

# SPONSOR PACKAGES

		PLATINUM (EXCLUSIVE)	GOLD	WELCOME RECEPTION (EXCLUSIVE)	SILVER	ASSOCIATE SPONSOR
COMPANY PROMOTION	Recognition as official sponsor	✓	✓	✓	✓	✓
	Mention of sponsor in emails sent to guests prior to the event	✓	✓	✓	✓	✓
	Mention of sponsor in all post-event communications sent to guests and media	✓	✓	✓	✓	✓
PRESENTATIONS	2-minute CEO speech	✓				
	2-minute promotional video, broadcast during the awards ceremony	✓				
	2-minute promotional video broadcast during the welcome reception			✓		
	Possibility of presentation of the Awards by the CEO	✓	✓	✓		
COMPANY LOGO	Logo prominently displayed on the Awards website	✓	✓	✓	✓	✓
	Roll-up banners displayed in the awards ceremony area	3	2	1	2	
	Roll-up banners in the welcome reception area			3		
	Roll-up banners in the welcome area	2	1	1		
	Logo highlighted in a video looped in the background of the stage	✓	✓	✓	✓	✓
PROMOTIONAL TOOLS	Distribution of promotional gifts in the welcome bags given to guests (e.g. diary, pen, business card holder, leaflets, etc.)	4	3	2	1	1
COMPANY PROFILE AND ADVERTISING	Print					
	Advertisement in African Banker magazine (in French and English)	1 page	1 page	1/2 page	1/2 page	
	Advertisement in African Business magazine (in French and English)	1 page				
	Double page interview in African Banker magazine	✓				
	Advertisement in the Awards brochure	4 <sup>th</sup> cover	1 page	1 page	1/2 page	
	Sponsor presentation in Awards brochure	300 words	150 words	150 words	100 words	75 words
	Digital					
	Banner on the Awards website	✓	✓			
	Banner on African Business website	6 months	3 months		1 months	
	Broadcast of a 2-minute promotional video on the Awards website	6 months	3 months		1 months	
INVITATIONS	Invitations to the Awards dinner	10	10	10	5	4
MEDIA RELATIONS	Press release sent to the Trophées media database	✓	✓	✓	✓	
	Promotion in the media and press as a major sponsor of the Awards	✓	✓	✓		
SOCIAL NETWORKS	Highlighted in Facebook and Twitter posts before, during and after the event	✓	✓	✓	✓	✓
	Prominence in the IC Events cover photo on Facebook and Twitter	✓	✓	✓	✓	
	Promotional publications prior to the event (one week before the event)	✓	✓	✓		
STAND	Stand 9m <sup>2</sup>	✓	✓			

## SPONSOR PACKAGES

### À LA CARTE

1 x full page advert in Awards brochure and 1 x full page advert in African Banker or African Business magazine  
African Business

1 x Full page colour advertisement in the African Banker Awards brochure

1 x 150-word corporate presentation in the African Banker Awards brochure (highlighting the company as a "Partner")

1 x company promotional tool distributed in the gift bags given to guests

1 x table reserved for 10 guests at the gala dinner

### CONTACT

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