Corporate Sponsors Program

Building the Roads to make Passive House a Mainstream Force in the American Building Market

Passive House Alliance United States
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info@phaus.org | www.phaus.org
PHIUS Members:

In 2007 Katrin Kringenberg, a German-born architect, and Mike Kernagis, a construction manager, founded PHIUS. Since then, awareness and adoption of passive building has grown exponentially in the United States.

Since then, PHIUS has trained more than 2,000 CPHC® design professionals, PHIUS Certified Builders, and PHIUS+, quality assurance/quality control Raters and Verifiers. PHIUS-trained professionals have led the project teams that have gone on to build and certified the great majority of passive buildings in North America.

Passive House Alliance US was founded to fill that need, which allows PHIUS to concentrate on technical research, developing new training programs, refining existing training, and certifying professionals and projects.

PHAUS provides:

- A national forum for building professionals to share their experiences and technical knowledge.
- A chapter structure where building professionals can focus on passive building challenges unique to their climate, regulatory, and other requirements.
- A single point of contact and conduit for building material manufacturers to reach the budding passive building community.

North American Passive Building Standards are the most stringent energy efficiency standards in the world. PHIUS members are ahead of the curve in terms of building science knowledge and passive building experience. They are influencers in their local and professional communities.

PHAUS members are architects, engineers, energy raters, builders, product distributors and manufacturers, code industry professionals, realtors and building owners. Included are public and private entities who are conscious of the pollution caused by our current energy and building systems, who wish to proactively take steps to move us into the next era of sustainability so that our children’s generation may thrive.
The North American Passive House Standards are the world’s highest energy efficiency standards. They drastically reduce the energy load required to operate a building — by as much as 60-80 percent compared to existing buildings.

Building to the North American Passive House Standards makes renewable energy systems become more affordable and practical. Significantly shrinking a building’s energy demand, will allow smaller and less expensive alternative energy systems to satisfy its needs. Therefore building to the standards is the best starting point for a net-zero project.

Passive building relies on principles that have been proven over the past several decades, not on pie-in-the-sky technologies. Many of these principles, like airtight building envelopes and superinsulation, were originally developed in the 1970’s right here in the United States and Canada.

Passive building does not dictate an aesthetic; structures that meet the standard can be traditional, ultra-sleek modern, or anything in between.

Passive building can be applied to residential, commercial, institutional and industrial buildings, implementations, as well as retrofit scenarios. The common set of features and characteristics that a passive building delivers are:

- Superb consistent comfort and indoor air quality
- An airtight, superinsulated building envelope
- High-performance windows — triple paneled in most climates
- Energy recovery ventilation — continuous exhausting of stale air, while capturing its temperature conditioning and recycling it into the incoming fresh air
**Support**

**Our Mission:**

To be the leading force making Passive Building Standards a mainstream market force

PHAUS provides:

A national forum for building professionals to share their experiences and technical knowledge.

A chapter structure where building professionals can focus on passive building challenges unique to their climate, regulatory, and other requirements.

A single point of contact and conduit for building material manufacturers to reach the passive building community.

A unified voice to shape national policy and code issues, and a city chapter structure that can advance local policy issues.

Training programs to aid professionals in the design and construction of superior buildings.

The stimulus for green job creation right here in the US by working with manufacturers, building professionals, and leading green organizations to reduce energy consumption and improve indoor comfort.

Incentives for the building product manufacturing industry to make higher performing products that meet the North American Passive Building Standards.

A healthy and sustainable solution that addresses the building industry’s current responsibility for contributing 47% of harmful greenhouse gas emissions to the environment.

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**Become**

A Corporate Partner:

Receive numerous benefits for your organization:

**Associate** with the integrity of the highest energy efficiency program known throughout the world.

**Achieve** direct marketing to the most respected building professionals in the green movement and their clientele: your customers.

**Receive** complimentary exhibitor space at the Annual North American Passive House Conference.

**Gain** exposure and connection to the growing passive building community.

**Receive** discounted memberships for your reps to give to building professionals as part of their relationship building program.

Partner with the Passive House Alliance US and be seen as the leading force in the energy efficiency movement. The following pages outline the benefits of your support.

Contact info@phaus.org with any questions.

Phone: 312.561.4588

* PHAUS is a 501c3 non-profit organization. Tax deductions for sponsorship are permitted as allowed by law.*
Main Visibility Offerings

National Webinar Series:

- Webinars are broadcast live, reaching the rest of our members and full outreach database
- Webinars are recorded and archived for those who missed it and those who are recently joining the alliance
- Includes a slide with sponsor logo as thank you
- Opportunities for sponsors to speak at any of our chapters around the U.S.

Annular North American Passive House Conference:

- Largest, longest-running original passive building conference in North America
- Sponsors receive first pick of exhibit spaces
- Sponsors are honored during the opening plenary, with your logo projected during the slide show
- Acknowledgement by the Executive Director of PHAUS
- Sponsors are awarded with a plaque which proudly displays their support of PHAUS and PHAUS support of our sponsor
- Sponsors are invited to get involved in a presentation or participate in a collaborative presentation
- Most presentations are archived for future viewing
- Sponsor logos appear on presentation intro slides

Sponsor Directory:

- Live on our www.phaus.org website with 24/7/365 visibility of your logo, URL to website, link to all North American sales representatives, and a description of your products
- Featured by sponsorship level
# PHAUS Sponsorship Benefit Matrix

<table>
<thead>
<tr>
<th>Benefits</th>
<th>GREEN $5,000</th>
<th>SILVER $10,000</th>
<th>GOLD $20,000</th>
<th>PLATINUM $40,000</th>
<th>DIAMOND $50,000+</th>
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<tr>
<td><strong>MEMBERSHIPS</strong></td>
<td>2</td>
<td>4</td>
<td>8</td>
<td>16</td>
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<td><strong>MARKETING</strong></td>
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<tr>
<td>Use of “Level Name Sponsor of PHAUS” + Sponsorship Logo on marketing materials</td>
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<td>✔</td>
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<td><a href="http://www.phaus.org">www.phaus.org</a> secondary page small rotating logo</td>
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<td><strong>NEWSLETTERS</strong></td>
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<tr>
<td>Company profile featured in PHIUS newsletter (annually upon joining/renewal)</td>
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</tr>
<tr>
<td>Article(s) (existing press) on Company feat. in newsletter (passive house related)</td>
<td>1</td>
<td>2</td>
<td>3</td>
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<tr>
<td>Link &amp; logo featured in sidebar of PHIUS newsletter</td>
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<td>Link &amp; logo featured in sidebar of PHIUS announcement news blasts (occasional)</td>
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<td><strong>PHIUS NATIONAL CONFERENCE</strong></td>
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<td>First pick of exhibit booth spaces (in order of sponsorship level)</td>
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<tr>
<td>% discount on booth/table</td>
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<td>20%</td>
<td>20%</td>
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<tr>
<td>Logo &amp; partner level acknowledgement in conference event guide</td>
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<td>50 words about Company in conference event guide</td>
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