

CARBON CALCULATOR

AMERICAN COALITION FOR ETHANOL

Sponsorship Prospectus



ABOUT THE TOOL

The American Coalition for Ethanol (ACE) is focused on highlighting how climate-smart farming practices, efficiencies at ethanol plants, and the capture and sequestration of CO₂ puts ethanol on a trajectory to reach both net-zero and net-negative emissions, a trajectory that is unique to ethanol.

A part of our low carbon strategy has been to create an online tool to help ethanol and corn producers estimate potential improvements in their carbon footprint using real-world, up-to-date data.

SPONSORSHIP OPPORTUNITY

Platinum Package: \$7,500/year

***ACE Member: \$6,000/year**

Gold Package: \$5,000/year

***ACE Member: \$4,000/year**

Silver Package: \$2,500/year

***ACE Member: \$2,000/year**

***ACE Associate & Voting Member Pricing - learn how to join [here](#).**

Ethanol producers and farmers are increasingly focused on understanding their carbon intensity (CI). ACE's corn ethanol carbon intensity calculator offers producers a way to calculate their current carbon score and what their potential could be. Get your brand in front of these producers, gain targeted leads, and show your clients how you can help them lower their CI with a sponsorship package. Benefits will vary based on sponsorship level selected.

ethanol.org/calculate-ci

WEBSITE LISTING

- All sponsors' logo and company website are added to directory of supporting vendors accessed via a button on the webpage (see picture).
- Gold and Platinum level sponsors can choose section(s) within the calculator to link to directory listings (see picture).

For a list of companies who helped make this calculator possible and can help you lower your CI score, please visit our [Sponsor Directory](#)

Ethanol Plant Energy Use

Ethanol Plant Energy Use (California GREET & DoE GREET 2019 Midwest Average values from Industry Surveys)	California GREET Default Value	CI (g/MJ)	DoE GREET Default Value	CI (g/MJ)	User Specified Value	Grams /gallon	CI (g/MJ)	CI Change from GREET Default
Natural Gas (btu/gallon)	28,408	25.7	23,862	21.6	23862	1,736.84	21.57	0
Electrical Energy (kWh/gallon)	.89	2.8	.75	2.6	0.75	236.6	2.94	0.3
Ethanol Plant Energy use Totals		28.4		24.2	1.27 Midwest Elec. Grid CI multiplication factor	1,973.44	24.51	0.3

Sponsors who can help you reduce CI in this category

[Compare Results](#)

LOW CARBON PRODUCER LEADS

- Premier sponsors can receive a list of companies represented by those logging in to use the online tool upon request.

SHOW CLIENTS YOUR CAPABILITIES

- All sponsor levels can use the calculator as an educational tool to show clients how they can help reduce certain factors that contribute to carbon intensity.
- Gold and platinum sponsors can request their own unique calculator URL (ethanol.org/ci-calculator/sponsor-company) to brand the page with their logo, free of other sponsor and competitor information.
- Platinum sponsors may request an ACE-led webinar each year of sponsorship to demo the tool for clients, allowing them to ask questions one-on-one with calculator creators.

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TARGETED ONLINE REACH

Calculator Users

ACE Members, Subscribers, Followers

All sponsorship levels will receive varying levels of recognition in association with the calculator through ACE email marketing, social media, webinars, events, print publications, and other opportunities as available. Silver, gold and platinum sponsors will also receive 1 free advertisement (sponsor provides artwork) in ACE's Ethanol Today magazine in their issue of choice - Silver 1/3-page ad, Gold 1/2-page ad, and Platinum 2/3-page ad.



1.5k+



5k+



2k+

2k Print
6k Online



BENEFITS AT A GLANCE	PLATINUM	GOLD	SILVER
General Directory Listing	✓	✓	✓
Sponsor-Free URL	✓	✓	✓
Recognition/Promotion	✓	✓	✓
Free Ad in Ethanol Today	✓	✓	✓
Branded Sponsor URL	✓	✓	
User-Specified Links	✓	✓	
Company Leads	✓		
Webinar Demo	✓		

TESTIMONIALS

"The ACE carbon calculator tool provides you information on the "real" carbon intensity impact of localized corn farming practices on our ethanol carbon intensity score. The ACE carbon calculator tool makes me optimistic about corn ethanol's "real" positive environmental footprint. The calculator is the first step in getting regulators to recognize the "real" carbon benefit in carbon intensity reduction programs."

Delayne Johnson, CEO Quad County Corn Processors

"The ACE carbon calculator is a simple tool that allows the ethanol plant, when working with its producer suppliers, to get a better understanding of how the various plant and production efficiencies will impact the carbon intensity of our domestically produced ethanol. This tool allows all stakeholders to understand how their practices impact the carbon intensity of the product and utilize carbon trading markets to take advantage of increased value for the products."

Chad Kuhlert, CEO Golden Grain Energy

"When I first looked at the GREET model's "Midwest average" carbon intensity for corn production back in 2012, I immediately saw the potential for rapid reductions with more accurate modeling that reflected actual low carbon production practices being employed by tens of thousands of farmers across the Midwest."

Ron Alverson, Calculator Creator, Farmer, Dakota Ethanol Board Member

For more information or to secure your sponsorship, email acarpenter@ethanol.org or call 605-306-6142.