

# African Business Awards

2008

## SPONSORSHIP FORM

**The first *African Business Awards* are designed to recognise excellence in Business achievement, innovation and success in Africa.**

The awards will help to establish the corporate identity of the leading companies in Africa and to give credit to the most successful business people in the continent.

There are many sponsorship opportunities for companies wishing to associate themselves with these prestigious awards. The *African Business Awards* are a highly appropriate opportunity to target a specific high profile business and investment audience including leading policy makers, regulators, consultants, diplomats, academics, and government officials.

### **Strengthen your brand**

Through this unique event, we provide a great occasion to strengthen your brand's awareness and assert your corporate values in the international business community and enable your company to be associated with the one of the biggest strategic initiatives designed to promote global best practices in African business.

### **Be part of the action**

Your delegates to the Award ceremony will build and maintain contacts with our guests, key players in the national, international, global business community. These contacts can prove invaluable for new deals and investment ventures.

### **Support Africa's growth**

The *African Business Awards* present a unique occasion to demonstrate your corporate commitment and support to ensuring a successful transformation of businesses in Africa.

### **Your benefits**

Your corporation's name and logo will:

- ★ receive full recognition in the Awards brochure and post event special reports, including adverts in *African Business*, *New African*, *African Banker* and *New African, le Magazine de l'Afrique*.
- ★ appear on all publicity materials including national and international communication channels namely TV, print magazines, radio and internet sites.
- ★ be reproduced in documents to be distributed as part of our Awards material during the *African Business Awards* to business people, bankers, diplomats, academics, government officials, media and policy making delegates.
- ★ appear on the websites of *African Business* and of our partners.

**African  
BUSINESS**



**BusinessinAfrica Events**

Creating Opportunities for Business

## SPONSORSHIP CATEGORIES

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

#### **Platinum level covers:**

- ★ Sponsor's corporate branding on all publicity material and international press advertisements.
- ★ Venue branding, and sponsor's marketing literature in all delegate conference packs that include complimentary business diary, pen, business card holder, electronic calculator etc.
- ★ Speaker opportunity and complementary guest places
- ★ Recognition of the official sponsor at the Awards ceremony and presentation of the sponsor's business
- ★ Presentation of Awards
- ★ Official sponsor contact meetings management
- ★ Exhibition space for corporate display
- ★ Organisation of media appearances and interviews
- ★ Full media coverage in all our publications
- ★ Two tables for 8 guests at the Gala Dinner

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

#### **Gold level covers:**

- ★ Sponsor's brand recognition in all event publicity and promotional materials
- ★ Conference multimedia presentation of sponsor's business activity
- ★ Speaker opportunity and complimentary guest places
- ★ Official live recognition and presentation of sponsor's business activity
- ★ Presentation of Awards
- ★ Official sponsor contact meetings management
- ★ Exhibition space for corporate display
- ★ Organisation of media appearances and interviews
- ★ One table for 6 guests at the Gala Dinner

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

#### **Silver level covers:**

- ★ Branding recognition
- ★ Speaker opportunities
- ★ Official live recognition and presentation of sponsor's business activity
- ★ Presentation of Award
- ★ Official sponsor contact meetings management
- ★ Exhibition space for corporate display
- ★ Complimentary seats for 4 guests at the Gala Dinner

### **BRONZE** (US\$30,000)

#### **Bronze level covers:**

- ★ Branding recognition
- ★ Official live recognition and presentation of sponsor's business activity
- ★ Presentation of Award
- ★ Official sponsor contact meetings management
- ★ Complimentary seats for 2 guests at the Gala Dinner

For more information, please contact IC Publications on [awards@africasia.com](mailto:awards@africasia.com) or phone + 44 20 7841 3210