



# AFRICAN BUSINESS AWARDS 2010 SPONSORSHIP OPPORTUNITIES

## LONDON 2010

The African Business Awards are a key date on the African business calendar, for the continent's corporate elite and successful entrepreneurs. The continuing enthusiasm and confidence of investors in Africa, from Beijing to Berlin, is clear demonstration of the growing global interest in business on the continent. As an official sponsor of this unique occasion, your company will gain rare access to one of the few occasions in the year where Africa's business leaders, decisions-makers and opinion-formers will meet to network on a night of recognition and celebration!



## PLATINUM SPONSOR

**EARLY BIRD RATE CARD - €42,000**  
**FULL RATE CARD - €56,700**

- Official CEO opening speech (exclusive)
- CEO Award presentation opportunity
- Corporate logo signage on all pre-event email alerts (English and French)
- Full corporate logo signage on the official African Business Awards website
- Corporate logo signage on IC Events website
- Joint press and media release sent to African Business Awards invitee database (English and French)
- 1 x Corporate banner displayed in the Gala Dinner ballroom
- 1 x 'Pop-up' stand displayed in registration and ballroom
- Sponsor-produced and branded official African Business Awards 'Goodie Bags' distributed to all guests (exclusive)
- 2 x Sponsor's marketing literature and promotional material distributed in all 'goodie bags' (diary, pen, card holder, currency convertor etc.)
- Recognition as an official 'platinum sponsor' of African Business Awards 2010 (exclusive)
- 1 x 2min Corporate promotional video, played during the African Business Awards Ceremony
- Organisation of interviews with leading broadcast and press media
- 1 x reserved table for 10 guests at the Gala Dinner
- 1 x full colour page advertisement in the official African Business Awards brochure
- 1 x full colour page advertisement in African Business magazine (publication date: 28 July 2010 - English and French editions)
- 1 x banner (rotational) advertisement signage on African Business website – until 30 days after close of event
- Provision of African Business Awards attendees database\*
- 1 x 50 word company synopsis in official African Business Awards brochure
- Logo signage in official African Business Awards brochure

## GOLD SPONSOR

**EARLY BIRD RATE CARD - € 33,000**  
**FULL RATE CARD - € 50,800**

- CEO award presentation opportunity
- Corporate logo signage on all pre-event email alerts
- Full corporate logo branding on the African Business Awards official website
- 1 x Corporate banner displayed in the Gala Dinner ballroom
- 1 x 'Pop-up' stand displayed in Gala Dinner ballroom area only
- 1 x Sponsor's marketing literature and promotional material distributed in all 'goodie bags' (diary, pen, card holder, currency convertor etc.)
- Recognition as an official 'gold sponsor' of African Business Awards 2010
- 1 x 2min Corporate promotional video, played during the African Business Awards ceremony
- Organisation of interviews with leading broadcast and press media
- 1 x reserved table for 10 guests at the Awards Ceremony Gala Dinner
- 1 x full colour page advertisement in the official African Business Awards brochure
- 1 x ½ full colour page advertisement in African Business magazine (publication date: 28 July 2010 English and French editions)
- 1 x banner (rotational) advertisement signage on African Business website – until 30 days after close of event
- Provision of African Business Awards attendees database\*
- 1 x 50 word company synopsis in official African Business Awards Brochure
- Logo signage in official African Business Awards brochure



# PREMIER ASSOCIATE SPONSOR

**EARLY BIRD RATE CARD - € 22,000**  
**FULL RATE CARD - € 33,860**

- CEO Award presentation opportunity
- Corporate logo signage on all pre-event email alerts (English and French)
- Full corporate logo signage on the official African Business Awards website
- 1 x Sponsor's marketing literature and promotional material distributed in all 'goodie bags' (diary, pen, card holder, currency convertor etc.)
- Recognition as an official 'premier associate sponsor' of African Business Awards 2010
- 1 x 2min Corporate promotional video, played during the African Business Awards ceremony
- Complimentary seats for 5 guests at the Gala Dinner
- 1 x full colour page advertisement in the official African Business Awards brochure
- Provision of African Business Awards attendees database\*
- 1 x 25 word company synopsis in official African Business Awards brochure
- Logo signage in official African Business Awards brochure

# ASSOCIATE SPONSOR

**EARLY BIRD RATE CARD - € 15,500**  
**FULL RATE CARD - € 23,700**

- CEO award presentation opportunity
- Corporate logo signage on all pre-event email alerts
- Full corporate logo signage on the official African Business Awards website
- 1 x Sponsor's marketing literature and promotional material distributed in all 'goodie bags' (diary, pen, card holder, currency convertor etc.)
- Recognition as an official associate sponsor of African Business Awards 2010
- Complimentary seats for 5 guests at the Gala Dinner
- Provision of African Business Awards attendees database\*
- Logo signage in official African Business Awards brochure
- 1 x Corporate literature placed on Gala Dinner table



## A LA CARTE MENU

	EARLY BIRD	FULL RATE
Corporate logo signage on all pre-event email alerts	€ 1,650	€ 2,300
Full corporate logo signage on the official African Business Awards website	€ 1,800	€ 2,400
Corporate logo signage on IC Events website	€ 1,500	€ 2,025
Joint press release sent to African Business Awards invitee and press database	€ 2,100	€ 2,840
1 x Corporate banner displayed in the Gala Dinner ballroom	€ 3,600	€ 4,850
1 x 'Pop-up' stand displayed in registration and Gala Dinner ballroom	€ 2,700	€ 3,650
1 x Sponsor's marketing literature and promotional material distributed in all 'goodie bags' (diary, pen, card holder, currency convertor etc.)	€ 2,200	€ 3,000
1 x 2min Corporate promotional video, played during the African Business Awards Ceremony	€ 3,200	€ 4,300
Organisation of interviews with international leading broadcast and press media	€ 3,500	€ 4,700
1 x reserved table for 10 guests at the Awards Ceremony Gala Dinner	€ 2,500	€ 3,300
1 x full colour page advertisement in the official African Business Awards brochure and 1 x full colour page advertisement in African Business magazine (publication date: 28 July 2010)	€ 6,500	€ 8,800
1 x banner (rotational) advertisement signage on African Business website	€ 2,100	€ 2,840
Provision of African Business Awards attendees database*	€ 3,600	€ 4,860
1 x 50 word company synopsis in official African Business Awards brochure and logo signage in official African Business Awards brochure	€ 2,000	€ 2,700

\* as per data protection act

**EARLY BIRD SPONSORSHIP CLOSING 18<sup>TH</sup> DECEMBER 2009**



IC EVENTS

TO DISCUSS MORE SPONSORSHIP OPPORTUNITIES  
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