



**TANZANIA-DR CONGO**  
**ICT** INVESTMENT  
FORUM  
2022



**SPONSORSHIP  
PROPOSAL**

Theme:

Leveraging  
collaborative  
opportunities for  
ICT investment,  
trade and  
business

OCTOBER  
18 TO 19  
2022  
LUBUMBASHI  
DRC



**H.E Augustin Kibassa Maliba**  
*Ministre des Postes  
et Télécoms  
DRC*



**H.E Nape Moses Nnauye**  
*Minister of Information,  
Communication and ICT,  
Tanzania.*



# **EXECUTIVE SUMMARY**

This an opportunity for industry leaders to partner with the Tanzania and DRC governments to build collaboration, promote investment and create conducive environment for cross border trade powered by ICT.

The forum is expected to attract 100 delegates from URT and 200 from DRC, including the private sector, government agencies, policy-makers and development partners  
Each sponsorship package offers an opportunity to increase brand visibility, direct engagement with potential clients and playing a vital part of this first of its kind forum.



# WHY SPONSOR

## 1. **Networking meeting (B2B and B2G)**

Establish your brand as a market leader supporting ICT Innovation in the URT and DRC

## 2. **Public Recognition**

As sponsored your brand will get recognitions as official partners through mention in special guest talk

## 3. **Brand exposure/visibility**

Your brand logo will be displayed prominently on all branding collaterals as well as individual banners on venue

## 4. **Media coverage**

Your brand will be mentioned in media engagements before, during and after the event.

## 5. **Program Inclusion**

Our main sponsors will have an exclusive opportunity to engage with the event audience as part of the program

SPONSORSHIP BENEFITS		OKAPI MAIN SPONSOR	PLATINUM	GOLD	SILVER	BRONZE
Pre-event publicity:	Press releases, media mentions and social media posts	***	***	***	***	***
Brand visibility:	Logo on promotional materials, banners and product placement	***	***	***	**	**
Print:	forum programme advertisement and final report	Full pg.	1/2 Pg.	1/4 Pg.	Logo	Logo
Exhibition booth		6M x 3M	3M x 3M	3M x 3M	3M x 3M	3M x 3M
Seats at the forum		10	7	5	4	2
Corporate video during breaks and logo in TV spot & on all media		***	**	*	-	-
Speaking engagement during event		***	**	*	-	-
Present topic in line with forum theme		***	**	-	-	-
Promotion sign to be placed near the podium		***	**	-	-	-
Mention from special guest		***	-	-	-	-
RATE SLOTS		\$30,000 1	\$20,000 2	\$10,000 2	\$5,000 3	\$3,000 5

## SPONSORSHIPS IN KIND

- Media Sponsors Can offer TV, radio, and digital or print advertising
- Airline sponsors Can offer seats for delegates
- Hotel sponsors Can offer discounted or complimentary rooms

## INDIVIDUAL PACKAGES

**Exhibition Booth** Single sided size (3mx3m)

**USD: 1,000**

# Thank You

Contact DRC  
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