

WINDSOURCE® FOR EVENTS

An offering for clients of:



WHAT IS WINDSOURCE® FOR EVENTS?

Windsorce® for Events is a renewable energy program from Xcel Energy through which event planners can choose to offset the electricity usage of their event with the purchase of wind power. This program is offered for events held at Saint Paul RiverCentre, Xcel Energy Center and the Legendary Roy Wilkins Auditorium.

The energy comes from 20 Minnesota wind farms whose output is dedicated to this voluntary program for homes & businesses.

WHY CHOOSE WINDSOURCE?

Allows events of any type to reduce their environmental impact:

- Appealing to clients, attendees, exhibitors and fans who care about environmental issues
- Offers a promotional opportunity for events to brand themselves as “green”
- Relatively inexpensive, simple and easy to execute

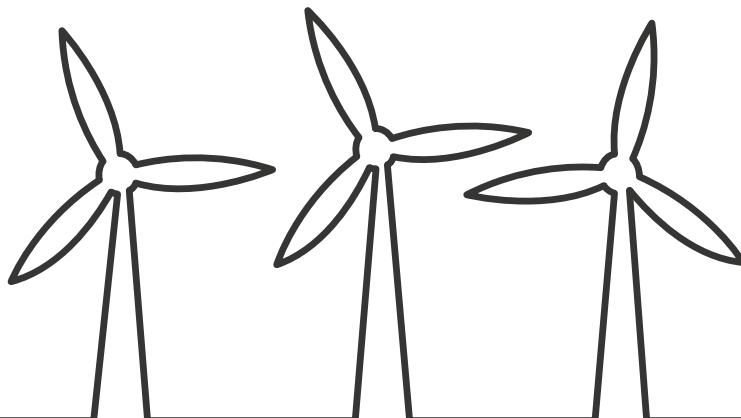
HOW MUCH WILL IT COST TO PURCHASE WINDSOURCE FOR MY EVENT?

Depending on the size of your event, the energy it requires, and the current price of wind power, it costs about \$200 to \$500 per day to implement Windsorce at Saint Paul RiverCentre, Xcel Energy Center, or Roy Wilkins Auditorium.

On average, one day of Windsorce at these facilities offsets the energy use equivalent of 2-3 American homes over a whole year!

HOW DO I SIGN UP FOR WINDSOURCE?

Your event manager can provide you with a more accurate cost estimate for your event, and help you with the paperwork required to get it set up. As regional leaders in sustainability, our facilities strive to make it as easy as possible for events to join in our sustainability efforts.



WE ARE INTERESTED! NOW WHAT?

You will receive an estimate of how much Windsource will cost for your event. Upon agreeing to participate in the program, your sales manager will email you an addendum to your contract stating your agreement to enroll in the program and your understanding that the final amount will be placed on your invoice.

HOW DO WE PROMOTE OUR PARTICIPATION?

Website: Include on your website and we can promote on your event page of our website as well.

Event Materials: Include language about your program participation in your event collateral.

Facility Signage: As part of your involvement in this program, we will run an additional slide on our exterior marquee noting your participation. Your event will also be recognized on a 22" x 28" poster that we will design and place at the entrance to your event.

Social Media: Send out messages on your social media channels. Rest assured, our facilities will definitely promote your participation via our own Facebook, Twitter and Instagram accounts.

Other Ideas: Announce your participation from the podium at your general session, include table tents on tables at the event, adhere signage to the restroom mirrors, place posters around the event floor, add "powered by Windsource®" to your nametags, etc.

Press Release: If you typically issue a press release to promote your event, be sure to include your participation in the Windsource Program.

SUGGESTED PHRASES TO USE DURING PROMOTION:

- Through a partnership with Saint Paul RiverCentre, Roy Wilkins Auditorium or Xcel Energy Center.....
"Event Name" is purchasing wind energy through Xcel Energy's Windsource® program for this event.
- Tonight's/This event is powered by Windsource® from Xcel Energy.
- Through a partnership with (building name), "Event Name" has purchased enough renewable energy to offset 100% of the electricity for this event.

BACKGROUND AND EDUCATION

Because the renewable energy for Windsource is delivered to the grid and not directly to the Saint Paul RiverCentre / Xcel Energy Center, it's generally best to avoid using phrases like "using wind energy" or "powered by wind energy." (Typically, "green energy," "renewable energy," and "wind energy" are used interchangeably). Windsource, however, is the product name so there is more flexibility with using phrases like "Powered by Windsource®." Clarity and specificity around the scope of the purchase (dates, times) is encouraged.



WINDSOURCE FACTS

- In October, 2012, Windsource sold its 1 billionth kilowatt-hour of wind energy in Minnesota. This is the equivalent to about 1.6 billion pounds of carbon dioxide.
- Over 35,000 homes and 240 businesses in Minnesota purchase renewable energy through Windsource, making it one of the largest programs in the country.
- Top Windsource customers in Minnesota include MN Wild, the University of St. Thomas, Aveda, American Express, Amherst H Wilder Foundation, and Trane Co.
- The campus of Saint Paul RiverCentre and Xcel Energy Center was the Windsource for Events pioneer program. Our facilities are recognized as one of the top 5 purchasers of Windsource in Minnesota. Events that have participated include MN Wild Hockey, MN Swarm Lacrosse, We Day, NHL Draft, United States Gymnastics Visa Championships, Republican National Convention, Government IT Symposium, Minnesota Energy Efficiency Expo, US Foods Food Fanatic Expo, Starkey Hearing Foundation, Xcel Energy Efficiency Expo, Saint Paul Riverfront Corporation (Great River Gathering), Werner Electric, and Minnesota RollerGirls.
- Windsource supports renewable energy projects in Minnesota such as the MinWind III-IX wind farm near Luverne. A model of community-based wind ownership, the MinWind project includes seven 1.65-megawatt turbines and produces enough electricity annually to power nearly 3,000 homes. The project contributes significantly to the rural economy in the form of operating costs, property taxes, and lease payments to farmers who are still able to use their land for agricultural purposes.

