



SPONSORSHIP DOCUMENT

2019 MOBILITY INNOVATION LAB PROJECT ACCELERATOR ADVANCING AND ACCELERATING MOBILITY TRANSFORMATION

WHAT IS THE MOBILITY INNOVATION LAB PROJECT ACCELERATOR?

The 2019 Mobility Innovation Lab (MIL) Project Accelerator tackles obstacles to large-scale mobility transformation, including personal vehicles, fleets, transit, and freight. By bringing together the stakeholders required to advance specific projects, address gaps, and derive solutions, breakthroughs can be achieved that deliver a replicable real-world foundation for scaling up. Our accelerator methodology leverages a transformative approach that fosters deep engagement, collaboration, and innovation within and across institutional boundaries to tackle complex problems. Trained facilitators and technical experts will provide cutting-edge processes, customized content, training, and tailored feedback for each unique project.

THE TIME FOR MOBILITY INNOVATION AND ACTION IS NOW

- Beginning in 2016, the transportation sector became the largest emitter of greenhouse gases in the United States. Electrifying transportation is a vital part of the needed mobility transformation, and the biggest near-term lever for reducing climate impacts and local pollution.
- Globally, governments, utilities, businesses, and communities must work to ensure that the benefits of transportation electrification are realized.

THIS YEAR'S TOPICS

- **Electrifying Fleets:** Projects that advance the transition toward commercial fleet electrification, including barriers, motivators and strategies for accelerating the market. This includes transit, freight, transportation-network-company, corporate, and government fleets.

- **Innovative Financing and Business Models:** Projects focused on overcoming the financial hurdles associated with electric vehicles and charging infrastructure. This includes capital and overhead and maintenance costs, risk mitigation/shedding, and soft costs. It could include fleet operators, utilities, building owners/tenants, and/or third parties.
- **Regulatory Reform and Rate Design:** Projects focused on lowering the regulatory and political barriers to utility investment and engagement in the electric vehicle (EV) charging space and/or EV charging-specific electricity tariffs. Utilities and regulators are obvious participants, and so too are consumer advocates, city staff and elected officials, and others.
- **EVs as Distributed Energy Resources:** Projects focused on leveraging the flexible load EVs represent to provide ancillary services to the grid, facilitate high penetrations of renewables, and manage charging standards, etc.

HELP US MAKE IMPACT

Seed funding is in place and RMI is accepting applications for project teams. With your support, we can achieve breakthrough impact. Please consider one of these sponsorship opportunities:

1. Title Sponsor as champion of the event
2. Host Sponsors as key supporters
3. Scholarship Sponsors for participants and invited faculty

JOIN US

Join us. Together we have the power to create measurable change in the nation's mobility system and our communities, with scalable, wheel's-on-the-ground projects.

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Your Contribution Will Move Markets

- Help advance transportation and energy innovation at the speed of markets to drive a clean, prosperous, and secure low-carbon future while improving citizens' quality of life.
- Be part of a growing network of change agents who— together—are transforming the transportation system as we know it.
- Ensure that the dramatic benefits of new mobility are shared across all communities.
- Drive cutting-edge market breakthroughs that advance the US mobility transformation.

Hosted by Rocky Mountain Institute

Benefits of Supporting This Event

- Access key decision makers leading market reform and implementation of vehicle electrification, utility business model design, and community and mobility system planning.
- Connect with a portfolio of committed, long-term initiatives that are defining the direction and magnitude of the mobility transformation.
- Support local communities as they increase jobs and define their mobility and energy future.

Schedule and Location

- The 2019 Mobility Innovation Lab Project Accelerator will be held at the scenic RMI Innovation Center located just outside Aspen, Colorado. Summer in the Rockies is not to be missed!
- MIL Project Accelerator runs from Monday, August 5, to Thursday, August 8, 2019.

Sponsorship Level	Premier Title Sponsor	Host Sponsor	Attendee Scholarship Sponsor
Cost	\$25,000	\$10,000	2 people = \$4,000 3 people = \$6,000
Sponsorship recognition on printed communications and at opening and closing of event	x	x	x
Host signage	x	x	
Opportunity for sponsor announcement or toast during event	x	x	
Pre-event communications with sponsor logo	x		
Premier sponsor logo placement on collateral, including post-event email to attendees	x		
Complimentary event attendance for up to three people	x		
Opportunity to sponsor an attendee activity	x		

About Rocky Mountain Institute

Rocky Mountain Institute (RMI)—an independent nonprofit founded in 1982—transforms global energy use to create a clean, prosperous, and secure low-carbon future. It engages businesses, communities, institutions, and entrepreneurs to accelerate the adoption of market-based solutions that cost-effectively shift from fossil fuels to efficiency and renewables. RMI has offices in Basalt and Boulder, Colorado; New York City; Washington, D.C.; and Beijing.

About the MIL Project Accelerator

Mobility Innovation Lab (MIL) Project Accelerator is an invitation-only, four-day working meeting bringing together teams to accelerate high-impact and innovative projects at the leading edge of mobility transformation. MIL Project Accelerator will take these projects to the next level by immersing teams in RMI's collaborative approach and subject-matter expertise, which have a proven track record of delivering transformative change across North America.

JOIN US

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