2022 Media Portfolio

Solar Today Magazine
ASES Solar@Work E-Newsletter
ASES SOLAR Conference
ASES National Solar Tour
ASES Online Community
ASES Monthly Webinars
Tiny Watts
Corporate Sponsorship Packages
We connect the **people, information, events and resources** that cultivate **community and power progress**.

**TABLE OF CONTENTS**

**Solar Today Magazine**
- Editorial Calendar .............................................. 4
- Print Advertising Rates ..................................... 5
- Digital Advertising Rates ................................. 6

**Solar@Work E-Newsletter**
- Digital Advertising Rates ................................. 7

**SOLAR 2022 Conference**
- Overview ......................................................... 9
- Sponsorship Packages .................................. 10
- JEDI Ally Sponsorship Packages ................. 11

**National Solar Tour 2022**
- Overview ......................................................... 13
- Sponsor Benefits and Pricing .................... 14

**ASES Online Community**
- Digital Advertising Rates ................................. 15

**Webinars** ............................................................. 16

**Tiny Watts** ........................................................... 17

**Corporate Sponsorship Packages** ............. 18

**ASES MEMBERS ARE**
- Educators ................................  
- Contractors ..........................  
- Developers .......................  
- Architects .......................  
- Engineers .......................  
- Installers .......................  
- Consultants ......................  
- Policy Makers ....................  
- Researchers .....................  
- Manufacturers ...................  
- Solar Enthusiasts .................  
- Students ...........................

**MEDIA BUNDLE DISCOUNTS**

Purchase any combination of media such as **Solar Today** ads, Conference/Solar Tour sponsorships, or e-newsletter ads, and receive these discounts.

- **PURCHASE 2**—**10% OFF**
- **PURCHASE 3**—**15% OFF**
- **PURCHASE 4**—**20% OFF**
Magazine Advertising Opportunities
Solar Today magazine publishes four issues annually plus the ASES National Solar Tour Guide and National Solar Conference Program in both print and digital formats. It’s distributed to more than 45K renewable energy professionals, advocates, and end users. Additional visibility of 18K page views/month at ases.org/solartoday, plus 39K Twitter and 144K Facebook followers.

### Editorial Calendar

<table>
<thead>
<tr>
<th>Editorial Focus</th>
<th>New Products Showcase (Subject to change)</th>
<th>Bonus Distribution</th>
<th>Ad Space Deadline</th>
<th>Materials Deadline</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>SPRING</strong></td>
<td>Windows, Doors, Roofs</td>
<td></td>
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<td>Feb 1</td>
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<td></td>
<td>Products of Solar Small Businesses</td>
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<td>Feb 15</td>
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<td>Energy-Monitoring Products for Homes and Businesses</td>
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<td><strong>Solar Today</strong></td>
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<td></td>
<td>Cracking the Code: Decarbonizing the Electric Infrastructure</td>
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<td></td>
<td>Climate Change: Can We Scramble Fast Enough to Avoid Catastrophe?</td>
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<td>COP 26: What’s Next</td>
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<td>Floatovoltaics</td>
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<td>Resource Assessment</td>
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<td>Momentum in Community Solar</td>
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<td>Clean Energy JEDI’s</td>
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<td><strong>SUMMER</strong></td>
<td>Utility Scale Products</td>
<td>ASES SOLAR 2022</td>
<td>May 1</td>
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<td></td>
<td>Storage Products</td>
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<td>May 15</td>
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<td>Solar Lightbulb Products</td>
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<td><strong>Solar Today</strong></td>
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<td>Land of Enchantment: New Mexico Special Edition</td>
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<td>Solar for LMI Communities</td>
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<td>Solar Financing</td>
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<td>PV Advances</td>
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<td>Solar and Health: Water Distillation</td>
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<td>Solar Modeling</td>
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<td>The Latest Clean Energy Regulatory Policies</td>
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<td><strong>FALL</strong></td>
<td>Solar Home Products</td>
<td>Solar Power International</td>
<td>Aug 1</td>
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<td>Aug 15</td>
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<td><strong>Solar Today</strong></td>
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<td>Back to School: Training and Education for the Clean Energy Workforce</td>
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<td>Solar Education/Training in the Tribal Communities</td>
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<td></td>
<td>EVs are Ready. The grid isn't</td>
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<td></td>
<td>Planes, Trains, Automobiles, Ebikes</td>
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<td></td>
<td>DG? Utility-Scale Solar? Yes to both.</td>
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<tr>
<td></td>
<td>Grid Modernization</td>
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<tr>
<td><strong>WINTER</strong></td>
<td>Solar Powered Holiday Gifts</td>
<td>Intersolar North America</td>
<td>Nov 1</td>
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<td>Nov 15</td>
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<td><strong>Solar Today</strong></td>
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<td>Button Up and Zip It. Staying warm in winter.</td>
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<td>When Batteries Make Cents</td>
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<td>Insulation</td>
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<td>Big Sustainability: Energy Efficiency, Circular Economy Minimalism</td>
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<td>Inverters: Macro v. Micro</td>
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<td>Microgrids</td>
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<td>Solar in Production Housing</td>
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<tr>
<td><strong>SOLAR 2022 CONFERENCE PROGRAM</strong></td>
<td>Sponsor Products</td>
<td>SOLAR 2022</td>
<td>Apr 1</td>
<td>Apr 15</td>
</tr>
<tr>
<td></td>
<td>Conference Schedule</td>
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<tr>
<td></td>
<td>Speaker and Special Event Info</td>
<td></td>
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</tr>
<tr>
<td><strong>ASES AND NATIONAL SOLAR TOUR GUIDE</strong></td>
<td>Sponsor Products</td>
<td>Nationwide tour sites</td>
<td>Aug 1</td>
<td>Aug 15</td>
</tr>
<tr>
<td></td>
<td>Solar Basics</td>
<td>Panels, Inverters, Batteries</td>
<td></td>
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<tr>
<td></td>
<td></td>
<td>Nationwide tour insert, Fall Issue</td>
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</tr>
</tbody>
</table>

Interested in ad placement? Contact sales@ases.org or Phil Arndt at parndt@ases.org.
Premium Placements
Second and Third Covers: Space +$500 each
Fourth Cover: Space +$1000 each

Special Positions / $250+ Space
Solar Today guarantees a special position only for advertisers that have paid the special-position rate. Email sales@ases.org representative about availability of guaranteed premium positions.

Special Inserts
Contact sales@ases.org for more information. Frequency rates are based on number of display insertions in Solar Today Magazine contracted for in 12 consecutive months.

Print Ad Submissions
All images must be 150 DPI minimum at 100% size (300 DPI preferred). File formats accepted are PDF, TIFF, and JPEG only.

Inserts
Rates for bound-in inserts and pre-printed loose inserts are quoted individually based on production costs incurred and circulation.

AD SIZE SPECS

<table>
<thead>
<tr>
<th>Size</th>
<th>Width</th>
<th>Height</th>
</tr>
</thead>
<tbody>
<tr>
<td>Full Page (bleed)</td>
<td>8.75” (222.25mm)</td>
<td>11.125” (282.575mm)</td>
</tr>
<tr>
<td>Full Page (non-bleed)</td>
<td>7.5” (190.5mm)</td>
<td>10” (254mm)</td>
</tr>
<tr>
<td>2/3 Vertical</td>
<td>4.9167” (124.88mm)</td>
<td>9.5” (241.3mm)</td>
</tr>
<tr>
<td>1/2 Vertical</td>
<td>4.9167” (124.88mm)</td>
<td>4.75” (120.65mm)</td>
</tr>
<tr>
<td>1/2 Horizontal</td>
<td>7.5” (190.5mm)</td>
<td>4.9167” (124.88mm)</td>
</tr>
<tr>
<td>1/3 Vertical</td>
<td>2.333” (59.25mm)</td>
<td>9.5” (241.3mm)</td>
</tr>
<tr>
<td>1/4 Vertical</td>
<td>4.9167” (124.88mm)</td>
<td>3.125” (79.375mm)</td>
</tr>
<tr>
<td>Business Card</td>
<td>4.9167” (124.88mm)</td>
<td>2.375” (60.325mm)</td>
</tr>
</tbody>
</table>
The Solar Today magazine website receives on average 18K page views per month. That’s a lot of exposure!

ONLINE DIGITAL ADVERTISING RATES

RATES AND SPECS

<table>
<thead>
<tr>
<th>Ad Options</th>
<th>Size (Pixels)</th>
<th>Per Quarter</th>
<th>Annual</th>
</tr>
</thead>
<tbody>
<tr>
<td>LEADERBOARD</td>
<td>2,000 x 185</td>
<td>$5,000</td>
<td>$18,000</td>
</tr>
<tr>
<td>High Exposure</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Appears on home page and all article/sub pages (500+) directly below main nav. This is a rotator ad.</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>FEATURE BOX</td>
<td>360 x 300</td>
<td>$3,000</td>
<td>$10,000</td>
</tr>
<tr>
<td>Medium Exposure</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Appears on home page halfway down, next to featured advertiser logos. This is a rotator ad.</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>SIDEBAR BOX</td>
<td>360 x 360</td>
<td>$4,000</td>
<td>$14,000</td>
</tr>
<tr>
<td>High Volume Exposure</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Appears on every article/sub page (500+ pages). This is a rotator ad.</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>REGIONAL ROUNDPUP</td>
<td>360 x 360</td>
<td>$2,000</td>
<td>$8,000</td>
</tr>
<tr>
<td>Same placement as Advertiser Feature Box—Appears with regional focus article. One per issue of Solar Today.</td>
<td></td>
<td></td>
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</tr>
</tbody>
</table>

Interested in ad placement? Contact sales@ases.org or Phil Arndt at parndt@ases.org.

File types accepted: JPG, GIF, PNG
Solar@Work E-Newsletter is our biweekly newsletter email that reaches our 45K subscribers. Twice a month, you can send your company name and message directly into the email boxes of thousands of highly qualified buyers from the solar pro community.

**E-NEWSLETTER ADVERTISING RATES**

**Solar@Work E-Newsletter** is our biweekly newsletter email that reaches our 45K subscribers. Twice a month, you can send your company name and message directly into the email boxes of thousands of highly qualified buyers from the solar pro community.

**RATES AND SPECS**

**Frequency:** Every other week

<table>
<thead>
<tr>
<th>Ad Options</th>
<th>Size (Pixels)</th>
<th>Per Quarter</th>
<th>Annual</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>LEADERBOARD</strong> Exclusive Position: Below Masthead</td>
<td>1140 x 105</td>
<td>$4,250</td>
<td>$15,000</td>
</tr>
<tr>
<td><strong>SKYSCRAPER</strong> Three per location Position: Sidebar</td>
<td>360 x 1200</td>
<td>$3,750</td>
<td>$12,500</td>
</tr>
<tr>
<td><strong>SQUARE</strong> Two per location Position: Sidebar</td>
<td>360 x 360</td>
<td>$3,000</td>
<td>$10,000</td>
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</tbody>
</table>

File types accepted: JPG, GIF, PNG

Static ad recommended for best viewing in multiple email clients.

**DEDICATED CUSTOM EMAIL**

Great way to run a special promotion or put the word on the street! We will work with you on the email design to ensure a successful delivery.

One email sent to 45,000 renewable energy contacts: $3,500

Contact sales@ases.org or Phil Arndt at parndt@ases.org for more details. Restrictions apply.

**Materials required one week prior to publication**

Contact sales@ases.org or Phil Arndt at parndt@ases.org
Conference Sponsorship Opportunities
Sponsorships of the ASES SOLAR 2022 National Solar Conference offer visibility and brand recognition across every event associated with the conference including web, print and social media channels. They also help make this important, long-standing event possible.

**SOLAR 2022 sponsors receive exposure to thousands of solar professionals and advocates.**

Packages include prominent options for the greatest value and visibility. Sponsorships range from $1,500 to $15,000 (see next page). ASES is a nonprofit organization; sponsorships are donations and are tax deductible (except for the value of some sponsorship benefits).

**CONFERENCE ATTENDEES ARE**

Educators  Consultants  
Contractors  Policy Makers  
Developers  Researchers  
Architects  Manufacturers  
Engineers  Solar Enthusiasts  
Installers  Students  

Confirmed Speaker: Shalanda Baker, U.S. DOE

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**SPONSORSHIP BENEFITS**

- Conference-wide visibility and brand recognition
- Logo placement and company mentions across multiple events, in ASES publications, websites, social media, and more
- Opportunities to display and share information with attendees
- Tax-deductible sponsorships (considered donations to ASES, a nonprofit organization)

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**CLASSES AND EVENTS**

- Opening Reception
- Technical Sessions
- Spirit and Sustainability Forum
- Renewable Energy Facility Tours
- Solar and Renewable Workshops
- Industry Round Table
- International Solar Applications
- Chapter and Division Caucuses

- Annual Awards Banquet
- Solar Installer Training
- Annual Membership Meeting
- Poster Presentations
- Emerging Professionals
- Women in Solar Energy (WISE)
- Keynotes
- Electric Vehicle Demos

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**JUNE 21-24, 2022 | ALBUQUERQUE, NM**

**CONFERENCE OVERVIEW**

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"I value staying connected to ASES, the conference was absolutely wonderful and well run - being live and virtual simultaneously - great job! You help our cause of obsessively leading the change to a sustainable future!"

— JENIFER S., MOXIE SOLAR, SOLAR 2021 SPONSOR
CONFERENCE SPONSORSHIPS

PLATINUM $15,000 (3 available)
• “Solar Superstar Sponsor” title designation on all conference outreach
• Tier 1 logo on ASES SOLAR 2022 website and high impact placement at conference
• Dedicated press release through PR Newswire
• Eight social media promotions (two each on LinkedIn, Facebook, Instagram and Twitter)
• Eight complimentary VIP conference registrations
• Sponsor advertisement in Solar Today full page in spring and summer 2022 editions
• Interactive exhibit booth in person or online
• Live or video presentation at Industry Round Table during the conference
• Recognition at keynotes sessions and ASES events during the conference
• Attendee contact list

GOLD $10,000 (5 available)
• Tier 2 logo on ASES SOLAR 2022 website and high impact placement at conference
• Four social media promotions (one each on LinkedIn, Facebook, Instagram and Twitter)
• Five complimentary conference registrations
• Sponsor ad in Solar Today full page in spring and summer 2022 editions
• Interactive exhibit booth in person or online
• Live or video presentation at Industry Round Table during the conference
• Recognition at plenaries and ASES events during the conference
• Attendee contact list

SILVER $5,000 (10 available)
• Tier 2 logo on ASES SOLAR 2022 website
• Four social media promotions (one each on LinkedIn, Facebook, Instagram and Twitter)
• Two complimentary conference registrations
• Sponsor advertisement in Solar Today half-page ad in spring and summer 2022 editions
• Interactive exhibit booth in person or online
• Live or video presentation at Industry Round Table during the conference
• Recognition at plenaries and ASES events during the conference
• Attendee contact list

BRONZE $1,500 (10 available)
• Tier 3 Logo on ASES SOLAR 2022 website
• One complimentary conference registration
• Live or video presentation at Industry Round Table during the conference

JEDI $3,500 (5 available)
• Supports Justice Equity Diversity and Inclusion conference scholarships for five low-income applicants
• Tier 3 Logo on ASES SOLAR 2022 website
• One complimentary conference registration
• Live or video presentation at Industry Round Table during the conference

Sponsor Commitment Deadline: May 1, 2022
Contact sales@ases.org or Phil Arndt at parndt@ases.org
**JEDI ALLY SPONSORSHIPS**

- JEDI Ally logo/name on ASES JEDI and/or NMSEA web page
- One complimentary conference registration
- Optional presentation during the SOLAR 2022 Industry Roundtable at the annual National Solar Conference or ASES Webinar

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Supporting Justice, Equity, Diversity, and Inclusion (JEDI) in the renewable energy landscape. Allies can be individuals or organizations/businesses. These are targeted contributions. Please choose a specific initiative:

- Provide scholarships for BIPOC (Black, Indigenous, and People of Color) students in renewable energy.
- Provide internships for low-income students in renewable energy.
- Include more communities of color in the National Solar Tour.
- Provide micro-grants for global majority communities.
- Partner with ASES chapters to support programs that support BIPOC communities.
- Use ASES webinars to highlight initiatives that advance JEDI initiatives.
- Supports JEDI SOLAR 2022 conference scholarships for three low-income/student applicants.
- Support towards operating cost for educators who will instruct solar technology using the Sun Chaser Educational Tool to New Mexico Elementary school students.*
- Support towards operating cost for educators who will instruct solar technology using the Sun Chaser Educational Tool to New Mexico Middle School students.*
- Support towards operating cost for educators who will instruct solar technology using the Sun Chaser Educational Tool to New Mexico High School students.*
- Support towards operating cost for educators who will instruct solar technology using the Sun Chaser Educational Tool to indigenous students in American Indian Schools located in New Mexico.*

* [nmsolar.org/sun-chaser-2020](http://nmsolar.org/sun-chaser-2020)

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**Sponsor Commitment Deadline: May 1, 2022**

Contact sales@ases.org or Phil Arndt at parndt@ases.org
ASSES NATIONAL
SOLAR TOUR

Sponsorship Opportunities
The largest grassroots solar, renewable energy and sustainable living event in the U.S. takes place every October in conjunction with Energy Awareness Month. From October 1–2, 2022, hundreds of people across the nation will show off their solar homes and businesses. During this weekend, solar owners and supporters will have a chance to connect, ask and answer questions, and participate in a nationwide virtual and in-person solar experience.

AT-A-GLANCE

- Date: October 1-2, 2022
- Virtual and In-Person
- 1,500+ solar homes and businesses
- 20K+ attendees
- Best practices
- Cost savings
- Energy efficiency
- Carbon reduction
- Grid stability
- Energy solutions

Why Sponsor the National Solar Tour?

- Reach people ready to make an investment in solar and energy efficiency
- Nationwide visibility and brand recognition
- Exposure across multiple events, programs, web, social media, and more
- Tax-deductible sponsorships (considered donations to ASES, a non-profit organization)
- Legacy of commitment to stronger, more energy-stable communities, people and business

Sustainable living is not only good for the planet, it’s good for our wallets. The National Solar Tour offers families an opportunity to have meaningful conversations with friends and neighbors who’re reaping the benefits of renewable energy and energy efficiency every day. It’s a great way to get an up-close and personal perspective on how easy it can be to live the green life—and how rewarding.

– ED BEGLEY, JR.
Sponsorships make this important event possible and have a tangible impact on an individual and community-wide basis.

### Sponsor Commitment Deadline: August 15, 2022

Contact sales@ases.org or Phil Arndt at parndt@ases.org

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**National Solar Tour Attendees are Ready to go Solar!**

- **76% of tour attendees** surveyed confirmed they are definitely or very likely to purchase and install solar or energy efficient systems after attending the Solar Tour.

- **33% of tour attendees** state that they **plan to invest** in these technologies within the next year and **51%** within two years.

- **49%** have household incomes of **$75k or more.**
The ASES Online Community website is visible to **15K+** ASES community members and the general public.

### RATES AND SPECS

<table>
<thead>
<tr>
<th>Ad Options</th>
<th>Size (Pixels)</th>
<th>Location</th>
<th>Per Quarter</th>
<th>Annual</th>
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</thead>
<tbody>
<tr>
<td><strong>HOME PAGE LEADERBOARDS</strong></td>
<td>962 x 125</td>
<td>Homepage only</td>
<td>$3,000</td>
<td>$10,000</td>
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<tr>
<td><strong>INTERIOR PAGE LEADERBOARDS</strong></td>
<td>962 x 125</td>
<td>Interior Pages only</td>
<td>$1,500</td>
<td>$5,000</td>
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</tbody>
</table>

File types accepted: JPG, PNG

Interested in ad placement? Contact sales@ases.org or Phil Arndt at parndt@ases.org.
# ASES

## MONTHLY WEBINAR SERIES

### SPONSORSHIP PACKAGES

<table>
<thead>
<tr>
<th>Package Type</th>
<th>Cost</th>
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<tbody>
<tr>
<td><strong>SUPPORT ASES TECHNICAL DIVISIONS</strong></td>
<td>$5,000</td>
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<tr>
<td>Exclusive sponsorship of one Webinar in the ASES Monthly Webinar Series and receive recognition alongside quality content viewed by thousands of solar professionals. Optional opportunity to provide guest panelists. ASES will mention your company and/or product, share a graphic or logo live during the introduction of the webinar. The webinar is also recorded and placed on ASES’s YouTube account that has hundreds of subscribers and for public viewing.</td>
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<table>
<thead>
<tr>
<th><strong>SIX MONTH SERIES</strong></th>
<th>$10,000</th>
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<tbody>
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<td>Sponsor six webinars in the ASES Monthly Webinar Series and receive recognition alongside quality content viewed by thousands of solar professionals. ASES will mention your company and/or product, share a graphic or logo live during the introduction of the webinars. Optional opportunity to provide guest panelists for one webinar. The webinars are also recorded and placed on ASES’s YouTube account that has hundreds of subscribers and for public viewing.</td>
<td></td>
</tr>
</tbody>
</table>

Interested in sponsorship? Contact sales@ases.org or Phil Arndt at parndt@ases.org.
Tiny Watts is a community of people that are engaged with using small solar powered devices, sharing stories, tricks, tips, and the joy in the using a self-sufficient tools powered by the sun. This includes, but is not limited to, solar cooking, solar charging devices, solar powered lighting, solar-powered sensors/cameras, solar toys, and a community of builders/creators that are using solar to create tools/art for the community.

A variety of engagement platforms:
- An online energy calculator to track use to Tiny Watts devices
- Social media communities sharing stories and engaging with the community
- An discussion board for reviewing products and to share calls for action
- A store selling Tiny Watts goods
- A blog telling stories of how to use Tiny Watts

Now is a great time to become a founding sponsor of Tiny Watts.

Become a founding sponsor and display your products at SOLAR 2022. And continue to be recognized for your ongoing support.

**FOUNDING SPONSOR**

$5,000

**TINY SPONSOR**

< $5,000

ases.org/tinywatts

Send materials to sales@ases.org or Phil Arndt at parndt@ases.org.
CORPORATE SPONSORSHIPS

These can be general or targeted to support the initiative of your choice:

Justice, Equity, Diversity, and Inclusion (JEDI) in Solar

Young Professionals in Solar: Mentorships, Internships, Scholarships

Zero Emissions Network (ZEN)

TERAWATT $50,000

- Tier 1 logo on ASES website for 12 months and high impact placement at the annual National Solar Conference
- Dedicated press release through PR Newswire
- Eight social media promotions (two each on LinkedIn, Facebook, Instagram and Twitter)
- Eight complimentary VIP annual National Solar Conference registrations
- Advertisement in Solar Today - full page in four editions
- Interactive exhibit booth in person and/or online at the annual National Solar Conference
- Live or video presentation during the Industry Roundtable at the annual National Solar Conference or an ASES Webinar
- Recognition at keynotes sessions and ASES events during the annual National Solar Conference
- Logo added to the annual National Solar Conference sponsor reel
- Logo printed in the annual National Solar Tour brochure

GIGAWATT $35,000

- Tier 2 logo on ASES website for 12 months and high impact placement at the National Solar Conference
- Six social media promotions (mix of posts on LinkedIn, Facebook, Instagram and Twitter)
- Five complimentary National Solar Conference registrations
- Advertisement in Solar Today - full page in two editions
- Interactive exhibit booth at the National Solar Conference in person and/or online
- Live or video presentation during the Industry Roundtable at the National Solar Conference or ASES Webinar
- Logo added to the annual National Solar Conference sponsor reel
- Recognition at keynotes sessions at the National Solar Conference
- Logo printed in the annual National Solar Tour brochure

(Continued on next page)
## CORPORATE SPONSORSHIPS

### MEGAWATT

**$20,000**

- Tier 3 logo on ASES website for 12 months and high impact placement at the National Solar Conference
- Four social media promotions (one each on LinkedIn, Facebook, Instagram and Twitter)
- Two complimentary conference registrations
- Advertisement in *Solar Today* - full page ad in one edition
- Interactive exhibit booth in person and/or online at the National Solar Conference
- Live or video presentation during the annual National Solar Conference or ASES Webinar
- Logo added to the annual National Solar Conference sponsor reel
- Logo printed in the annual National Solar Tour brochure

### KILOWATT

**$10,000**

- Tier 4 logo on ASES website for 12 months and high impact placement at the National Solar Conference
- One complimentary conference registration to the annual National Solar Conference
- Interactive exhibit booth in person and/or online at the National Solar Conference
- Logo added to the annual National Solar Conference sponsor reel
- Logo printed in the annual National Solar Tour brochure

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*The ASES ZEN team supported the development of Jack’s Solar Garden in Longmont, Colorado and provided community solar subscriptions to low-income neighbors.*

Send inquiries to sales@ases.org or Phil Arndt at parndt@ases.org.