



## **SPONSORSHIP PACKAGES FOR THE NAKURU INTERNATIONAL INVESTORS CONFERENCE (NIICO) 29<sup>th</sup> November – 1<sup>st</sup> December 2018**

### **Rhodium/ VVIP Sponsors**

**Kshs 5,000,000**

#### *Within the conference area*

- Sponsors banners displayed in strategic areas such as the registration desk and exhibition tents
- Presence at the press conference
- Full page advertisements in exhibition catalogue which will be handed out to guests during the conference
- The Event badges and exhibition catalogues will bear Sponsor's Logo.
- The Sponsors Managing Director or representative will be invited to accompany the chief guest on the celebration day.
- A large exhibition stand will be offered and mounted at an agreed prime location.
- Mentions by the MC on the main stage.
- Sponsors representative will take part in the market discussion during plenary sessions.

#### *Without the Conference Area*

- Broadcast mentions and logo placements for 7 days
- All advertisements for the event will be co-branded with the Sponsors logo including the gifts.
- 30 days social media placements on all association digital properties. The Event's street banners will also be co-branded with the sponsor's logo.

***Sponsor to provide all display, literature, exhibits and other such promotional items. Logos must be submitted within the given deadlines.***

## 2. Platinum / V.I.P Sponsor

**Ksh 3,000,000**

*Within the conference area:*

- Sponsors banners displayed in strategic areas.
- Promotion materials displayed and distributed during 3 days road show activation within Nakuru region
- Product displays during the road show and also in the conference grounds.
- Half-page advertisements in Exhibition Catalogue which will be handed out to our guests during the celebrations.
- The Sponsors Managing Director or representative will be invited to accompany the chief guest on the celebration day.
- A large exhibition stand will be offered and mounted at an agreed prime location.
- Mentions by the MC on the main stage.
- Sponsors representative will take part in the market discussion during plenary sessions.

*Without the Conference Area*

- Broadcast mentions and logo placements for 7 days
- 30 days social media placements on all association digital properties
- The event's street banners will also be co-branded with the sponsor's logo

***Sponsor to provide all display, literature, exhibits and other such promotional items. Logos must be submitted within the given deadlines.***

## 3. Golden Sponsors

**Kshs 2,000,000**

*Within the conference area:*

- Sponsors banners displayed within the celebration grounds.
- Promotion materials displayed and distributed during 3 days road show activation within Nakuru region
- Product displays during the road show and also in the conference grounds.
- Half-page advertisements in Exhibition Catalogue which will be handed out to our guests during the celebrations.
- A exhibition stand will be offered and mounted at an agreed location.
- Mentions by the MC on the main stage.
- Sponsors representative will take part in the market discussion during plenary sessions.

*Without the Conference Area*

- Broadcast mentions and logo placements for 7 days

- 30 days social media placements on all association digital properties

***Sponsor to provide all display, literature, exhibits and other promotional items. Logos must be submitted within the given deadlines.***

#### **4. Diamond Sponsor**

**Kshs 1,000,000**

*Within Conference area*

- Sponsors banners displayed within the celebration grounds.
- Promotion materials displayed and distributed during 3 days road show activation within Nakuru region
- Quarter -page advertisements in Exhibition Catalogue which will be handed out to our guests during the celebrations.
- An exhibition stand will be offered and mounted within the celebration grounds.
- Mentions by the MC on the main stage.
- Sponsors representative will take part in the market discussion during plenary sessions.

*Without conference area*

- Broadcast mentions and logo placements for 7 days
- 30 days social media placements on all association digital properties.

***Sponsor to provide all display, literature, exhibits and other promotional items. Logos must be submitted within the given deadlines.***

#### **5. Silver Sponsor**

**Kshs 1,000,000**

*Within Conference area*

- Sponsors banners displayed within the conference grounds.
- Promotion materials displayed and distributed during 3 days road show activation within Nakuru region
- An exhibition stand will be offered and mounted within the conference grounds.
- Mentions by the MC on the main stage.
- Sponsors representative will take part in the market discussion during plenary sessions.

*Without the conference area*

- 30 days social media placements on all association digital properties.

***Sponsor to provide all display, literature, exhibits and other promotional items. Logos must be submitted within the given deadlines.***

## **6. Bronze Sponsor**

**Kshs 500,000**

*Within Conference area*

- Sponsors banners displayed within the exhibition stand.
- Exhibition stand will be offered and mounted within the conference ground

***Sponsor to provide all display, literature, exhibits and other promotional items. Logos must be submitted within the given deadlines.***