

## SPONSORSHIP PACKAGES - ICT4D Conference 2020

Benefits	Diamond \$50,000	Platinum \$25,000	Gold \$15,000	Silver \$10,000	Bronze \$5,000	Regional** \$5,000
<b>Speaking*</b>						
Plenary Session (morning session, 20mins, whole audience of app. 800+ ppl)	✓	✓				
Executive Session (closed-door, app. 60-80 C-level or VIPs)	Speaking	Invitation to attend	Invitation to attend			Invitation to attend
<b>Join existing Big Discussion Panel</b> (ballroom, audience of 200-300 ppl, 45-90mins)	✓	✓	✓			
Conference Track session (sessions for audience of up to app. 40-60 ppl)	✓	✓	✓	✓	✓	✓
Personalized Side Event/ Workshop (invitation only, own branding option)	✓					
Webinar participation (online, date TBC)	✓	✓	✓			
<b>Exhibition</b>						
Complimentary Exhibition space (space only, table & chairs – bring your own backdrop/banners) <i>- if no exhibition is required, an additional speaking slot at any non-plenary session can be added-</i>	6x2m Preferred position	6x2m Preferred position	3x2m	3x2m		3x2m
Demonstration Stage	✓	✓	✓			
<b>Branding/ Recognition</b>						
Recognition in conference materials (emails, articles, on-site brochure, banners)	✓	✓	✓	✓	✓	✓
Logo, link and organization profile on the Conference website	✓	✓	✓	✓	✓	✓
Recognition in opening/closing remarks at the plenary	✓	✓				
Prominent branding and message in both pre-event and post event emails	✓					
Distribution of info material or gift to the audience (either via bag or seat drop)	✓	✓				
<b>Media/ Outreach</b>						
Inclusion in Press Releases	✓	✓	✓	✓	✓	✓
Dedicated press article by Press Agency, published on website and promoted to the media	2	1				
Press event & introduction to journalists	✓	✓				
Social Media campaign (personal or general – via Twitter & LinkedIn)	Personal	Personal	General	General	General	General
Option to submit editorial articles (e.g. case study, research) to be published on event website and via social media (last April 2, 2020)	5	5	3	2	1	1
On-site video interview	✓	✓	✓			

<b>Networking</b>						
Complimentary passes to attend the ICT4D Conference (April 21-23, 2020)	6	4	4	3	2	2
10% discount of additional passes to attend the Conference	√	√	√	√	√	√
Complimentary passes for Nigeria-based VIPs to be invited on their behalf (need to meet VIP criteria)	10	5	2			
Assistance from the Organizing team to arrange one-to-one meetings with key attendees	10	5				
Hospitality suite onsite for private meetings	√					
Access to Conference Attendee list before the Conference and full list after the event (name, job title, organization, location – no contact details)	√	√	√	√	√	√

*\*All speaking opportunities and sessions are open to public unless stated otherwise, and as agreed with Conference Manager.*

*\*\*The Regional Sponsorship package is only available for regional organizations with their Head Office and origin in Nigeria or other West African countries: Benin, Burkina Faso, Cabo Verde (Cape Verde), Côte d'Ivoire (Ivory Coast), The Gambia, Ghana, Guinea, Guinea-Bissau, Liberia, Mali, Mauritania, Niger, Senegal, Sierra Leone and Togo. As defined by the United Nations on [https://en.wikipedia.org/wiki/West\\_Africa](https://en.wikipedia.org/wiki/West_Africa). International businesses and iNGOs are excluded from this option regardless of their location.*

## **Other Sponsorship Options:**

### **Thought leader \$15,000**

Same as Gold package, but instead of participating in a Big Discussion session become the leader of a key session on a specific ICT4D theme/ innovation. Design the topic, session abstract and speaker panel together with the Conference/Agenda Manager; assist in inviting the speakers and managing the session on the day. (ballroom, audience of 200-300 ppl, 45-90mins)

Topics available: Digital ID, Donor Panel, Youth engagement, ICT for Plant Health, AI and ML, Data Protection

### **Internet Sponsor**

Same as Silver package

In-kind donation of broadband access during April 20-24, 2020, at the Sheraton Abuja Hotel, for up to 1000 devices.

Specific brief with technical requirements in separate document

### **VIP Sponsor \$15,000**

Same as Bronze sponsor level

Includes sponsorship of 10 VIP passes for senior representatives of government, instructional donors, etc. (individuals need to meet VIP criteria)

Plus, up to \$3,000 in expenses (travel, accommodation), or 20 passes and no expenses

Includes branding in VIP lounge and introductions to VIPs in the lounge

### **Entrepreneurial Area \$5,000**

Sponsor of poster session area for up to 10 Nigerian entrepreneurs to display their ICT4D innovations (est. cost ca \$1,000 plus expo space)

We assist with Call for entrepreneurs and facilitate the selection process with the sponsor

Includes 10 complimentary tickets for entrepreneurs to attend the full conference (direct cost ca \$2,000)  
Branding in entrepreneur area and announcement in plenary

**Youth Engagement Sponsor \$4,000**

Sponsor attendance of 10 youth category attendees/speakers (direct cost ca \$2,000), Plus up to \$1,500 in expenses (e.g. \$150 stipend each for travel)

**Networking Drinks Sponsor / Launch Party \$10,000**

2 drinks vouchers p/person, snacks and deco (ca \$8,000 direct costs)

Includes max 7mins welcome speech from the demonstration stage (exhibition area/ main foyer)

Branding and option to distribute info material or giveaway to all participants (either chair-drop or conference bag)

**Non-Sponsor Options:**

- **Personalized Side Event** (invitation only, optional catering, own branding): \$10,000+ (depending on room and catering requirements)
- **Consortium Partner:** min 250 hours labor & substitute with cash donation

For more information on any of the above ICT4D Conference sponsorship packages, email [sponsorship@ict4dconference.org](mailto:sponsorship@ict4dconference.org)