

Sponsorship Opportunities 2023-2024

renew.



Goolwa House by StudioRogier



Renew is a national, not-for-profit membership organisation working to transform Australian homes for climate and energy resilience.

Renew engages with more than 250,000 people each year around Australia and beyond. We work with thousands of members and a network of 12 active members' branches throughout the country. Our community of change includes readers of our two market-leading sustainability magazines *Renew* and *Sanctuary*, attendees of our expert event series and Sustainable House Day, users of our online resources and calculators, people contacting our advice service, and our research and advocacy partners.

Renew advocates in government and industry arenas for policies that promote renewable energy and cut emissions, make our homes healthier, more affordable and climate resilient, and protect consumer rights in our rapidly changing energy markets.

Throughout the upcoming financial year, there are two key opportunities to support Renew's work through sponsorship.

1. Sustainable House Day 2024
2. Renew's Getting Off Gas Toolkit

This document offers a summary of the first of these opportunities, **Sustainable House Day**. please do not hesitate to get in touch to start the conversation, or to discuss Renew Getting Off Gas Toolkit.

Renew's Sustainable House Day

Sustainable House Day provides the opportunity to explore some of Australia's most unique and inspiring homes, and learn from the people who designed them, built them, and live in them.

With a community of over 52,000 people, this major annual event is a trusted source of expert advice, insight, and peer-to-peer education about building, retrofitting or renovating sustainably.

Households generate at least one fifth of Australia's total greenhouse gas emissions. The products, technologies and knowledge to make our homes and personal transport greener already exist, so reducing the carbon emissions from Australian households is a key opportunity to reaching our goal of achieving a net-zero emissions world.

Reducing the carbon intensity of our houses also has the extra benefits of saving residents' money and creating homes that are healthier and more comfortable to live in.

Many Australians are overwhelmed by the amount of information on what actions they can take in their home or rental properties, and need guidance sifting through sources and opinions. Sustainable House Day provides important advice and resources that help Australians put their desire to live more sustainably into action.



Passive House Features in BALFZ



Balmoral



Tarlo River Passive House



Honeysuckle House



The Cubby House



Manning Park Mini



Nook On The Hill



Gantry House

Looking back at Sustainable House Day 2023

Sustainable House Day in 2023 had many facets: community partner events around the country, online house tours, and a series of free online sessions featuring experts and homeowners. Almost 130 house profiles were featured on the Sustainable House Day website, including videos that provided a look into homeowners' journeys. Those browsing house profiles were given the opportunity to interact directly with the homeowner, architect, or builder.

The program continued with four themed weeks of **Extension Session** events, providing a deeper dive into topics touched on during Sustainable House Day. These interactive sessions featured experts from around the country and provided attendees with an abundance of opportunities for questions.

- **129 featured homes**
- **28 Sustainable House Day events**
- **25 Community Partner events**
- **7,542 online event attendees**
- **31,000+ house tour video views**
- **7,090 free event registrations**
- **3795 paid event tickets sold**
- **9 Sponsors**
- **5 Council Partners**
- **27 Community Partners**

Nook on the Hill by Benjamin Bailey-Webb



Looking ahead to Sustainable House Day 2024

The Sustainable House Day program continues to evolve as Australia moves towards a post-pandemic period. After a successful pivot to an online event in 2020 and then transitioning to a hybrid event in the years following, our program in 2024 will be back in homes across the country, allowing for the peer-to-peer information sharing that makes Sustainable House Day so special. Alongside these in-person events we will deliver a comprehensive program of online events, offering a deep-dive into a range of sustainability topics led by experts, architects, and tradespeople.

Key dates of Sustainable House Day 2024:

Sunday 21st April

On this day over 120 homes around the country will opening to the public. Participants will be able to book into one of several tour times at each home, with between 15-30 people in each tour. Along with opening in person, all homes will create an online profile and house tour video.

May 2024

Renew will once again host a month of eight online extension sessions allowing for a deep dive into a range of topics.

April - May 2024

Over 30 Community Partner events around the country will allow for more ways for participants to engage with the Sustainable House Day program.

Sustainable House Day Sponsorship Packages

The following are sponsorship opportunities available for Renew's Sustainable House Day. A unique sponsorship package and timeline will be crafted to best fit your goals. All prices quoted are exclusive of GST.

	Gold package - 20k	Silver package - 10k	Bronze package - 5k
Featured sponsor for one week of SHD Extension Session programming	✓		
Advertising package in <i>Renew</i> and <i>Sanctuary</i> magazines	\$5,000 value	\$3,000 value	\$1,500 value
Featured sponsor for house tour videos	5 videos	3 videos	
Banner advertising on SHD website	6 months	4 months	2 months
Logo placed on list of sponsors on website, in house tour videos, in Sanctuary magazine, on all other promotional material	✓	✓	✓
Specific posts on Sustainable House Day social media	5	2	1
Banner ad featured in Renew E-Bulletin (sent to approx. 45k)	4 times	Twice	Once
Short video advertisement played as introduction to online Extension Sessions	Twice	Once	
Sponsored article on your commitment to SHD featured on website	✓	✓	✓
Featured content, advertisement or discount code in printed booklet distributed to all participants at open home tours around the country.	210 x 72mm	105 x 72mm	52 x 72mm



Suggestions of content for printed booklet

Sustainable House Day Sponsors will have the opportunity to include content in a printed booklet that will be distributed to all participants at open homes around the country.

This content may be an advertisement, or a special discount code or offer as part of Sustainable House Day.

Get Involved

Our sponsorship options offer a range of opportunities with the potential for your business or organisation to be seen by thousands of attendees.

Sustainable House Day sponsorship packages can be tailored to your needs, and allow you to align your brand with authentic, grassroots, community-led initiatives that work to transform Australian homes for climate and energy resilience.

Our Sponsorship Principles

Renew prides itself in its independence and reliance on data and research to guide our advice and policy.

Our sponsors should help us uphold these values.

- Our sponsors share our values of sustainability and social justice;
- Sponsorship relationships are mutually beneficial relationship building exercises;
- Sponsored content posted on our websites, social media platforms or shared in webinars will be clearly labelled as sponsored and easily delineated from non-sponsored content;
- Sponsors will not influence Renew's advice or research.

Hutt 1 by Melbourne Design Studios (MDS)



Start the conversation

We are always keen to hear other ideas for partnerships and sponsorships. Please contact our Advertising and Sponsorship Manager to start the conversation:

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