



# AFRICAN BANKER AWARDS 2010 SPONSORSHIP OPPORTUNITIES

## WASHINGTON DC, 8<sup>TH</sup> OCTOBER 2010

The African Banker Awards is the leading event for African banking taking place every year during the IMF/World Bank Annual Meeting. The event brings together key players engaged in Africa's banking industry and financial sector. The African Banker Awards is a superb networking platform. During the awards ceremony the global banking and business community will have the chance to meet representatives from the top banks and financial institutions in Africa and discuss the latest developments in the ever changing financial market.

# PLATINUM SPONSOR

**TOTAL COST - \$ 75,000**

- Official CEO 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 Banker Awards website
- Corporate logo signage on IC Events website
- Joint press and media release sent to African Banker Awards invitee database (English and French)
- 2 x hanging banners displayed in the Cocktail reception area
- 'Pop-up' stand displayed in cocktail reception and ballroom
- Sponsor-produced and branded official African Banker 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 Banker Awards 2010 (exclusive)
- 1 x 2min Corporate promotional video, played during the African Banker 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 Banker Awards brochure
- 1 x full colour page advertisement in October's African Banker magazine (publication date: 3<sup>rd</sup> September 2010 - English or French editions)
- 1 x banner (rotational) advertisement signage on African Banker website – until 30 days after close of event
- Provision of African Banker Awards attendees database\*
- 1 x 200 word company synopsis in official African Banker Awards brochure
- Logo signage in official African Banker Awards brochure

# GOLD SPONSOR

**TOTAL COST - \$ 55,000**

- CEO award presentation opportunity
- Corporate logo signage on all pre-event email alerts
- Full corporate logo branding on the African Banker Awards official website
- 2 x hanging banners displayed in the Cocktail reception area
- 1 x 'Pop-up' stand displayed in the Cocktail reception area
- 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 Banker Awards 2010
- 1 x 2min Corporate promotional video, played during the African Banker 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 Banker Awards brochure
- 1 x full colour page advertisement in African Banker magazine (publication date: 3<sup>rd</sup> September 2010 English or French editions)
- 1 x banner (rotational) advertisement signage on African Banker website – until 30 days after close of event
- Provision of African Banker Awards attendees database\*
- 1 x 200 word company synopsis in official African Banker Awards Brochure
- Logo signage in official African Banker Awards Brochure

\* As per data protection act

# PREMIER ASSOCIATE SPONSOR

**TOTAL COST - \$ 30,000**

- CEO Award presentation opportunity
- Corporate logo signage on all pre-event email alerts (English and French)
- Full corporate logo signage on the official African Banker 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 Banker Awards 2010
- Complimentary Awards ceremony seats for 5 guests at the Gala Dinner
- 1 x full colour page advertisement in the official African Banker Awards brochure
- 1 x full colour page advertisement in October's African Banker magazine (publication date: 3<sup>rd</sup> September 2010 - English or French editions)
- Provision of African Banker Awards attendees database\*
- 1 x 100 word company synopsis in official African Banker Awards brochure
- Logo signage in official African Banker Awards brochure
- Pop-up banners in the registration and ballroom area

# ASSOCIATE SPONSOR

**TOTAL COST - \$ 15,000**

- CEO award presentation opportunity
- Full corporate logo signage on the official African Banker 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 Banker Awards 2010
- Complimentary seats for 5 guests at the Gala Dinner
- Logo signage in official African Banker Awards brochure
- 1 x 100 word company synopsis in official African Banker Awards brochure
- 1 x full colour page advertisement in the official African Banker Awards brochure

\* As per data protection act

# A LA CARTE MENU

## FULL RATE

Corporate logo signage on all pre-event email alerts	\$ 2,300
Full corporate logo signage on the official African Banker Awards website	\$ 2,400
Corporate logo signage on IC Events website	\$ 2,025
Joint press release sent to African Banker Awards invitee and press database	\$ 2,840
1 x Corporate banner displayed in the Cocktail reception area	\$ 4,850
1 x 'Pop-up' stand displayed in the registration and Cocktail reception area	\$ 3,650
1 x Sponsor's marketing literature and promotional material distributed in all 'goodie bags' (diary, pen, card holder, currency convertor etc.)	\$ 3,000
1 x 2min Corporate promotional video, played during the African Banker Awards ceremony	\$ 5,000
Organisation of interviews with international leading broadcast and press media	\$ 7,000
1 x reserved table for 10 guests at the Gala Dinner	\$ 3,000
1 x full colour page advertisement in the official African Banker Awards brochure and 1 x full colour page advertisement in African Banker magazine (in English or French.)	\$ 10,000
1 x banner advertisement signage on African Banker website	\$ 2,840
1 x 150 word company synopsis in official African Banker Awards brochure and logo signage in official African Banker Awards brochure	\$ 2,700



TO DISCUSS MORE SPONSORSHIP OPPORTUNITIES  
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