

## SPONSORSHIP PROSPECTUS

Rural communities sit at the center of a historic shift in energy, infrastructure, and opportunity. The question is no longer if change is coming—but how we shape it together and who benefits.

# RURAL RENAISSANCE ROADSHOW

NOVEMBER 4 – 6, 2026 | DECATUR, ALABAMA  
[RURALRENAISSANCE.COM](https://RURALRENAISSANCE.COM)

**At the Data Center Crossroads:  
Land, Energy, Water, & The Future of Rural Power**





## FACING THE CHALLENGE

### Rural communities are standing at a crossroads.

AI data centers have become a kitchen table issue, especially in the small towns and rural counties where data center developers are locking up hundreds of acres of potential data center sites.

Their impact on energy infrastructure and affordability is one part of a broader picture that encompasses land use, energy, water, and economic development in ways that will help—or hurt—our quality of life for generations to come. At the root of many of these issues are fundamental questions about fairness, what we value, and whether the AI boom will be another wave of resource extraction that will leave rural communities poorer.

AI data centers, like any technology, can be good or bad depending on the intention, goals, and values of the people behind it, and we are all already making decisions that will impact our families and our neighbors for years to come.

It's therefore a critical time to come together as community, technology, energy, and policy leaders to talk about the hard questions and explore what principled unity might look like so that we're moving in the right direction. That's why Groundswell will be convening this year's Rural Renaissance Roadshow "At the Data Center Crossroads."



## BUILDING SOLUTIONS

# The Rural Renaissance Roadshow

The **Rural Renaissance Roadshow**, Groundswell's flagship event, is convening 300 cross-sector leaders in Decatur, Alabama, this November 4–6 to strategize and act on the emerging opportunities and challenges that accompany rural data center development.

Centering the high-stakes issues landing on rural kitchen tables, the Rural Renaissance Roadshow serves as a platform for:

- Addressing the energy and affordability crisis
- Modeling practical solutions for building community resilience and maintaining local control
- Amplifying rural thought leadership
- Accessing tools for project funding and implementation
- Forging partnerships to multiply impact
- Fostering cross-sector collaboration
- Investing in small towns and rural communities



## WHO'S IN THE ROOM

The Roadshow brings together a diverse, cross-sector network shaping the future of rural communities:

LOCAL ELECTED OFFICIALS AND CITY PLANNERS

UTILITY AND ENERGY LEADERS

FARMERS AND LANDOWNERS

FAITH-BASED LEADERS

NONPROFITS AND COMMUNITY-BASED ORGANIZATIONS

ECONOMIC DEVELOPMENT PROFESSIONALS

ENTREPRENEURS AND GRASSROOTS ORGANIZERS

TECHNOLOGY INDUSTRY LEADERS





## THE ROADSHOW AT A GLANCE

A 2.5-day immersive experience designed to move from conversation to coordinated action:

- 300 attendees
- Mainstage conversations on rural energy, infrastructure, and affordability
- Hands-on workshops focused on funding, financing, and implementation
- Breakout sessions with local leaders and cross-sector experts
- Field visits to resilience and infrastructure projects
- Community-rooted experiences featuring local music, food, and storytelling
- Opportunities to connect with local businesses and organizations
- Stories are shared through a network of regional media outlets



## THE IMPACT

The Roadshow advances resilience, affordability, and community-led impact:

- Partnerships take shape and strengthen
- Capital pathways open and align
- Policies evolve through shared insight
- Communities move from reactive to proactive
- Local businesses are supported and connected
- Leadership is elevated through broadcast, print, and digital storytelling

Rural communities are not on the sidelines of this moment—rural leaders are shaping a more resilient, affordable, and inclusive energy future.



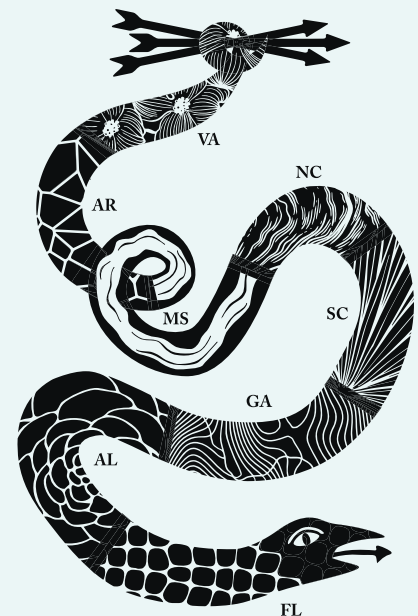
## THE MISSING PIECE

# The Congress for Rural Resilience

The Congress for Rural Resilience extends the reach of the Roadshow into a year-round shared table—for local and state officials, utilities and electric cooperatives, economic development leaders, community-based organizations, and faith leaders—to align priorities and shape a more resilient and affordable future for all.

Meeting annually at the Rural Renaissance Roadshow and focused on the Southeast, the Congress builds regional alignment on strategy and policy to move real community resilience and affordability projects forward.

Contact Groundswell to learn more about the Congress for Rural Resilience, apply for membership, or offer support.



# UNITE



# Why Sponsor

Sponsorship places your brand in front of Groundswell's audience of 300 attendees—who are largely local to the Southeast, but expand across the nation—thousands of newsletter subscribers, and hundreds of thousands more through our proven media campaigns.

Seize this opportunity to build brand recognition and position your organization as one committed to the welfare of rural communities and small towns.

Sponsor the Roadshow to engage directly with:

- Emerging Rural Energy Markets
- Decision-Makers Shaping Infrastructure Deals
- Policy and Regional Strategy Conversations
- Local Community Leaders
- Community Benefit Agreement Design
- Community-Centered Economic Development Initiatives



## Sponsorship Opportunities

### RURAL POWER PARTNER · \$50,000 · 1-2 OPPORTUNITIES

- Mainstage welcome opportunity
- Opportunity to recommend speakers and topics for the program
- Full-page program feature
- Premium brand placement across materials
- 3 quarterly newsletter ads
- Podcast sponsorship opportunity
- Media and press inclusion
- Premium activation opportunities
- Exhibit presence
- 10 Complimentary Registration Passes

### RESILIENCE PARTNER · \$25,000 · UP TO 4 OPPORTUNITIES

- Opportunity to recommend speakers and topics for the program
- Half-page program feature
- Brand placement across materials
- 2 quarterly newsletter ads
- Media inclusion
- Exhibit presence
- 5 complimentary registration passes

### STEWARDSHIP PARTNER · \$10,000 · UP TO 8 OPPORTUNITIES

- Quarter-page ad in event program
- Event acknowledgement
- Newsletter acknowledgement
- Exhibit presence
- 3 complimentary registration passes

### TRAILBLAZING PARTNER · \$5,000 · UP TO 10 OPPORTUNITIES

- Eighth-page ad in event program
- Newsletter acknowledgement
- Website recognition
- 2 complimentary registration passes

### DECATUR LOCAL PARTNER · \$500 · UNLIMITED

- Logo placement in event program
- Newsletter acknowledgement
- Website recognition
- 1 complimentary registration pass

**THIS IS NOT JUST SPONSORSHIP. IT'S AN INVESTMENT IN SHAPING THE FUTURE OF RURAL COMMUNITIES.**

# Proven Impact

Impact is not measured by convening alone, but by what happens before, during, and after.

The Rural Renaissance Roadshow is supported by a strategic, multi-channel communications engine that transforms a 2.5-day gathering into months of visibility, engagement, and influence.

This is powered by storytelling across a network of regional media outlets spanning broadcast television, newspapers, and digital and social platforms. The proven reach of the Rural Renaissance Roadshow demonstrates a rare ability to not only convene hundreds of leaders—but to influence markets, shape narratives, and drive sustained engagement beyond the event itself.

Become a sponsor to be included in our media content!



## A PLATFORM THAT DELIVERS REACH, INFLUENCE, AND MOMENTUM

The Roadshow extends far beyond the room:

**663,000+**  
**people reached**  
through paid media

**82% viewer retention**  
across broadcast  
storytelling

**152,000+**  
**people reached**  
through influencer campaigns

**Up to 59%**  
**email open rates**  
and 33% CTR

**944,000+**  
**impressions**  
across campaigns

**65,000+**  
**households reached**  
via broadcast storytelling

**25,807**  
**website pageviews**  
driven by Roadshow content

**200+ attendees**  
in 2025, continuing year-  
over-year growth, with  
a plan to welcome 300  
attendees in 2026

### THE MULTIPLIER EFFECT

Every investment in the Roadshow:

- Extends across paid, owned, and earned media
- Amplifies through trusted voices and partnerships
- Converts into long-term narrative, policy, and market influence

### 2026: READY TO SCALE

With increased investment, we will:

- Expand paid media reach by 25–40%
- Deepen broadcast and storytelling partnerships
- Launch a structured, multi-channel content pipeline
- Increase engagement through targeted audience strategies
- Welcome 300 attendees

### JOIN US

Partner with Groundswell to help shape a future where rural communities are not just hosting the rural energy economy, but building resilience, advancing affordability, and shaping what comes next—together.

**INTERESTED IN  
SPONSORING?**



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**Groundswell**  
COMMUNITY POWER 