

2026 ONTARIO ENERGY ASSOCIATION

**CORPORATE**

**SPONSORSHIP PACKAGES**

To shape our energy future for a stronger Ontario.



Ontario Energy Association

# ABOUT

The Ontario Energy Association (OEA) is the credible and trusted voice of the energy sector. We earn our reputation by being an integral and influential part of energy policy development and decision making in Ontario. We represent Ontario's energy leaders that span the full diversity of the energy industry.

OEA takes a grassroots approach to policy development by combining thorough evidence-based research with executive interviews and member polling. This unique approach ensures our policies are not only grounded in rigorous research but represents the views of the majority of our members. This sound policy foundation allows us to advocate directly with government decision makers to tackle issues of strategic importance to our members.

Together, we are working to build a stronger energy future for Ontario.



# TABLE OF CONTENTS

Corporate Sponsorship  
Sponsorship Payment Form

Pages 4 – 7  
Page 8



# CORPORATE SPONSORSHIP

## WHY SPONSOR?

The OEA Corporate Sponsorship category provides the OEA's larger sponsors with an opportunity to show their support for the OEA public policy advocacy efforts, rather than through sponsorship that is tied to events. This approach recognizes that in addition to the OEA's events, which provide forums to allow OEA members to participate in discussions surrounding timely topics and issues in the energy sector, the OEA's primary focus is public policy and advocacy work for our members. This sponsorship approach offers recognition to OEA Corporate Sponsors as key supporters of the organization and its primary mandate.

OEA Corporate Sponsorship visibly positions your company as a leader in Ontario's energy industry and a supporter of OEA's efforts to create a positive climate for the energy sector. Your Corporate Sponsorship includes a strong digital partnership for your online presence as well as recognition across our website, member communications, at OEA events and webinars. The OEA team will work with you to select a sponsorship level that is right for your company and will collaborate with you to elevate the profile of your company through the full range of sponsorship options.

## ADVOCACY

The OEA plays an integral part of energy policy development and decision making in Ontario on behalf of our members. The OEA represents members on a variety of issues through submissions, participation in consultations, legislative hearings, and direct advocacy, including the following example issues from 2025:

- **Integrated Energy Plan (IEP):** The Government of Ontario's Integrated Energy Plan and its associated Minister's Directives were released in June 2025 and represents the most significant energy policy direction in years. The IEP culminates a significant number of advocacy files for the OEA. Key successes include policy support for Grid Modernization, a natural-gas policy statement, LDC-led DER procurement, regional planning and transmission investments.
- **Electricity Demand-Side Management (eDSM):** The OEA continues to support LDC working groups to create the post-2024 eDSM framework. This includes two streams of activity; Stream 1 which focusses on reintroducing LDCs within the IESO province-wide eDSM framework by leveraging LDC connections with their customer base to achieve deeper program penetration and acceptance. Stream 2 focuses on trying to develop a streamlined process through which LDC can develop local or regional eDSM capacity outside the IESO's programmatic base and outcomes. eDSM still represents the cheapest form of capacity available in Ontario, costing approximately 3 cents per kWh. OEA and industry engagement with the Ministry of Energy has resulted in "an enduring commitment to eDSM, with a 12-year support horizon, leading up to 2036.

- **Bill 40 and Energy Legislation Updates:** The OEA provided testimony to the Standing Committee of the Interior on proposed changes to the Electricity Act and the Ontario Energy Board Act. We stated that the Ministry of Energy and Mines (MEM) should continue to find ways to enable low-cost, low-carbon resources through Local Flexibility Markets, consider infrastructure development holistically to support the government’s economic agenda and support targeted project funding that can reduce burden, increase efficiencies and unlock economic opportunities.
- **Grid Modernization:** The OEA, in partnership with Deloitte, is in the process of developing a Grid Modernization report to provide input into government and agency decision-making on the energy transition. Grid Modernization is a catch-all term to describe the suite of technologies, functionalities and capabilities that will allow LDC to maximise the capabilities of their respective grids. This could include hardening and resiliency services, facilitating the large-scale uptake of grid-edge technology (e.g. EVs, residential li-ion battery, heat pumps and smart thermostats), increase visibility, dispatchability and controllability as well as potentially facilitate DER uptake via local-market based solutions. Preliminary engagement by the OEA with MEM on the report development positively impact the inclusion of Grid Modernization policy support in the IEP. .
- **Energy and Housing:** In support of the government’s goal of expediting much needed housing in Ontario, the OEA has engaged in both MEM and OEB consultations looking at the intersection of Housing and Energy Infrastructure. OEA feedback looked at bridging both developer and LDC concerns and focused on ensuring potential solutions target identified problems. OEA feedback a potential framework for project prioritization and cost-recovery mechanisms in line with the “beneficiary pays” principle.
- **Local Flexibility Markets:** The OEA continues to champion the development of local flexibility in Ontario, supporting both the strategic evolution of flexibility markets and the collaboration required to build a shared provincial platform. Through the Local Flexibility Markets Working Group, Local Distribution Companies (LDCs) are demonstrating a strong commitment to a coordinated, LDC-led approach. This collaboration is essential to unlocking the full value of distributed energy resources (DERs) across Ontario’s distribution systems.
- **OEA DER Valuation Study:** The OEA has undertaken a DER Valuation Study to support the development of a principles-based framework for valuing DERs in Ontario. This work responds to four ministerial directives on DER compensation and incentives. The study assesses the policy, regulatory, and market mechanisms required to ensure fair compensation for DERs and to better align incentives across the electricity system. It incorporates jurisdictional best practices, stakeholder perspectives, and potential pathways for implementation in Ontario. The objective is to provide government and regulators with

practical, evidence-based recommendations to guide future DER compensation frameworks.

- **OEA DSO Roadmap:** The OEA is actively advancing a DSO Roadmap to define the sector’s role in a high-DER future. The engagement outlines a strategy, key milestones, and the policy framework required across seven capability pillars to support Ontario’s DSO transition. The roadmap is now in its final stages of development, with the goal of delivering clear, actionable recommendations to inform policymakers on the optimal path forward. The OEA seeks member input to help shape the final outcomes of this work.
- **IESO Local Generation Program:** The IESO’s Local Generation Program (LGP) continues to advance as a key initiative supporting the integration of distribution-connected generation. The program will re-contract existing local resources while enabling new DER participation, creating meaningful opportunities for LDCs to support Ontario’s evolving supply mix. An advisory group has now been established for OEA members to work directly with the IESO on program design and implementation, ensuring that local system needs and distribution-level perspectives are embedded in the next phase of the initiative.
- **IESO Enabling Resources Program:** The IESO has launched the Enabling Resources Program (ERP) to prepare Ontario’s electricity markets for a future with greater flexibility. The initiative focuses on integrating electricity storage, hybrid resources, and DERs—including small and aggregated dispatchable resources—into the market. The ERP’s core objective is to introduce new, streamlined participation models that allow emerging resources to provide essential system services, supporting the safe, reliable, and efficient operation of the power system. The OEA works closely with its members to build consensus and advance sector positions that ensure these models align with distribution system needs and Ontario’s broader modernization goals.

Ontario’s energy sector continues to evolve with the introduction of new technologies, cost structures, government programs, regulatory initiatives, and goals for emissions reductions. With the release of the new Integrated Energy Plan (IEP), it is clear that OEA members will continue to be pivotal in shaping policy in a fast-paced environment to delivery optimal outcomes for Ontario’s energy consumers.

## **OEA WEBSITE**

Energyontario.ca is the OEA's virtual hub where visitors can access OEA policy submissions, energy sector news, membership tools, event information and more. As an OEA Corporate Sponsor, you have options to receive prominent recognition on the OEA’s landing pages and permanent placement on webpage elements that appear continually throughout the website.

## **MEMBER COMMUNICATIONS**

The OEA strives to keep our members informed of all our initiatives, events and policy work – activities that cannot be completed without the support of our sponsors. We recognize OEA Corporate Sponsors in our OEA Member Updates.

As the world transitions digitally, the OEA is pleased to offer digital partnership opportunities to OEA Corporate Sponsors. This reciprocal partnership includes social media support and promotions through Twitter and LinkedIn, boosting content visibility, impressions, and engagement. As an OEA corporate sponsorship, your digital audience is expanded to include that of the OEA.

The OEA's daily distributions, Energy in The News and the FYI newsletter, offer high viewership from members of Ontario and Canada's energy industry. Readers include leaders, reporters, and important decision-makers in Ontario's energy community. As an OEA Corporate Sponsor, your news will hold highest priority and be placed in areas of higher visibility in OEA newsletters.

## **EVENTS**

As a Corporate Sponsor, you will receive a variety of benefits for OEA Speaker Series events, both in person and virtually. Programming is focused on the intersection of government, policy and advocacy, providing delegates with an exclusive opportunity to connect with political leaders and key government decision makers and industry leaders from across North America. Our speakers range from politicians to industry experts to global thought leaders that will discuss the impact of legislative and regulatory policy, innovation, and the politics of energy. Senior level executives, mid-level management, government officials and staff attend OEA events. Attendance: 50-400 attendees per event.

Our Corporate Sponsors enjoy exposure to the OEA's wide-ranging event audience, as well as speaking opportunities and free attendance.

## CORPORATE SPONSORSHIP PACKAGES

<b>Diamond (exclusive)</b>	<b>\$45,000</b>
<b>Platinum</b>	<b>\$30,000</b>
<b>Gold</b>	<b>\$20,000</b>
<b>Silver</b>	<b>\$12,000</b>
<b>Bronze</b>	<b>\$8,000</b>

*\*Prices do not include HST*

# CORPORATE SPONSORSHIP PACKAGE BENEFITS

	Diamond \$45k	Platinum \$30k	Gold \$20k	Silver \$12k	Bronze \$8k
<b>WEBSITE RECOGNITION</b>					
Company logo on OEA website footer	✓	✓			
Company logo on OEA homepage with link to your company description and website	✓	✓	✓	✓	✓
Your company logo on the OEA Website Advocacy page	✓				
Your company events on OEA Event page	✓				
<b>MEMBER COMMUNICATION</b>					
Company logo on OEA member updates	✓	✓	✓	✓	✓
Company logo on OEA Website Events Homepage	✓	✓	✓	✓	✓
Dedicated communication highlighting your company report or event	✓				
Mention in OEA social media tweets, LinkedIn + Reposts	daily	weekly	biweekly	1/month	
Dedicated posts by request	unlimited	weekly	biweekly	1/ month	
Your company logo on the footer banner of the OEA's daily FYI communication	✓	✓	✓		
<b>SPEAKER SERIES</b>					
Complimentary attendance at each event	8	8	6	4	1
Company logo on screen	✓	✓	✓	✓	✓
Verbal acknowledgement during announcements	✓	✓	✓	✓	✓
Logo placement OEA website link to your website	✓	✓	✓	✓	✓
Logo on all Speaker Series email communications	✓	✓	✓	✓	✓

## 2026 OEA Sponsorship Form

Please check the boxes of the packages you would like to select and return the completed form to us. We will follow up with an invoice for your selected packages.

Corporate Sponsorship Categories	
Diamond (\$45,000)	
Platinum (\$30,000)	
Gold (\$20,000)	
Silver (\$12,000)	
Bronze (\$8,000)	

*\*13% HST will be added to the package amount on your invoice.*

### Billing Address

**Contact Name:** \_\_\_\_\_

**Email:** \_\_\_\_\_

**Phone:** \_\_\_\_\_

**Company Name to Appear on Invoice:** \_\_\_\_\_

**Company Address:** \_\_\_\_\_

**City:** \_\_\_\_\_ **Prov:** \_\_\_\_\_ **Postal Code:** \_\_\_\_\_

Please return your completed form to:  
Dina Dadgar at [dina@energyontario.ca](mailto:dina@energyontario.ca)



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Ontario Energy Association

Let's unravel complex energy challenges, together.