**REASONS TO SPONSOR**

- **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 caracters + link

Option 1. 150€/month 1.500 €/year
Option 2. 90€/month 900 €/year
Option 3. 50€/month 500 €/year

20% discount for ALER Members + VAT
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 example

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
# 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 example

**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

<table>
<thead>
<tr>
<th>Região</th>
<th>Prazo</th>
<th>Descrição</th>
</tr>
</thead>
<tbody>
<tr>
<td>África Recolhida</td>
<td>11th November 2019</td>
<td>Feasibility Studies (Technical, Environmental &amp; Social, Legal And Financial) of Off-Grid (Without Storage) Solar Powerplants. Off-Grid Exploração da IECN (&quot;IEC&quot;) has received funding from Agência Francesa de Desenvolvimento (&quot;AFD&quot;), and intends to use part of the funds thereof for payments under the following project feasibility studies (technical, environmental &amp; social, legal and financial) of this on-grid (without storage) solar photovoltaic powerplants. To be tendered under the PROJET program (Project for Promotion of Renewable Energies). More info: <a href="#">here</a></td>
</tr>
<tr>
<td>Sub-Saharan Africa</td>
<td>15th December 2019</td>
<td>Institutions: Scaling Off-Grid Energy (SO3E) Grand Challenge for Development. Household Solar Workforce Development Challenge. The United States Agency for International Development (USAID) and the Electric For All Network (E4A) have launched a call for proposals under the Household Solar Workforce Development Challenge, as part of the Scaling Off-Grid Energy Grand Challenge for Development (SO3E). SO3E seeks to accelerate growth in the off-grid solar home system market to provide millions of households and business owners sub-Saharan Africa with access to modern, clean, and affordable electricity. However, talent acquisition and retention for off-grid solar home system companies remains an ongoing industry challenge, driving enterprise growth and the sector's capacity to scale and mature as an industry. More info: <a href="#">here</a></td>
</tr>
</tbody>
</table>
**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
ALER TALKS

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.
Common model consisting of a brief introduction and framing by the moderator, an initial intervention by each speaker and a debate with all the speakers. There can be also a debate with participants and Q&A.

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:

<table>
<thead>
<tr>
<th>Logistics</th>
<th>Simple</th>
<th>Complete</th>
</tr>
</thead>
<tbody>
<tr>
<td>participants management*</td>
<td>X</td>
<td>X</td>
</tr>
<tr>
<td>streaming management**</td>
<td>X</td>
<td>X</td>
</tr>
<tr>
<td>Maximum webinar duration</td>
<td>1,5h</td>
<td>3h</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Programme &amp; speakers</th>
<th></th>
<th></th>
</tr>
</thead>
<tbody>
<tr>
<td>support in the definition of the programme</td>
<td>-</td>
<td>X</td>
</tr>
<tr>
<td>invitation to speakers</td>
<td>-</td>
<td>X</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Comunicação</th>
<th></th>
<th></th>
</tr>
</thead>
<tbody>
<tr>
<td>design of event banner ***</td>
<td>-</td>
<td>X</td>
</tr>
<tr>
<td>specific event webpage on ALER's website****</td>
<td>X</td>
<td>X</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Dissemination &amp; Visibility</th>
<th>Internal ALER</th>
<th></th>
</tr>
</thead>
<tbody>
<tr>
<td>nr of inserts on ALER's monthly newsletter</td>
<td>1 (pre or post event)</td>
<td>2 (pre and post event)</td>
</tr>
<tr>
<td>nr of event dedicated newsletters</td>
<td>-</td>
<td>1</td>
</tr>
<tr>
<td>social media posts (FB, twitter, linkedIN)</td>
<td>1 (pre event)</td>
<td>3 pre event + 1 post event</td>
</tr>
<tr>
<td>recording available in ALER's youtube channel</td>
<td>x</td>
<td>x</td>
</tr>
<tr>
<td>editorial in ALER's monthly newsletter</td>
<td>-</td>
<td>x</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Dissemination &amp; Visibility</th>
<th>External</th>
<th></th>
</tr>
</thead>
<tbody>
<tr>
<td>dissemination through ALER's partners</td>
<td>-</td>
<td>x</td>
</tr>
<tr>
<td>press release and press kit sent to the media</td>
<td>-</td>
<td>x</td>
</tr>
</tbody>
</table>

Value + VAT (10% discount for each extra webinar + 20% for ALER Members) 2 850,00 € 4 850,00 €

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

*Guaranteed exclusivity

**ALER SPONSORSHIP MANUAL**

+ 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

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
Enhance the social benefits of renewable energy contributing to the Sustainable 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

CONTACT
Andreia Pereira
Communication and Events Manager
+351 934 853 917
andreia.pereira@aler-renovaveis.org