



**ALER** Associação  
Lusófona  
de Energias  
Renováveis

2021 SPONSORSHIP MANUAL



## REASONS TO SPONSOR

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Increase your company's visibility and enhance your image in the renewables sector and within the Lusophony



Take advantage of ALER's national and international contacts networking



Promote your activity, products and services to potential clients, partners or investors



Access to inside, privileged, summarised and updated information at a lower cost



Save time and resources searching for information, which you will receive automatically and as soon as it is out



Support ALER and help bear the costs of our services, while ensuring the continuous improvement

# NEWSLETTER

## FREQUENCY:

Monthly, except August

## LANGUAGE:

PT and EN (See examples [here](#))

## REACH:

ALER's database with more than 5,600 contacts at national and international level working in the renewables sector in Portuguese-speaking countries. The database is constantly growing.

## SPONSORSHIP OPTIONS:

1. Logo on header + link
2. Banner between sections (600x193px) + link
3. Logo on support section (74x74px) + text with 150 characters + link

Option 1.	150€/month	1.500 €/year
Option 2.	90€/month	900 €/year
Option 3.	50€/month	500 €/year
<b>20% discount for ALER Members</b>		
<b>+ VAT</b>		

1. Logo on header

2. Banner

3. Logo on support section





# NEWS MONITORING SERVICE

## FREQUENCY:

Twice a week (Mondays and Thursdays)

## LANGUAGE:

PT

## REACH:

ALER Members and Service Sponsors

## DESCRIPTION:

Email with all news related directly or indirectly to renewables, published in the media, both online and printed, in the 7 priority countries of ALER.

## SPONSORSHIP OPTION:

Logo on the email header

## TERMS AND CONDITIONS:

Available [here](#), along with a service exemple

## ADVANTAGES FOR NON-MEMBERS OF HAVING ACCESS TO THIS SERVICE:

- Real-time monitoring of national affairs
- Access to information about events, political statements and new projects
- Know the main stakeholders and current hot topics
- Follow the outcome of your activities in the monitored countries

**90€/month - 900€/year + VAT**  
**20% discount for ALER Members**





# OPPORTUNITIES MONITORING SERVICE

**90€/month - 900€/year + VAT**  
**20 % discount for ALER Members**

## FREQUENCY:

Once a week in average (depending on the publication of opportunities)

## LANGUAGE:

Mixed PT and EN (easily convertible to EN only if necessary)

## REACH:

ALER Members and Service Sponsors

## DESCRIPTION:

Email with information about calls for proposals and tenders, or other types of financing, applicable to the renewable energy sector in the 7 priority countries of ALER.

## SPONSORSHIP OPTION:

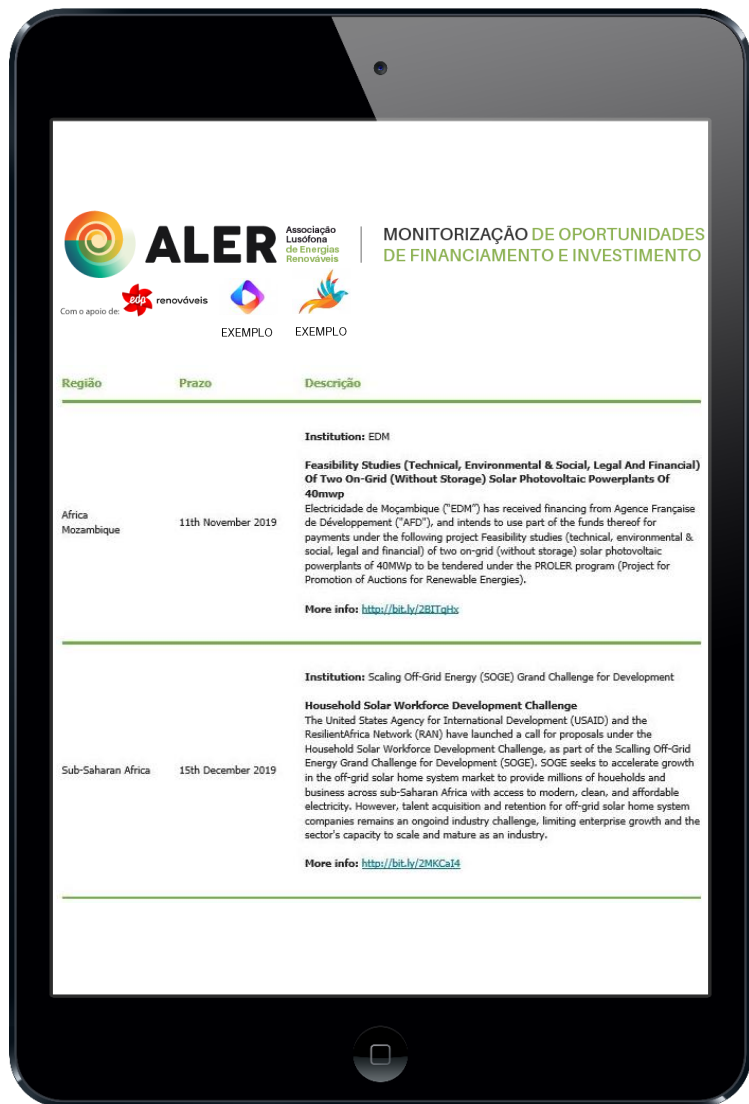
Logo on the email header

## TERMS AND CONDITIONS:

Available [here](#), along with a service exemple

## ADVANTAGES FOR NON-MEMBERS OF HAVING ACCESS TO THIS SERVICE:

- Saving resources in research and screening of opportunities
- Customized information regarding renewables and lusophone countries
- Partnerships with facilitator entities and information providers
- Support in contacts with donors and contractors





# MARKET SHEETS



## FICHA DE MERCADO GUINÉ-BISSAU

Com o patrocínio:



EXEMPLO



EXEMPLO

Conteúdo	
Enquadramento Geral	3
Perfil Energético Nacional	3
Enquadramento Legal	3
Instrumentos legais	3
Planos e Estratégias Sectoriais	3
Tarifas	3
Enquadramento Institucional	3
Governo	4
Utility	4
Produtores Independentes de Energias Renováveis	4
Parceiros de Cooperação	4
Recursos de Energias Renováveis	6
Energia Solar	6
Energia Hídrica	6
Energia das ondas e das marés	6
Energia Eólica	6
Energia da biomassa	6
Projectos e Programas de Energias Renováveis	6
Off-Grid	6
On-Grid	7
Projectos de Eficiência Energética	8
Educação e formação	8

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## FREQUENCY:

Annual

## LANGUAGE:

PT (exemple available [here](#))

## REACH:

ALER Members and Service Sponsors

## DESCRIPTION:

Summary of privileged information that ALER has access to in each of the markets, highlighting the most relevant data, whenever possible with links to access documents and additional information, which makes them more useful and easier to consult

## SPONSORSHIP OPTIONS:

Logo in the cover and in the header of all pages of the document.

**380€/sheet + 10% discount for each extra sheet + VAT**

**20% discount for ALER Members**



## FREQUENCY:

Quarterly, beginning Q2 2021

## LANGUAGE:

PT

## REACH:

Dissemination to the entire ALER database and through partners.  
Free registration open to the general public.

## DESCRIPTION:

Webinar on a current topic selected and moderated by ALER.

Agenda and topics defined in advance.

Informative content.

Panel consisting of a maximum of 4 speakers.

Common model with a duration between 45 min and 1h consisting of: 1) introduction and framing by the moderator, 2) initial 5-minute intervention by each speaker, 3) debate between the speakers and 4) debate with the participants, who will have the opportunity to send questions in advance and during the debate

## SPONSORSHIP OPTIONS:

Choice of 1 speaker and inclusion of logo in all communication about the event:

- Event banner
- Footer of the event page
- Reference in the related article in the monthly pre and post event newsletters
- Event opening and closing slide
- Background of the speakers during the event

**980€ + IVA**

**20% de desconto para Associados**



# CUSTOMIZED WEBINARS

## FREQUENCY:

One-off

## LANGUAGE:

PT or EN (with the possibility of simultaneous interpretation against an extra fee)

## DESCRIPTION:

Webinar custom organized by ALER and disseminated through our communication channels, taking advantage of our enormous reach and visibility (check example [here](#))

## SPONSORSHIP OPTIONS:

			Simple	Complete
Logistics		participants management*	x	x
		streaming management**	x	x
		Maximum webinar duration	1,5h	3h
Programme & speakers		support in the definition of the programme	-	x
		invitation to speakers	-	x
Comunicação		design of event banner ***	-	x
		specific event webpage on ALER's website****	x	x
Dissemination & Visibility	Internal ALER	nr of inserts on ALER's monthly newsletter	1 (pre or post event)	2 (pre and post event)
		nr of event dedicated newsletters	-	1
		social media posts (FB, twitter, linkedIN)	1 (pre event)	3 pre event + 1 post event
		recording available in ALER's youtube channel	x	x
		editorial in ALER's montly newsletter	-	x
	External	dissemination through ALER's partners	-	x
		press release and press kit sent to the media	-	x
		Value + VAT (10% discount for each extra webinar + 20% for ALER Members)		2 850,00 €

\* registration platform, confirmation emails, sending the access link

\*\* MS Teams platform license, speakers onboarding email, speakers test call

\*\*\*including versions for all ALER communication tools

\*\*\*\* with the following tabs: home (with the option to add highlights for extra information), programme, speakers (with the option to upload presentations), dedicated newsletter (if applicable)





## SUMMARY

Type	Support		Options	Monthly Fee	Annual Fee	Promotional Packs
COMMUNICATION	Newsletter		Header*	150€	1.500€	---
			Banner	90€	900€	
			Support section	50€	500€	
	News monitoring			90€	900€	150€ / month OR 1.500€ / year
	Opportunities monitoring			90€	900€	
PUBLICATIONS	Market Sheets			380€		10% discount for each extra sheet
	National Status Reports			To be defined		----
EVENTS	Conferences			To be defined		----
	ALER Talks			980 €		
	Customized Webinars*	Simple	2.850 €		10% discount for each extra webinar	
		Complete	4.850 €			

\*Guaranteed exclusivity

**+ VAT**  
**20% discount for ALER Members**  
**Read all conditions [here](#) and become our Member!**



## ABOUT ALER



### PROMOTION

ALER is a non-profit Association with the mission to promote renewable energy in Portuguese-speaking countries. More information:

[www.aler-renovaveis.org](http://www.aler-renovaveis.org)



### AGREGATION

Platform for information exchange and aggregation of interests amongst all stakeholders, representing the common voice of renewable energies in Portuguese-speaking countries at national and international level



### COMERCIAL

Facilitate business opportunities by supporting the private sector



### PUBLIC AFFAIRS

Liaise with Government institutions and international organizations to create a favourable regulatory framework



### SOCIAL

Take advantage of the social benefits of renewable energy contributing to the Millennium Development Goals of reducing poverty and ensuring universal energy access



PLATFORM TO PROMOTE INVESTMENT, EXPERIENCE, TECHNOLOGY AND RENEWABLE ENERGIES' POTENTIAL, PUTTING ALL STAKEHOLDERS IN CONTACT AND ENSURING A FAVORABLE REGULATORY FRAMEWORK



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