on, right now."

These of course are not my words, but those of Bill McKibben in an article published by the New Yorker during Climate Week NYC 2021. But I could not agree with him more.

Two conclusions came from COP26.

First, 1.5 may well still be alive, but the reality is we are not yet giving it a fighting chance. Second, unless the commitment to making this happen is truly global and addresses the most challenging areas, our efforts will come to nothing.

The global approach of Climate Week NYC, bringing together business, government, and the public in equal measure, provides an opportunity to address these two issues. As a platform that champions innovation and leadership whilst incentivizing and pressuring further ambition we have never been better placed to accelerate the pace of change.

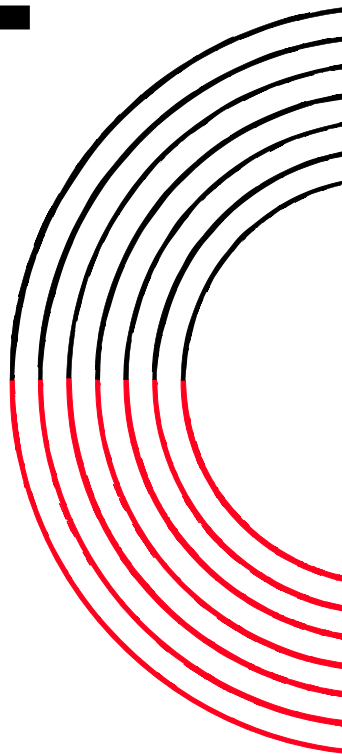
We saw in 2021 that Climate Week NYC can be a catalyst for change: those of you who participated last year will be aware of the pace and scale of this work. The bar has been raised and there is no place for greenwashing or complacency. COP26 taught us that our efforts are working but we must do better, and we are proud to work with those organizations that have the desire to do just that.

That is why we will continue our theme of Getting It Done. Our focus needs to not just be on where we get to in 2030, let alone 2050, but what we need to do in 2022. We look forward to working with you to confront this head on, and in doing so we hope that together we can turn future targets into meaningful change, investment, and innovation for today.

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Be part of — Climate Week — NYC



Join us for Climate Week NYC, the time and place to showcase leading climate action.

Partner with us and champion your climate leadership while engaging the international climate community. Showcase your organization at the Opening Ceremony, share your thought leadership at The Hub Live, attend exclusive events and be at the forefront as we share, collaborate and persevere in the fight against climate change.

Climate Week NYC 2022 will be delivered against an even more dramatic backdrop as we push to accelerate action out of COP26 – creating an increasing number of exciting and urgent opportunities. Join us as a sponsor and we will elevate your brand with high-profile communications and marketing, capitalizing on our extensive digital reach to engage a truly global audience.

Climate Group has a commitment to inclusion and displaying racial and gender diversity across our events, communications and leadership opportunities and we ask our sponsors and partners to consider this in their selection of spokespersons for our high-profile events and initiatives.



Opening — Ceremony

Climate Week NYC's Opening Ceremony is a pivotal moment for climate momentum.

We bring together thought leaders from business and government to discuss the successes of the last year and what more needs to be done. The ideal platform for announcements on accelerated action, this event is the opportunity to highlight how non-state actors are driving innovation, leadership and momentum, playing their critical role in halving emissions over the next decade.

The Opening Ceremony will be hosted live on stage in New York City with an invited audience of the world's most influential government and business leaders. The event will additionally be broadcast around the world to climate decision-makers.

The Opening Ceremony is the highest profile event of the week and is the place to showcase world leading climate action. Publicly step up your leadership and appear alongside internationally renowned climate leaders to accelerate vital climate action worldwide.

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The Hub Live

The Hub Live gathers leaders and practitioners to tackle key challenges in climate and environmental leadership, within this energized forum and key networking space.

A multi-day calendar of exclusive sessions convenes physically and broadcasts digitally to a global audience of key decision makers, creating a truly inclusive and engaging series of international climate content.

The series, curated by Climate Group, is the perfect opportunity for companies to position their executives in flagship discussions, host panel sessions within the exclusive main agenda, or co-create high level roundtable discussions. Digital event and key outcomes content are available for promotion during and after the Week, to showcase the key messages of action to your clients, consumers, employees, digital networks and supply chains.

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Themes to
be explored:

Energy,
Transport,
Climate Justice,
Industry,
Built Environment

Climate Week NYC Events

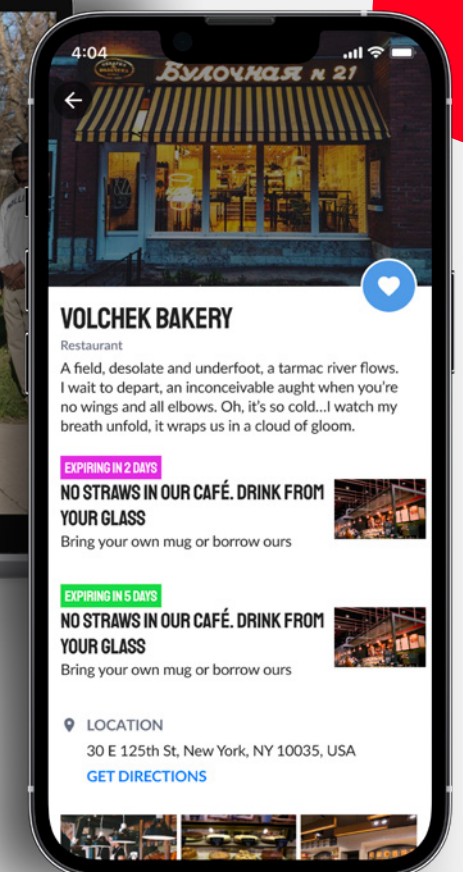
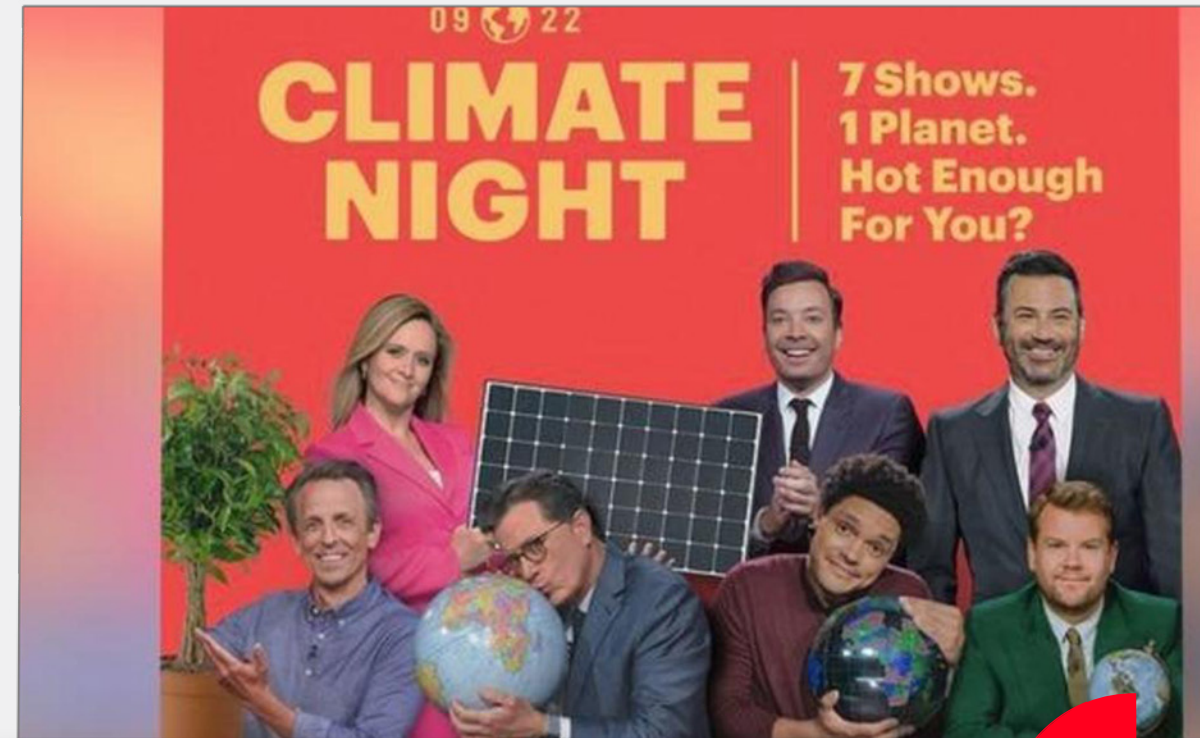
Throughout the week, official Climate Week NYC events categorized by key climate action program themes are hosted across New York City and by international partners virtually.

Event organizers include policy makers, international businesses, academic institutions, rights organizations, museums, community groups and NGOs – convening everything from panel discussions to concerts, exhibitions, and marches.

In 2021, Climate Week NYC was host to over 500 events across 10 program themes. We welcome new and existing voices to be part of the conversation, representing the spirit of global climate and community action.

Organizations wishing to align themselves with the extensive event program can be the lead partner on a program theme, embedding your organization in Climate Week NYC and its extensive marketing campaign and showcasing its leadership to consumers, employees, and digital networks.

Over **500** events across
10 program themes



Media exposure

Climate Group, in association with strategic media partners, leads an international media campaign that drives news and digital communications across global channels and amplifies messages of climate action.

The dominance of coverage across major print, online, broadcast and social media channels has demonstrated Climate Week NYC's ability to shift the conversation on an international scale and create a platform that champions and inspires action.



8,000
media mentions

200
pieces of broadcast
coverage

11+
billion media reach of
publications covering
Climate Week NYC

THE
NEW YORKER

DAILY COMMENT

IT'S CLIMATE WEEK AGAIN, BUT THE CALENDAR IS RUNNING OUT

A slow transition away from carbon will be costlier than a fast one, but each year that we keep spewing carbon is a year in which fossil-fuel companies' current business models stay intact.

By Bill McKibben
September 20, 2021



Activists march at an event in New York to kick off Climate Week, in September, 2020. Photograph by Erik McGregor / Getty



CLIMATE

Climate change is biggest global problem we've seen since World War II, says PwC chairman

PUBLISHED MON, SEP 20 2021 3:14 PM EDT | UPDATED MON, SEP 20 2021 4:29 PM EDT



Catherine Clifford
@CATHCLIFFORD
#CATHCLIFFORD

WATCH LIVE

KEY POINTS

- Climate change is the most formidable challenge humanity has had to face since World War II and will require a similar level of individual mobilization and collective cooperation, said Robert Moritz, chairman of PricewaterhouseCoopers.
- "We need 8 billion people to make this a personal cause. The world has never seen a challenge like this probably since World War II," said Moritz.
- "Let me square this up for everybody: We are behind," Moritz said. The globe has to increase decarbonization efforts by fivefold, he said.



Adelie penguins stand atop a block of melting ice on a rocky shoreline at Cape Denison, Commonwealth Bay, in East Antarctica.

← Tweet



Tim Cook
@tim_cook

Each day, we're reminded that the fight for our planet isn't waiting—and neither are we. This Climate Week, @lisapjackson joined @ClimateEnvoy John Kerry because business and government leadership go hand in hand in building a cleaner, greener future for all. #ClimateWeekNYC

Lisa P. Jackson · @lisapjackson · Sep 20
Thank you @ClimateEnvoy John Kerry for your leadership on critical climate policy. Honored to join you today during #climateweeknyc to speak to business actions that are driving progress in addressing climate change



Brand exposure

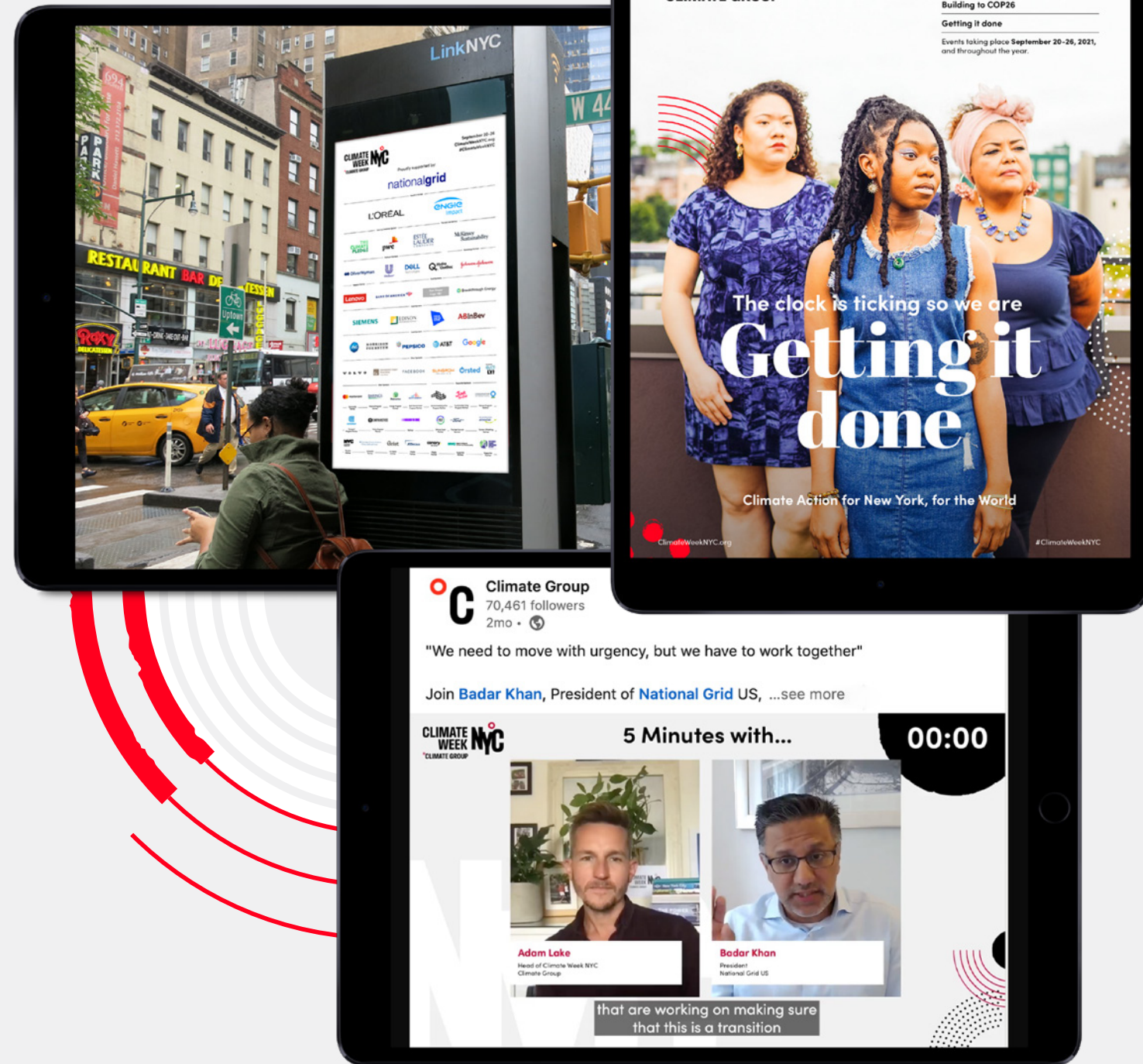
Climate Week NYC combines the messages of climate action from New York and around the world.

As the biggest climate summit to be held in 2022, Climate Week NYC is the place to position your key messages to a global audience, incorporating physical and digital marketing across New York City and through the Climate Week NYC website and renowned social media channels. This year's Climate Week NYC will utilize extensive digital event content from the main events program to market key messages of climate action from our sponsors, partners and collaborators.

The combination of bold outdoor advertising and business supporter campaigns sees Climate Week NYC offering new ways for New York City's businesses and Climate Week NYC sponsors to showcase their climate action.

Coinciding with the 77th Session of the UN General Assembly, Climate Week NYC's marketing campaign will align its key messages with the UN and other critical stakeholders to amplify calls to action.

The biggest climate summit to be held in 2022



Sponsorship opportunities

Climate Group presents a range of unique partnership opportunities for organizations to showcase international climate action.

Headline Partner

Please inquire

Be the lead brand throughout the week, across New York City and internationally, with targeted marketing, co-branded communications and a speaking opportunity at the Opening Ceremony and The Hub Live – elevating the partnership alongside your organization's climate leadership to be front-of-mind for key business, government and consumer audiences.



Opening Ceremony Sponsor

\$160,000

Your executive will welcome a host of international politicians and business leaders to this prestigious event, marking the official start of Climate Week NYC 2022. Kick-start the day with welcoming remarks at the closed door, thought leadership breakfast. Followed by the leading business speaking opportunity, complete with Opening Ceremony branding.



The Hub Live Sponsor

\$160,000

Convene The Hub Live, Climate Week NYC's flagship destination for non-state actor climate action. Position your organization as an authentic climate leader with headline branding at The Hub Live. Host your own session and receive a high profile speaking opportunity during a flagship session.



Sponsorship opportunities

Climate Group presents a range of unique partnership opportunities for organizations to showcase international climate action.

Platinum Sponsor

\$120,000

Combine high-profile branding with a prominent on-stage panel speaking opportunity during the Opening Ceremony, enhanced by strategic communications support and messaging within our social media campaign, ensuring recognition for your leadership in the global effort to address climate change.



Research Partner

\$120,000

The opportunity to co-create a research piece to be launched at Climate Week NYC, we will provide access to our decision-maker networks for research, a prominent speaking opportunity at The Hub Live, an Executive Series session and significant brand recognition, ensuring your thought leadership is showcased during Climate Week NYC.



Executive Series Sponsor

\$120,000

Be positioned as the convener of a series of roundtable discussions, bringing together leaders within and across industries and systems. Host your own sessions in the series, creating meaningful dialogue by encouraging leaders to collaborate, create plans to address the most pressing challenges and seize the opportunities presented in this Climate Decade, highlighting your commitment to climate leadership.



Leaders' Reception Sponsor

\$100,000

Convene Climate Week NYC decision-makers across business and government. An opportunity to network, engage and inspire your peers, rebuilding physical connections after a period of digital interactions. Welcome remarks at the reception and high-level communications positioning throughout the week.



Sponsorship opportunities

Climate Group presents a range of unique partnership opportunities for organizations to showcase international climate action.

Gold Sponsor

\$80,000

Offers your organization a high-profile panel speaking opportunity during a keynote session at The Hub Live or the opportunity to host your own high-profile session as part of Climate Week NYC's main program. Combined with branding across New York City and throughout the week, your organization will be positioned at the heart of our international campaign.



Silver Sponsor

\$50,000

Join a thematic panel in The Hub Live, offering your organization the opportunity to elevate your brand and strategic communications among business leaders, while highlighting your commitment to climate leadership.



Program Sponsor

\$30,000

Your organization will be a lead brand for a Climate Week NYC official event program category, showcasing your organization's work via social media linked to the official Climate Week NYC events listings and receive brand visibility during all major events.



Supporter Sponsor

\$20,000

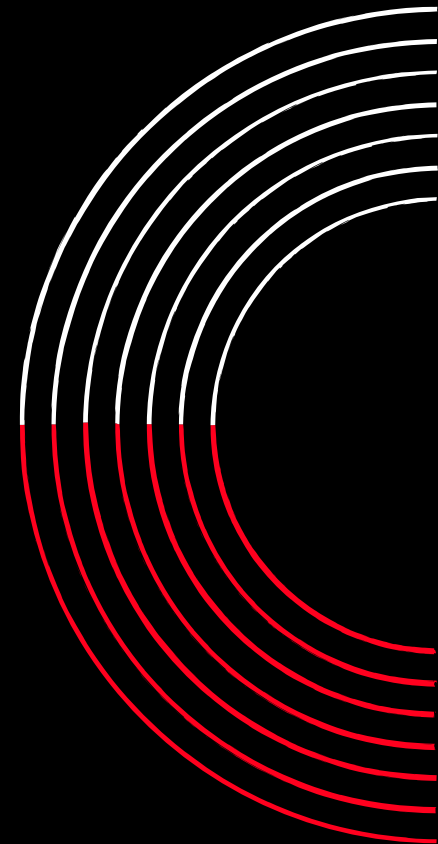
Gain exclusive access to events across the week and feature your organization as part of the Climate Week NYC international media and marketing campaign. Your brand will be profiled at the Opening Ceremony, The Hub Live, and across the week.



FOR
NEW
YORK,
FOR THE
WORLD

For more information, or to inquire about
sponsoring Climate Week NYC 2022, please
contact the Business Development team at
sponsorship@theclimategroup.org

www.theclimategroup.org



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