

## Sponsorship details

# African Banker

## AWARDS

# 2008

**Celebrating success  
in African banking**

IC Publications, publisher of *African Banker* magazine, is delighted to announce the 2nd *African Banker Awards* which will take place on 10th October 2008 at the Willard Intercontinental Hotel in Washington DC, during the World Bank/IMF annual meetings.

The *African Banker Awards* are designed to recognise the reforms, rapid modernisation, consolidation, integration and expansion of African Banking.

Last year, Africa's top bankers, finance ministers, governors of central banks and industry leaders gathered to honour the continent's best bankers. A total of 15 awards were presented at the glittering ceremony. The distinguished panel of judges who selected the winners in each category included Nkosana Moyo (Managing Partner, Actis Capital, London), Bineta Diop (Executive Director, Femmes Africa Solidarité, Swit-

zerland), Virginia Anohu (Vice Chairman/CEO, MGSL, Nigeria), Omari Issa (CEO, Investment Climate Facility, Tanzania) and Koosum Kalyan (Chairman, G8 Business Action for Africa).

The winners came from all regions of the African continent and the distinguished guests included representatives from all of the top African banks, international banks working with Africa, financial institutions, intergovernmental organisations and development agencies involved in the continent, Ministers of Finance and Governors of Central Banks from across Africa, African diplomats and African business leaders. Leading media such as the *New York Times*, the *Financial Times*, *Reuters* and *CNBC Africa* covered the event. This year's event aims to attract even more coverage and visibility through various partnerships with leading institutions and media.

AFRICAN  
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BusinessinAfrica Events  
Creating Opportunities for Business

## Why sponsor the African Banker Awards?

The *African Banker Awards* will help to establish the corporate identity of the leading financial institutions in Africa and to give credit to the most successful bankers in the continent. Sponsoring these prestigious awards will provide your company with a number of invaluable benefits.

### Strengthen your brand

The event provides a great platform to strengthen your brand awareness and assert your corporate values in front of the international banking and finance community. The awards will enable your company to be associated with the biggest strategic initiative designed to promote best practices in African banking and finance.

### Be part of the action

Your representatives will build and maintain contacts with our guests, key players in the national and international banking, business and investment community. The awards are a unique opportunity to target a high profile banking, finance and investment audience including leading policy-makers, regulators, consultants, diplomats, academics, and government officials.

### Support Africa's growth

Sponsoring the *African Banker Awards* will show your corporate commitment and support to ensuring the successful transformation of banking and financial services in Africa.

### Your benefits

Your corporation will receive full recognition and its name and logo will benefit from considerable visibility across a variety of media channels:

- Throughout our best-selling magazines, *African Banker*, *African Business*, *New African*, *The Middle East* and our newsletters including *Banque Afrique*
- In all promotional material, the official event brochure and both pre- and post-event reports
- In all documents distributed as part of our material during the *African Banker Awards*
- On the *African Banker Awards* website and the group's various websites, as well as that of our partners
- Through substantial media coverage (TV, print magazines, radio and internet sites)

**For more information, please contact IC Publications on [awards@africasia.com](mailto:awards@africasia.com) +44 20 78413210**

**[www.africanbankerawards.com](http://www.africanbankerawards.com)**

## The African Banker Awards Sponsorship Opportunities

### **Platinum\* (US\$100,000)**

- Sponsor's corporate branding on all publicity material and international press advertisements
- Full corporate branding on the web (Award website and the group websites)
- Corporate banner displayed in the dining area\*\*
- Pop-up stand and exhibition space for corporate display
- Sponsor's corporate branding on bags distributed to all the guests at the ceremony\*\*
- Sponsor's marketing literature and promotional material (business diary, pen, business card holder, electronic calculator etc) in all delegate bags
- Recognition as the official sponsor with multimedia presentation of sponsor's business activity (video clip)
- Speaker opportunity for CEO
- Presentation of an award by CEO
- Joint press release sent to IC Publications database\*\*
- Organisation of interviews with leading media
- Full media coverage in all IC Publications
- Official sponsor contact meetings
- Table for 10 guests at the Gala Dinner
- Advert in *African Banker Magazine*
- Advert in *African Business Magazine*

### **Gold (US\$75,000)**

- Sponsor's corporate branding on all publicity material and international press advertisements
- Full corporate branding on the web (Award website and the group websites)
- Pop-up stand and exhibition space for corporate display
- Sponsor's marketing literature and promotional material (business diary, pen, business card holder, electronic calculator etc) in all delegate bags
- Recognition as the official sponsor with multimedia presentation of sponsor's business activity (video clip)
- Speaker opportunity for CEO
- Presentation of an award by CEO
- Organisation of interviews with leading media Full media coverage in all IC Publications
- Official sponsor contact meetings
- Table for 10 guests at the Gala Dinner
- Advert in *African Banker Magazine*

### **Silver (US\$50,000)**

- Sponsor's corporate branding on all publicity material and international press advertisements
- Full corporate branding on the web (Award website and the group websites)
- Pop-up stand and exhibition space for corporate display
- Sponsor's marketing literature in all delegate bags
- Official live recognition and presentation of sponsor's business activity by CEO
- Presentation of an award by CEO
- Full media coverage in all IC Publications
- Official sponsor contact meetings
- Table for 10 guests at the Gala Dinner

### **Bronze (US\$35,000)**

- Sponsor's corporate branding on all publicity material and international press advertisements
- Full corporate branding on the web (Award website and the group websites)
- Sponsor's marketing literature in all delegate bags
- Official live recognition and presentation of sponsor's business activity by CEO
- Presentation of an award by CEO
- Full media coverage in all IC Publications
- Complimentary seats for five guests at the Gala Dinner

\*Only one Platinum sponsorship will be sold, giving the sponsor unique visibility and recognition.

\*\* Exclusive to Platinum Sponsor