

## HOW YOUR COMPANY CAN PLAY A DIRECT ROLE IN CONNECT AFRICA

### Kigali, Rwanda



### 29-30 October 2007

*Connect Africa* will be a major, high-level international event, bringing together Heads of State, Government, Ministers and CEOs, plus Heads of development banks, international and regional organizations along with a substantial presence from the world's media. It will be held under the patronage of H.E. Mr Paul Kagame, the President of Rwanda, H.E. Mr John Kufuor, Chairman of the African Union, and organized by ITU, in conjunction with a number of other key partners.

Connect Africa aims to stimulate ICT investment in Africa. It will mobilize partners to help implement projects with a significant and catalyzing impact on the development of the region's ICT infrastructure. It will complement, accelerate and reinforce existing ICT projects and investments in the region. Not least, it will also be a *vital gathering of business and community leaders from across the region.*

ITU would like to invite companies to take their own stake in this major event, through direct sponsorship. We offer a number of exciting opportunities for companies to get involved, and benefit from the outstanding visibility opportunities that a high-level event such as this offers.

**Why not underline your company's commitment to the development of ICT in Africa?**

Why should your company be a part of this unique event?

- **Visibility and much more:** More than the exceptional visibility for sponsoring companies, Connect Africa offers a unique opportunity for companies and organizations to help bring about true change across the region by extending the reach and benefits of ICTs.
- **Excellent business and networking opportunity:** Featuring leaders from across the region, CEOs of ICT companies plus heads of major banks, key organizations and more, the Connect Africa offers an ideal environment for networking, high-level business meetings and deal brokering.
- **Top-level audience:** With so many high-level representatives present, sponsoring companies can ensure that their presence is seen and felt by all the region's leading ICT players.

Three different types of Sponsorship package are available; Gold, Silver and Bronze, along with a number of additional sponsorships. All packages feature a number of exciting visibility options including online, on printed material as well as extensive onsite visibility, and including a host of other advantages, all within one set price.

Main sponsorship packages range from US\$30,000 upwards and are sold on a first-come, first-served basis.

Read on to find out more, or alternatively please contact: [connectafrica-sponsorship@itu.int](mailto:connectafrica-sponsorship@itu.int)

**This exclusive sponsorship is for two Companies**

This premium sponsorship option will offer your company the most attractive visibility options and branding enhancements. Please see below for a summary of the main benefits:

**Sponsor Benefits****Visibility on the Web**

- ✓ Permanent Company logo on event homepage with link to sponsor's website (1<sup>st</sup> or 2<sup>nd</sup> row or by alphabetical order)
- ✓ Most prominent Company logo visibility in e-newsletters and (1<sup>st</sup> or 2<sup>nd</sup> row or at the bottom by alphabetical order)
- ✓ Company logo in the event poster distributed on the web

**Visibility on Printed Material**

- ✓ Company logo in the event brochure
- ✓ Company logo in the event poster
- ✓ Company logo in the event programme in the Thank you to Sponsors page

**Visibility on Site**

- ✓ Guaranteed slot in high-level panel for CEO
- ✓ CEO interview on TV
- ✓ Company logo in the Thank you to Sponsors signage at the venue
- ✓ Billboard 4 X 1,5m
- ✓ Provision of 6 literature racks in different visible areas at the venue
- ✓ Opportunity to distribute corporate gifts and company advertising material
- ✓ Option to have a banner and logo projected onto prominent screens during the break between Sessions
- ✓ Company logo displayed on screens around the Venue during the programme broadcasting intervals

**Other key advantages**

- ✓ Access to VIP lounge at the Airport and facilitation of custom procedures
- ✓ Access to VIP lounge at the Conference Center for your head of delegation

**Invitations**

- ✓ 3 extra Passes for the Plenary
- ✓ 3 invitations for the ITU Secretary General Luncheon
- ✓ 5 invitations for the State Banquet dinner by the President of Rwanda
- ✓ Access to Bilateral Meeting Rooms

**Total Cost: USD \$ 100,000 per Sponsor**

This sponsorship is for four Companies

### Sponsor Benefits

#### Visibility on the Web

- ✓ Permanent Company logo on event homepage and linked to the company website (1<sup>st</sup>, 2<sup>nd</sup>, 3<sup>rd</sup> or 4<sup>th</sup> row or at the bottom by alphabetical order under the Silver section)
- ✓ Most prominent Company logo visibility in e-newsletters (1<sup>st</sup>, 2<sup>nd</sup>, 3<sup>rd</sup> or 4<sup>th</sup> row or at the bottom by alphabetical order under the Silver section)
- ✓ Company logo in the event poster distributed on the web

#### Visibility on Printed Material

- ✓ Company logo in the event brochure in the Thank you to Sponsors page
- ✓ Company logo in the event poster
- ✓ Company logo in the event programme in the Thank you to Sponsors signage

#### Visibility on Site

- ✓ CEO interview on TV
- ✓ Provision of 4 literature racks in different visible areas at the venue
- ✓ Company Logo in the Thank you to Sponsors signage at the venue
- ✓ Company logo displayed on screens around the Venue during the programme broadcasting intervals

#### Other key advantages

- ✓ Access to VIP lounge at the Airport and facilitation of custom procedures

#### Invitations

- ✓ 2 extra Passes for the Plenary
- ✓ 2 invitations for the ITU Secretary General Luncheon
- ✓ 4 invitations for the State Banquet dinner by the President of Rwanda
- ✓ Access to Bilateral Meeting Rooms

**Total Cost: USD \$ 75,000 per Sponsor**

Image from [www.serena.co.rw](http://www.serena.co.rw)



**Serena Hotel: Venue for Connect Africa Summit**

## This sponsorship is for four Companies

### Your Benefits

#### Visibility on the Web

- ✓ Permanent Company logo on event homepage and linked to the company website (1<sup>st</sup>, 2<sup>nd</sup>, 3<sup>rd</sup> or 4<sup>th</sup> row or at the bottom by alphabetical order under the Bronze section)
- ✓ Most prominent Company logo visibility in e-newsletters (1<sup>st</sup>, 2<sup>nd</sup>, 3<sup>rd</sup> or 4<sup>th</sup> row or at the bottom by alphabetical order under the Bronze section)
- ✓ Company logo in the event poster distributed on the web

#### Visibility on Printed Material

- ✓ Company logo in the event brochure in the Thank you to Sponsors page
- ✓ Company logo in the event poster
- ✓ Company logo in the event programme in the Thank you to Sponsors page

#### Visibility on Site

- ✓ Provision of 2 literature racks in different visible areas at the venue
- ✓ Company Logo in the Thank you to Sponsors signage at the venue
- ✓ Company logo displayed on screens around the Venue during the programme broadcasting intervals

### Other key advantages

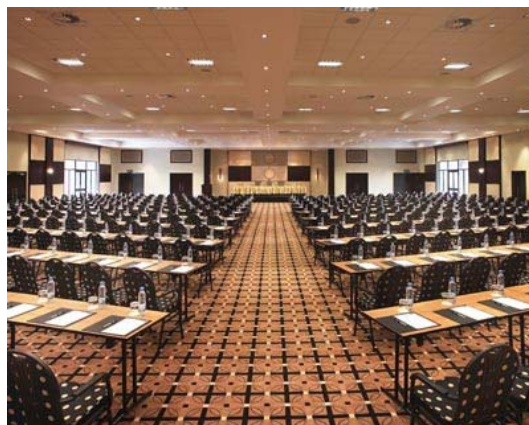
- ✓ Access to VIP lounge at the Airport and facilitation of custom procedures

#### Invitations

- ✓ 1 extra Pass for the Plenary
- ✓ 1 invitation for the ITU Secretary General Luncheon
- ✓ 1 invitation for the State Banquet dinner by the President of Rwanda

### Total Cost: USD \$ 30,000 per Sponsor

Image from [www.serena.co.rw](http://www.serena.co.rw)



Meeting venue for top-level discussions

Be one of the key leaders  
in helping the world communicate

Image from [www.serena.co.rw](http://www.serena.co.rw)



And contact us at [connectafrica-sponsorship@itu.int](mailto:connectafrica-sponsorship@itu.int)

[ConnectAfricaSummit.org](http://ConnectAfricaSummit.org)