



# ENERGYNET DIGITAL BROADCASTS

## Out of Response and Into Recovery



# 2020 RATE CARD





# Take advantage of our digital content to stay in touch with your market

Stay connected to your customers with **EnergyNet's** digital packages designed to meet your specific objectives.

With regular webinars, an annual Yearbook, quarterly magazine, monthly newsletter, and website dedicated to promoting sector developments, choose the package that best suits your needs.

## Package options

### Host a digital broadcast with us

- Moderate a virtual panel discussion about a relevant topic to your business
- 3 branded emails & social media posts promoting webinar to EnergyNet database
- Your branding on a dedicated landing page
- Promotion of digital broadcast among EnergyNet community of media partners & press database
- Branded thank you email to digital broadcast attendees post-event containing links to your company's resources
- Branded email with on-demand link to anyone who missed out containing links to your company's resources
- List of company names who signed up to watch digital broadcast

### Raise awareness with the EnergyNet Magazine (quarterly)

- 2-page editorial in edition of EnergyNet magazine (quarterly)
- A4 Print advert in EnergyNet magazine
- Prominent branding on EnergyNet magazine cover under 'Sponsors'
- 1 month promoted article on EnergyNet homepage
- 2-month skyscraper banner on EnergyNet Africa news page
- 6 x social media announcements across Twitter, LinkedIn and Facebook

### Sponsor the Energy Update Newsletter (monthly)

In Partnership with African Business

- Skyscraper banner at top of Energy Update Newsletter
- Up to 1500 word editorial to appear in prominent position in newsletter
- Company mention & link in introduction paragraph
- 1 month promoted article on EnergyNet homepage
- 1-month skyscraper banner on relevant EnergyNet news page
- 3 x social media announcements across Twitter, LinkedIn and Facebook





## Sponsor aef2.0 - a week of digital aef content and live debates

aef2.0 is a digital reimagining of the live Africa Energy Forum event which will take place in October 2020. Designed to prepare the sector for the best possible aef experience in Amsterdam this October, each day from 30th June – 3rd July we'll host a daily deep dive with industry leaders under the theme: **'Out of Response and Into Recovery.'**

### Package options

#### Sponsor a broadcast taking place during aef2.0

- Contribute to the content of one digital broadcast taking place during aef2.0 as a panellist or moderator
- Your branding on a dedicated landing page for aef2.0
- Your branding in aef2.0 app as aef2.0 Sponsor
- 30 second video advert played during your digital broadcast
- Your branding to be visible in the background of chosen debate
- Your logo to be visible in footer section with 'Sponsored by' throughout the debate
- Branding on the daily newsletter (the day of your broadcast) featuring 2019 aef archive content, interviews, podcasts and featured content
- 3 social media posts across all EnergyNet platforms promoting your broadcast
- Your branding alongside all promotion messages circulated among EnergyNet media partners & press database
- Send a personal note with a branded thank you email to your broadcast attendees post-event containing links to your company's resources
- Branded email with on-demand link to anyone who missed out containing links to your resources



*Investment & Impact*

# aef2.0

30<sup>th</sup> June – 3<sup>rd</sup> July 2020

# OUT OF RESPONSE & INTO RECOVERY





# Sponsor aef2.0 - a week of digital aef content and live debates

## Package options

### Become an aef2.0 daily sponsor

- Moderate one virtual deep dive discussion that day
  - 30 second video advert played throughout each digital broadcast taking place that day
  - Your logo to be visible in footer section with 'Sponsored by' throughout all debates that day
- Your branding on a dedicated landing page for aef2.0
- Your branding in aef2.0 app as aef2.0 Sponsor
- Your branding to be visible in the background of all debates taking place that day
- 3 push messages to all aef2.0 attendees on your sponsored day
- Your branding on the daily newsletter featuring 2019 aef archive content
- CEO interview in daily branded newsletter on your sponsored day
- 3 social media posts promoting sponsored daily content to EnergyNet database
- Promotion of daily broadcasts among EnergyNet media partners & press database
- Branded thank you email to all attendees at the close of your sponsored day containing links to company's resources
- Branded email with on-demand link to anyone who missed out containing links to your company's resources
- List of company names who registered for aef2.0

### Sponsor the aef2.0 digital week

- Moderate one virtual deep dive discussion during the week
- Your branding on a dedicated landing page for aef2.0
- Your branding in aef2.0 app as aef2.0 Sponsor
- 30 second video advert played throughout the whole week of content
- Your logo on holding screen all attendees see before all debates begin with 'Sponsored by'
- Your branding on each daily newsletter (5 total) featuring 2019 aef archive content
- 10 push messages to all aef2.0 attendees in run up to and during event week
- One content piece per day in each daily branded newsletter (CEO interview, project announcements, etc)
- 10 social media posts promoting aef2.0 content + sponsored deep dives to EnergyNet database
- Your branding alongside all promotion messages circulated among EnergyNet media partners & press database
- Branded thank you email to all attendees post-event containing links to your company's resources
- Branded email with on-demand links to wider EnergyNet database (targeted by industry sector and job function) containing links to your company's resources
- List of company names who registered for aef2.0





# Take a corporate profile in the Africa Energy Yearbook (annual)

In Partnership with **African Business**

## Yearbook Sponsor (exclusive)

- Logo on the front cover of the Africa Energy Yearbook 2020 as Signature Sponsor
- Present your company with a Corporate Profile / interview (2 pages)
- Present your projects with a business case presentation (2 pages)
- 1 page of advertising in the Africa Energy Yearbook 2020
- 1 page advertising in African Business Magazine
- Bring your content to life with African Business Augmented Reality feature (videos of interviews or reportage or infographics or any other digital content)
- Logo on onsite Yearbook banner at the Africa Energy Forum 2020
- Logo on Africa Energy Yearbook webpage until December 2020
- Logo on Yearbook 'excitement email' sent to Africa Energy Forum database September 2020
- Corporate profile to appear on EnergyNet website homepage + Africa News page for one month
- Skyscraper banner to appear on EnergyNet Africa News page for three months
- Social media announcement of corporate profile + presentation on both African Business + EnergyNet social platforms



## Corporate Sponsor

- Present your company with a Corporate Profile / interview (2 pages)
- 1 page of advertising in the Africa Energy Yearbook 2020
- 1 page advertising in African Business Magazine.
- Bring your content to life with African Business Augmented Reality feature (videos of interviews or reportage or infographics or any other digital content)
- Corporate profile to appear on EnergyNet website homepage + Africa News page for one month
- Social media announcement of corporate profile on both African Business + EnergyNet social platforms
- Skyscraper banner to appear on EnergyNet Africa News page for one month

## Associate Sponsor:

- Present your company with a Corporate Profile/interview (2 pages)
- 1 page advertising in Africa Energy Yearbook
- Social media announcement of corporate profile on both African Business + EnergyNet social platforms



Pricing available on request. For more information please contact [events@energynet.co.uk](mailto:events@energynet.co.uk)