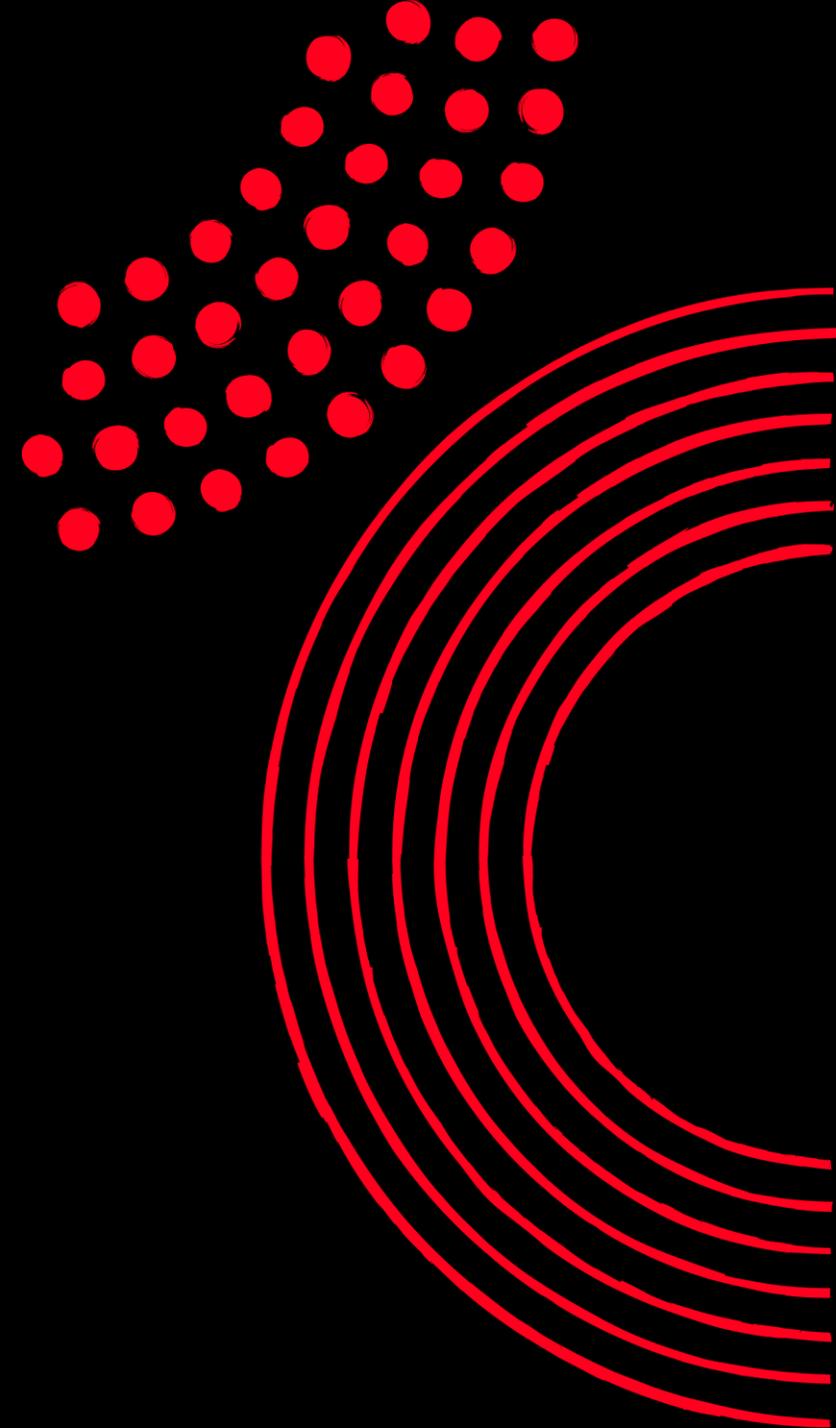




Sponsors & Partners Onboarding Briefing

Climate Week NYC 2022



Welcome to Climate Week NYC 2022!

In this document, you will find some initial information as part of your partnership for Climate Week NYC.

1. Company Profile
2. Announcements
3. Social Media

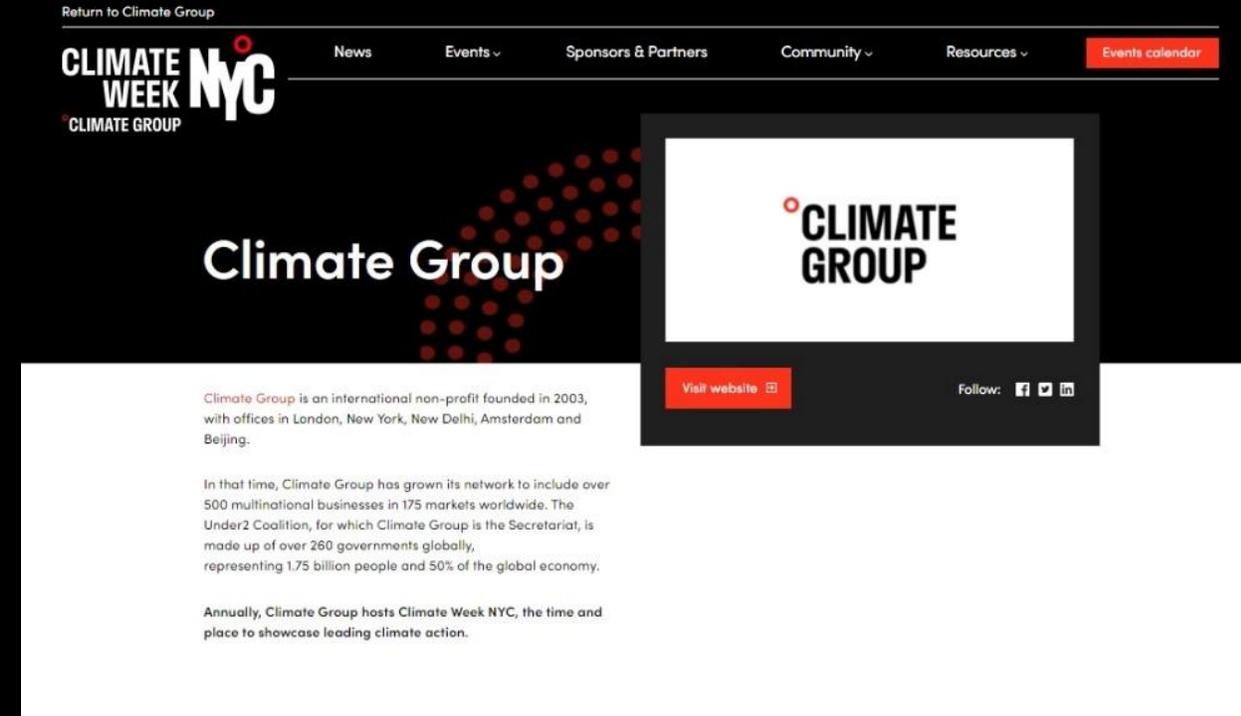
Company Profile

Your company profile will be featured on the **Climate Week NYC website** and will be accessible through your organization's logo on the front page and the **Sponsor & Partners page**.

Your sponsor profile will look similar to the example on the right and will include your organization's logo, weblink, and social media links.

To highlight your commitment to climate action, we are asking you to consider the following points when preparing your profile:

- Brief organization description
- Brief overview of your organization's environmental commitments
- Why you are supporting Climate Week NYC 2022



Announcements

Climate Week NYC is a fantastic place to announce any new commitments, innovations or plans. We are here to maximize the impact of your announcement.

For us to amplify your announcements and push your story, we need to be able to plan as much as possible.

Please share with us:

- What you're announcing
- What date you plan to announce it (i.e., in the lead-up to Climate Week NYC or during the week)

Climate Group will keep any announcements strictly confidential until your embargo lifts. We are happy to share any announcements on our social media pages and publish your press releases on our official Climate Week NYC Media Portal. Top announcements are eligible to be featured in a news round-up to journalists.



Social Media

The Climate Week NYC digital and physical communications and marketing campaign will feature sponsors and partners across multiple channels. We encourage you to get involved in the week by tagging the Climate Group's social channels and hashtag **#ClimateWeekNYC**.

- Climate Group works with speakers, sponsors and partners to position and amplify local and global messaging. Our Climate Week NYC communications and marketing campaign is designed to showcase your climate action across a range of channels.
- The hashtag for Climate Week NYC is **#ClimateWeekNYC** and should be used on all posts relating to Climate Week NYC across all social media platforms. This is so any content related to Climate Week NYC is easily identifiable through the hashtag and accessible by the audience on our different channels. This also helps to amplify key messages and enables us to record content relating to this year's Climate Week NYC activity.

Climate Week NYC utilizes the four predominant social media channels of its host, Climate Group:



@ClimateGroup



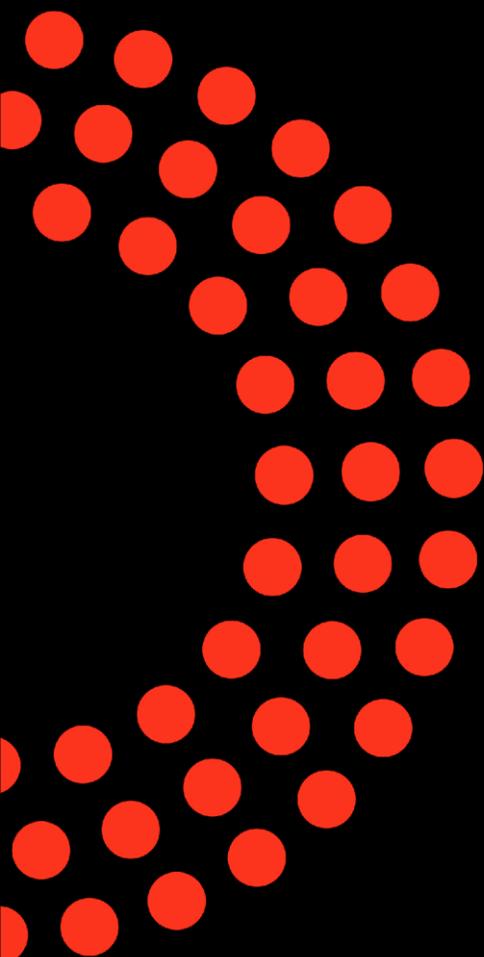
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Further briefings will be shared over the next few months via email.

If you have any questions or require any further information, please contact the Sponsorship team at sponsors@theclimategroup.org