



REPUBLIC OF BOTSWANA

MINISTRY OF MINERALS & ENERGY



**SACREEE**

SADC CENTRE FOR RENEWABLE  
ENERGY & ENERGY EFFICIENCY

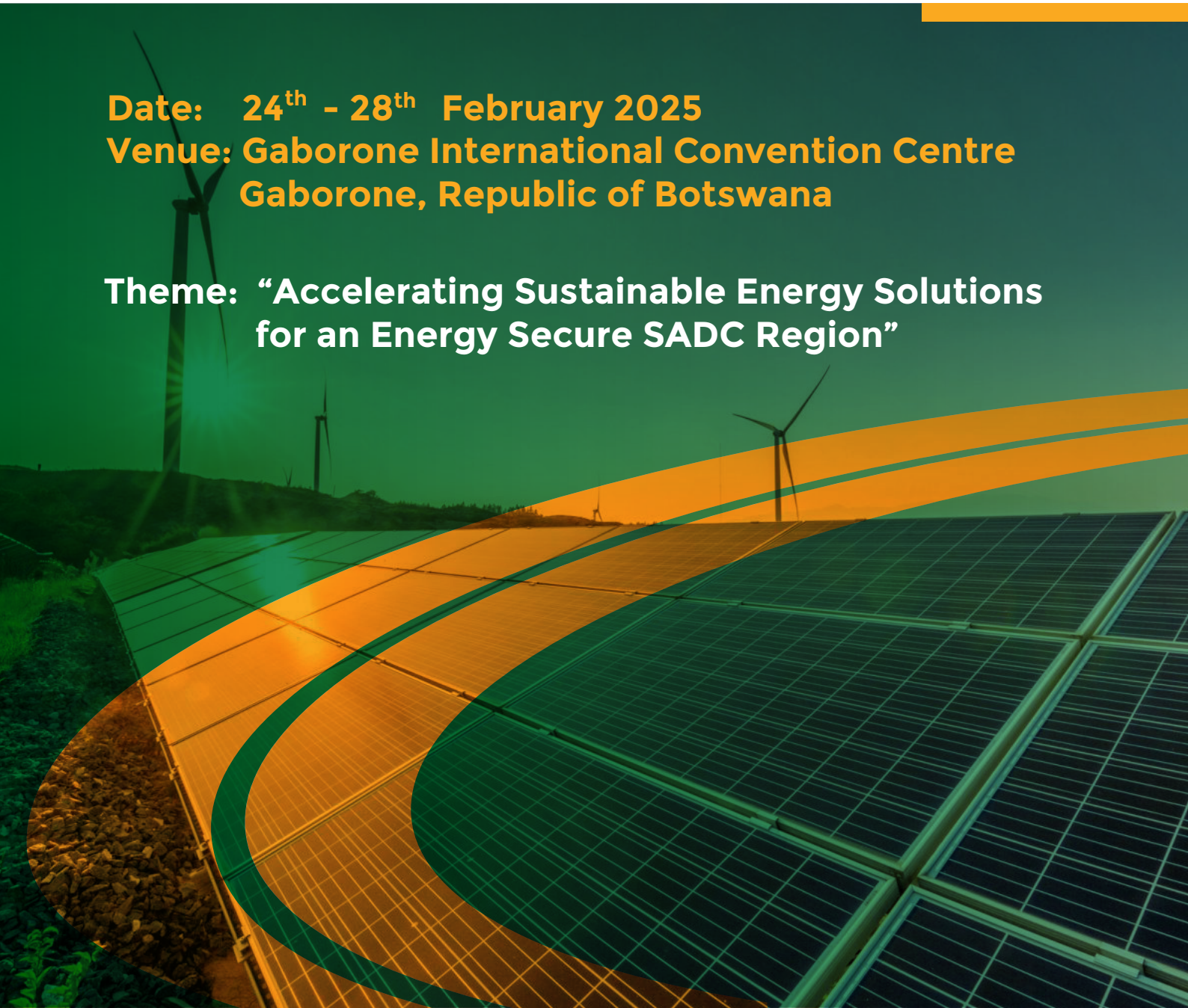


# SPONSORSHIP PROSPECTUS FOR THE 2024 SADC SUSTAINABLE ENERGY WEEK

**Date: 24<sup>th</sup> - 28<sup>th</sup> February 2025**

**Venue: Gaborone International Convention Centre  
Gaborone, Republic of Botswana**

**Theme: “Accelerating Sustainable Energy Solutions  
for an Energy Secure SADC Region”**



## WHY SPONSOR?

The 2024 Southern African Development Community (SADC) Sustainable Energy Week (SEW) maximizes brand awareness and engagement through sponsorship opportunities on multiple platforms through the event's website, social media, applications, in-person delegate speaker opportunities at the event's arenas, breakaway rooms, tea and lunch breaks, reception dinner, networking cocktail, as well as cultural dinner. By sponsoring the 2024 SADC SEW, your organization will not only gain immediate benefits but also contribute to the long-term development and sustainability of the energy sector in the SADC region.

## BENEFITS OF SPONSORING THE 2024 SADC SEW:

- a. Enhanced Brand Visibility and Recognition:** Gain exposure to a diverse audience of industry leaders, policymakers, investors, and media. Promote your brand through event marketing materials, websites, social media, and at the event venue.
- b. Networking Opportunities:** Connect with key stakeholders in the sustainable energy sector, including potential clients, partners, and collaborators. Engage in high-level discussions with decision-makers and influencers.
- c. Thought Leadership and Industry Influence:** Position your organization as a leader in sustainable energy by participating in panel discussions, workshops, and presentations. Share your expertise and innovative solutions with a targeted audience.
- d. Business Development:** Identify and capitalize on new business opportunities and partnerships within the SADC region. Showcase your products, services, and technologies to potential customers and investors.
- e. Market Insights:** Gain valuable insights into the latest trends, challenges, and opportunities in the sustainable energy sector. Understand the needs and preferences of your target market.
- f. Corporate Social Responsibility:** Demonstrate your commitment to sustainable energy and environmental stewardship. Support the development and implementation of sustainable energy solutions in Botswana and the SADC region.
- g. Post-Event Benefits:** Benefit from continued exposure through post-event publications, reports, and media coverage. Leverage the outcomes and contacts made during the event for ongoing business development. Extensive press coverage promoted through industry press and frequently receives local, regional, and international media coverage.

# MAIN SPONSORSHIP PACKAGES

The 2024 SADC SEW presents a selection of main sponsorship packages tailored to elevate your brand’s visibility and engagement with a highly targeted audience. These packages are strategically designed to ensure that every sponsor, regardless of their level, receives optimal exposure and valuable benefits, fostering a mutually beneficial partnership between sponsors and event organizers. Most importantly, main sponsors play a crucial role in ensuring the success, impact, and sustainability of major events by providing financial support, enhancing credibility, and contributing to the overall quality and reach of the event.

## Main Sponsorship Benefits, Sponsorship Categories and Fees:

SPONSORSHIP CATEGORIES AND FEES				
LOCAL SPONSORSHIP				
	DIAMOND USD 50,000.00	PLATINUM USD 20,000.00 2 slots	GOLD USD 17,500.00 2 slots	SILVER USD 15,000.00 4 slots
INTERNATIONAL SPONSORSHIP				
	DIAMOND USD 75,000.00	PLATINUM USD 45,000.00	GOLD USD 42,500.00	SILVER USD 40,000.00
<b>BENEFITS</b>				
<b>Communications</b>				
Acknowledgment on the 2024 SADC SEW 2024-related communications as well as during the Opening and Closing Ceremonies	✓			
Speaking opportunity (5 minutes) during official opening	✓			
Acknowledgment on post-SADC SEW 2024 report and communication to all participants	✓	✓		
<b>Digital</b>				
Interview (3minutes) shared across the event's social media channels	✓			
Sponsor recognition and hyperlink featured on the event's website home page	✓			
Sponsor recognition on the event's website sponsors tab	✓	✓	✓	✓
Social media introduction	✓	✓	✓	✓
Company logo on email campaigns	✓			
Sponsors video during programme transitions	✓	✓	✓	✓
Acknowledgment on on-site interactive display, signage and screens	✓	✓	✓	✓
<b>Complimentary Exhibition Space</b>				
3x3m exhibition space			✓	✓
3x6m exhibition Space				

## Main Sponsorship Benefits, Sponsorship Categories and Fees:

SPONSORSHIP CATEGORIES AND FEES				
LOCAL SPONSORSHIP				
	DIAMOND USD 50,000.00	PLATINUM USD 20, 000.00 2 slots	GOLD USD 17,500.00 2 slots	SILVER USD 15,000.00 4 slots
	INTERNATIONAL SPONSORSHIP			
	DIAMOND USD 75,000.00	PLATINUM USD 45,000.00	GOLD USD 42,500.00	SILVER USD 40,000.00
<b>BENEFITS</b>				
3x3m exhibition space		✓		
3x6m exhibition space	✓			
<b>Company representative invitations to Reception Diner, Networking Cocktail and Cultural Dinner</b>				
Two company reps				✓
Three company reps			✓	
Four company reps		✓		
Five company reps	✓			
<b>Media coverage</b>				
Featured in all press releases, media interviews, and event coverage	✓			
<b>Event promotional materials</b>				
The company logo will be printed on the event bag	✓			
The company logo will be printed on event notepads	✓	✓	✓	✓
The company logo will be printed on event pens	✓			
<b>Displaying physical promotional material</b>				
Indoor branding: 2 Pull-up banners	✓			
Outdoor branding: 2 Telescopic Flags, 2 teardrops and 2 Lanterns	✓	✓	✓	
Distribution of Brochures and flyers to participants at the exhibition stalls	✓	✓	✓	✓

# SUPPLEMENTARY SPONSORSHIP PACKAGES

The 2024 SADC SEW offers a range of supplementary sponsorship packages designed to enhance your brand's visibility and engagement with a highly targeted audience. Supplementary sponsorship packages in addition to the main sponsors offer several benefits for both the event organizers and the sponsors. Thereby, fostering a mutually advantageous partnership between sponsors and event organizers.

## Categories, Descriptions, Cost, and Benefits:

### 1. Event Clinic Support

**1.1 Description:** Sponsor provision of health and safety of all attendees by providing comprehensive healthcare services and emergency medical support throughout the 5-day event. This includes a fully equipped medical clinic staffed by professional healthcare providers and medical supplies and equipment necessary to handle routine healthcare needs and emergencies.

**1.2 Cost:** USD 5,000.00 or In-kind

#### 1.3 Benefits:

- a. Opportunity for your medical staff to put on their branded uniforms.
- b. Opportunity to distribute health-related promotional materials.
- c. 2 complimentary passes to the reception dinner, networking cocktail, and cultural dinner.
- d. Recognition during the opening and closing ceremonies.
- e. Complimentary exhibition (3x3m) space.

### 2. Cultural (Reception) Dinner

**2.1 Description:** Sponsor the cultural dinner event for 500 people, featuring a cultural menu, soft drinks, juices, limited alcoholic beverages, and entertainment.

**2.2 Cost:** USD 25,000.00

#### 2.3 Benefits:

- a. Branding on dinner tables and menus.
- b. Acknowledgment in the event dinner programme and accorded the opportunity to give 5 minutes key note address.
- c. Opportunity to distribute promotional materials at the dinner.
- d. 3 complimentary passes to reception dinner, networking cocktail, and cultural dinner.
- e. Recognition during the dinner event.
- f. Complimentary exhibition (3x3m) space.
- g. Recognition during the opening and closing ceremonies.

### 3. Network Cocktail

**3.1 Description:** Sponsor a networking cocktail event with finger food, soft drinks, juices, and beverages for 500 attendees.

**3.2 Cost:** USD 30,000.00

#### 3.3 Benefits:

- a. Opportunity for your medical staff to put on their branded uniforms.
- b. Opportunity to distribute health-related promotional materials.
- c. 2 complimentary passes to the reception dinner, networking cocktail, and cultural dinner.
- d. Recognition during the opening and closing ceremonies.
- e. Complimentary exhibition (3x3m) space.

### 4. Gala (Final Banquet) Dinner

**4.1 Description:** Sponsor a buffet dinner with soft drinks for 500 attendees at the event reception.

**4.2 Cost:** USD 25,000.00

#### 4.3 Benefits:

- a. Branding on cultural dinner tables and menus.
- b. Recognition in the cultural dinner event programme and accorded the opportunity to give 5 minutes key note address.
- c. Acknowledgment during the cultural event.
- d. Opportunity to display banners and promotional materials at the cultural dinner venue.
- e. 3 complimentary passes to reception dinner, networking cocktail, and cultural dinner.
- f. Complimentary exhibition (3x3m) space.
- g. Recognition during opening and closing ceremonies.

### 5. Event Internet Connectivity Partner

**5.1 Description:** Sponsor the internet connectivity for the entire event, ensuring seamless online access for all attendees.

**5.2 Cost:** USD 10,000.00 or In-kind

#### 5.3 Benefits:

- a. Branding on Wi-Fi login page and signage.
- b. Opportunity to distribute brochures during exhibition.
- c. Recognition during opening and closing ceremonies.
- d. Complimentary exhibition (3x3m) space.
- e. 2 complimentary passes to the reception dinner, networking, and cultural dinner.



## 6. Event Refreshments (Coffee/tea/juices) Station

**6.1 Description:** Sponsor the tea breaks and lunch for 500 attendees each day of the event

**6.2 Cost:** USD 18,000.00

### 6.3 Benefits:

- a. Branding on break and lunch menus.
- b. Recognition in during opening and closing ceremonies.
- c. Acknowledgment during breaks and lunch sessions.
- d. 2 complimentary passes to the reception dinner, networking cocktail, and cultural dinner.

## 7. Multimedia Partners (TV, Radio, and Newspapers or Print)

**7.1 Description:** Sponsor media coverage for the event, ensuring extensive visibility and promotion through various media channels.

**7.2 Cost:** USD 12,000.00 or In-kind

### 7.3 Benefits:

- a. Branding on all media-related materials and signage.
- b. Recognition in the event program and website.
- c. Acknowledgment during opening and closing ceremonies.
- d. 2 complimentary passes (from each media partner) to the reception dinner, networking cocktail, and cultural dinner.
- e. Opportunity for exclusive interviews and media coverage.

## 8. Refillable Water bottles and Water

**8.1 Description:** Sponsor the provision of refillable water bottles and water stations for all attendees, promoting sustainability.

**8.2 Cost:** USD 10,000

### 8.3 Benefits:

- a. Logo on water bottles and water station signage.
- b. 2 complimentary passes to the reception dinner, networking cocktail and cultural dinner.
- c. Acknowledgment during opening and closing ceremonies.

## 9. Shuttle Services

**9.1 Description:** Sponsor the transportation for all attendees between the hotels and conference venue as well as to the technical site visits.

**9.2 Cost:** USD 5,000.00 or in kind

**9.3 Benefits:**

- a. Branding on all shuttle buses and transportation signage.
- b. Opportunity to distribute branded materials on shuttles.

# SPONSORSHIP APPLICATION FORM

1. Company:
2. Contact Person:
3. Position:
4. Telephone:
5. Email:
6. Address:
7. Country:
8. Company website link:
9. Company media links:
10. Please specify your preferred sponsorship category:
  - a. Main Sponsorship type:
  - b. Supplementary sponsorship:

**NB: The above application form is for guidance purposes only. Kindly complete and submit the online application form via the event website: [www.sadcenergyweek.org](http://www.sadcenergyweek.org) or contact: [sadcsew@sacreee.org](mailto:sadcsew@sacreee.org)**



# SPONSORSHIP TERMS AND CONDITIONS

## General Terms

### 1. Eligibility:

1.1 Sponsorship opportunities are open to organizations and entities domicile in Botswana and international, that wants to contribute to sustainable energy initiatives in Botswana and the SADC region.

### 2. Sponsorship Commitment

2.1 By agreeing to sponsor the 2024 SADC Sustainable Energy Week, the sponsor commits to fulfilling the financial and/or service obligations specified in their chosen sponsorship package.

### 3. Application Process:

3.1 Interested sponsors must complete the Sponsorship Application Form and submit it to the Event Organiser for review and approval.

3.2 The deadline to apply for sponsorship is 30 January 2025.

**NB: Interested sponsors should act quickly to secure their space, as availability is limited and will be allocated on a first-come, first-served basis.**

### 4. Payment Terms:

4.1 Full payment is required upon acceptance of the sponsorship application to confirm the sponsorship.

4.2 Payment methods include bank transfer, credit card, or other approved methods as specified by SACREEE.

**NB: All payments must be made within 30 days of invoice issuance.**

### 5. Non-Compete Clause:

5.1 Sponsors must respect the exclusivity agreements for certain sponsorship categories and refrain from promoting competing products or services during the event.

### 6. Cancellation and Refund Policy:

6.1 Sponsors may cancel their sponsorship in writing. Refunds will be issued based on the date of cancellation:

6.1.1 100% refund if cancelled 90 days before the event.

6.1.2 50% refund if cancelled 60 days before the event.

6.1.3 No refund if cancelled less than 60 days before the event.

**NB: The event organisers reserve the right to cancel the event. In such cases, sponsors will receive a full refund.**

## **7. Liability and Indemnity**

7.1 Liability: The event organizers are not liable for any loss, damage, or injury incurred by sponsors or their representatives during the event, except where such loss, damage, or injury is caused by the negligence of the organizers.

7.2 Indemnity: Sponsors agree to indemnify and hold harmless the event organizers against any claims, damages, liabilities, and expenses arising out of or related to the sponsor's participation in the event.

## **8. Amendments:**

8.1 Changes to Terms: The event organizers reserve the right to amend these terms and conditions at any time. Sponsors will be notified of any changes, and continued participation in the event will constitute acceptance of the revised terms.

8.2 Force Majeure: In the event of circumstances beyond the control of the event organizers (e.g., natural disasters, pandemics), the organizers reserve the right to cancel or reschedule the event. Sponsors will be notified promptly of any changes.

## **9. Use of Intellectual Property:**

9.1 The Sponsor grants the Organizers the right to use the Sponsor's logos, trademarks, and other intellectual property for the purposes of promoting the event and fulfilling the sponsorship obligations.

## **10. Acceptance:**

10.1 By signing below, the Sponsor agrees to the terms and conditions outlined in this agreement and confirms that the information provided is correct.

10.2 Sponsor Information:

10.3 Company Name:

10.4 Contact Person:

10.5 Email Address:

10.6 Sponsor Signature:

11. Enquiries or follow-ups to submission of completed sponsorship application forms should be addressed to: [sadcsew@sacreee.org](mailto:sadcsew@sacreee.org)