



SPONSORSHIP AND ADVERTISING OPPORTUNITIES

The Green Business Africa Summit & Expo 2010 and the Nairobi Green week represent a unique sponsorship and advertising opportunity for organizations with interests in sustainable business practices and corporate responsibility in Africa.

Additionally, each of the following sponsorships and advertising opportunities includes a package of value-added features, which provides additional benefits to your company.

SPONSORSHIPS		
LEVEL/ TYPE	AVAILABLE	VALUE
A. Platinum	2	\$40,000
B. Gold	4	\$30,000
C. Silver	8	\$20,000
D. Bronze	8	\$10,000
E. Session	Several (dependent on final program)	\$3,000
F. Lanyard	1	\$3,000
G. Exposition Hall/ Lounge Sponsor	2	\$3,000
H. Official Program Sponsor	1	\$3,000
I. Coffee/ Tea Break Sponsor	6	\$3,000
ADVERTISING		
1. Quarter-page	Several	\$500
2. Half-page	Several	\$1,000
3. Full-page (inside pages)	Several	\$1,750
4. Full-page (Inside back flap)	1	\$2,000
5. Full-page (Outside back flap)	1	\$3,000

A. Platinum (MAIN SUMMIT SPONSOR) – \$40,000

Features and benefits of this Platinum Sponsorship include:

- Recognition as Official Main Sponsor of the GBASE2010
- Your company executive or representative will have the opportunity to address attendees at the opening keynote session
- Dedicated workshop/symposium session
- Exhibition Stand displaying your organization's name (or your organization's static display)
- Full-page advertisement and company profile in the Official Program Guide
- Three (3) full Summit registrations (and option to purchase more at a 20% discount off the full summit registration fee).
- Company name and logo included on all marketing materials, including print media, press releases, email announcements and direct mailings
- Company logo on Green Business Africa Summit & Expo 2010 website with live link to sponsor's website
- Company name and logo on all sponsor signage

B. Gold (KEYNOTE SPEAKER, WELCOME RECEPTION, LEADERS LUNCHEON, FAREWELL RECEPTION) - \$30,000

Features and benefits of this Gold Sponsorship include:

- Recognition as Official sponsor of the Keynote Speaker, Welcome Reception, Leaders Luncheon or Farewell Reception
- Your company executive or representative will have the opportunity to introduce the Keynote Speaker or address attendees at the respective session.
- Half-page advertisement and company profile in the Official Program Guide
- Two (2) full Summit registrations (and option to purchase more at a 20% discount off the full summit registration fee).
- Company name and logo included on all marketing materials, including print media, press releases, email announcements and direct mailings
- Company logo on Green Business Africa Summit & Expo 2010 website with live link to sponsor's website
- Company name and logo on all sponsor signage

ADDITIONAL BENEFITS

Below are a few options of other sponsorship opportunities that can be delivered at the request of the Platinum and Gold sponsors. These include:

- **An opportunity for Summit Bag Insert – Get the attention of all attendees by placing one piece of your company's literature in the Summit bag distributed at registration.**
- **An opportunity for Track Session Speaking Slot– A 30-minute industry/technology related presentation delivered by your company at a scheduled session within the Summit program.**
- **Exclusive Press Access and Announcements – Your company name will be included in a GBASE2010 pre-event press announcement introducing you as a Platinum/ Gold Level Sponsor.**

C. Silver - \$ 20,000

Features and benefits of this Silver Sponsorship include:

- Recognition as Official sponsor of the Green Business Africa Summit & Expo 2010
- Opportunity to present a 5 minute address to delegates during a plenary session
- Quarter-page advertisement and company profile in the Official Program Guide
- Two (2) full Summit registrations (and option to purchase more at a 10% discount off the full summit registration fee).

- Company name and logo included on all marketing materials, including print media, press releases, email announcements and direct mailings
- Company logo on Green Business Africa Summit & Expo 2010 website with live link to sponsor's website
- Company name and logo on all sponsor signage

D. Bronze - \$ 10,000

Features and benefits of this Bronze Sponsorship include:

- Recognition as Official sponsor of the Green Business Africa Summit & Expo 2010
- An 1/8-page advertisement and company profile in the Official Program Guide
- One (1) full Summit registrations (and option to purchase more at a 5% discount off the full summit registration fee).
- Company name and logo included on all marketing materials, including print media, press releases, email announcements and direct mailings
- Company logo on Green Business Africa Summit & Expo 2010 website with live link to sponsor's website
- Company name and logo on all sponsor signage

E. Session Sponsor - \$3,000

Features and benefits of this Session Sponsorship include:

- Company logo displayed next to the stage
- Sponsoring company may distribute marketing materials during that sponsored session
- Company name and logo included on selected marketing materials, including print media, press releases, email announcements and direct mailings
- Company name and logo on Green Business Africa Summit & Expo 2010 website with live link to sponsor's website
- Company name and logo on all sponsor signage
- Sponsor recognition and company profile in the Official Program Guide

F. Lanyard Sponsor – \$3,000

Features and benefits of this sponsorship include:

- Company name and logo on the lanyard
- Company name and logo included on selected marketing materials, including print media, press releases, email announcements and direct mailings
- Company name and logo on Green Business Africa Summit & Expo 2010 website with live link to sponsor's website
- Company name and logo on all sponsor signage
- Sponsor recognition and company profile in Official Green Business Africa Summit & Expo 2010 Program Guide

G. Exposition Hall/ Lounge Sponsor – \$5,000

Features and benefits of this sponsorship include:

- Company name and logo both inside and outside of the Expo Hall
- Company name and logo included on selected marketing materials, including print media, press releases, email announcements and direct mailings
- 10% discount on exhibit space at the Expo
- Company name and logo on Green Business Africa Summit & Expo 2010 website with live link to sponsor's website
- Company name and logo on all sponsor signage
- Sponsor recognition and company profile in Green Business Africa Summit & Expo 2010 Program Guide

H. Official Program Guide Sponsor – \$5,000

Features and benefits of this sponsorship include:

- Company name and logo prominently displayed on cover of Official Program Guide
- 2-page, 4-color Center Spread display advertisement inside the Official Program Guide
- Company name and logo included on selected marketing materials, including print media, press releases, email announcements and direct mailings
- Company name and logo on Green Business Africa Summit & Expo 2010 website with live link to sponsor's website
- Company name and logo on all sponsor signage
- Sponsor recognition and company profile in Official Green Business Africa Summit & Expo 2010 Program Guide

I. Coffee/ Tea Break Sponsor – \$3,000

Features and benefits of this Bronze Sponsorship include:

- Signage with company name and logo displayed at food and beverage areas stations during the breaks
- Company name and logo included on selected marketing materials, including print media, press releases, email announcements and direct mailings
- Company name and logo on Green Business Africa Summit & Expo 2010 website with live link to sponsor's website
- Company name and logo on all sponsor signage
- Sponsor recognition and company profile in Official Green Business Africa Summit & Expo 2010 Program Guide

Other Sponsorship & Marketing Opportunities (Please contact us with offers)

Dinner Table Sponsorship

Attendee Bag Inserts

Attendee Badges Recycling

Bins Attendee Bags

Sponsorship Green Zone

Sponsorship

Prize Donations

FOR MORE INFORMATION:

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