

SPONSORSHIP PROPOSAL

The African Market Research Association (AMRA) is a pan-African organization for the promotion of market research and insights in Africa, and the promotion of insights in Africa to the rest of the world (www.africanmra.com). Since the launch of Africa Forum by AMRA in 2017, the event has attracted a growing number of participants. From Johannesburg, South Africa in 2017 to Nairobi, Kenya in 2018, Africa Forum has attracted about three hundred on-site delegates and even more online guests following the deliberations at the Conferences.

The third edition of Africa Forum is set to take place on **16 and 17 April 2019 at the Federal Palace Hotel in Lagos, Nigeria.**

The theme of the Africa Forum 2019 is **“Building Tomorrow; Africa Leading”**. The forum is designed to engage industry practitioners and businesses in fresh marketing research conversations with a transformative agenda uniquely focused to unlock potentials for players in the African market.

The host association is NiMRA [Nigerian Marketing Research Association based in Nigeria, West Africa.] (www.nimra.ng) . The event partners for Africa Forum 2019 include ESOMAR, the world research association, MSRA in Kenya, and AMISE in Morocco.

It is a privilege to write to you on behalf of AMRA to request your support and participation as a sponsor of Africa Forum 2019. Through your association with this prestigious industry event, you will gain direct exposure before, during and after the event, to **more than 2000** individuals, via the AMRA subscribers list, our social media platforms and electronic communications to the AMRA membership, and Africa Forum 2019 delegates and event partners. Through the Africa Forum 2019 event partners, you will also have exposure to their membership when they market the event.

We offer various sponsorship options to suit any budget, big or small. Each option has several tailored benefits for the sponsor (see attached). Sponsors sign an agreement with AMRA, ensuring that you and AMRA derive maximum benefit from the selected sponsorship.

Please let us know as soon as possible, but no later than **29th March 2019**, if you wish to take up this opportunity to partner with AMRA as a sponsor for Africa Forum 2019 on info@africanmra.com or amra@africanmra.com or call +234 (0) 803 303 0052; +234 (0) 803 325 5099 (Lagos) / +254 20 8024830 (Nairobi Head-Office).

Thank you.

Kind regards,
For AMRA

MARKETING & SPONSORSHIP OPPORTUNITIES

AT THE AFRICA FORUM 16-17 APRIL 2019

All materials for display are subject to approval by AMRA

A. SPONSORSHIP OPTIONS

Adding value to Industry. Recognizably increasing strength.

	PLATINUM US\$7,500*	GOLD US\$5,000	SILVER US\$2,500	BRONZE US\$1,500	EMERALD SUPPORTERS US\$500
Numbers >	[2]	[3-5]	[3]	[X]	[X]
1. Acknowledgement as a sponsor and logo printed across print and digital materials relating to the event.	Yes	Yes	Yes	Yes	Yes
2. Company presentation opportunity at the event.	10 minutes	5 minutes	2 minutes	-	-
3. Complementary display table to be provided at the designated exhibition area.	1	-	-	-	-
4. Special rate for conference ticket @ US\$150 x2 (excluding Flight and Accommodation).	2	1	1	-	-
5. Recognition certificate	Yes	Yes	Yes	Yes	Yes
6. Banner display at the event:					
a. Standing pull-up sponsor banner displayed (Free) in the delegate registration area 1 (placement to be determined by AMRA) on both days.	1	1	-	-	-
b. Inclusion in sponsor banner displayed in the awards dinner venue	Yes	Yes	Yes	Yes	Yes
7. Sponsor's logo and write-up displayed in event brochure .	Full page	Full page	Shared page; logo only	Shared page; logo only	Shared page; logo only
8. Website logo display:					
a) Sponsor's logo displayed with click-through on the AMRA website front page banner in the run-up and for the duration of the event	Yes	Yes	Yes	Yes	Yes
b) Sponsor's logo displayed with click-through on the Africa Forum 2019 webpage .	Yes	Yes	Yes	Yes	-
c) Sponsor's logo displayed with click-through as a banner at the bottom of the AMRA AF'19 emails to potential and registered delegates. (subject to timing)	Yes	-	-	-	-
9. Dedicated email to opted-in registered delegates . An email before and after the event.	Yes	Yes	Yes	-	-
10. Sponsor's branded gifts for delegates on the tables or bags (free marketing; item supplied by sponsor)	Yes	Yes	Yes	Yes	Yes

B. EXCLUSIVE PACKAGES

Capable of More Stand Out!

Focus your Sponsorship on a specific service package as you wish and stand out.	PLATINUM US\$7,500	GOLD US\$5,000	SILVER US\$2,500	BRONZE US\$1,500
Numbers >	[1]	[1-3]	[1-3]	[1]
In addition to Benefits in group A, get 1. Free display of only sponsor and AMRA banners at respective Points of Service.[^] 2. Two (2) free extra dinner-only tickets [Platinum] or One (1) free extra dinner-only ticket [others] to AF'19. 3. Verbal recognition and thanks by AMRA at respective Points of Service.	Welcoming Cocktail package*	Lunch Day 1	Tea Break Day 1	Delegate Logistics
	Award Dinner	Lunch Day 2	Tea Break Day 2	
	Awards Dinner drinks tab.^b	International Speakers' Bundles	Media coverage	

[^]Subject to timing of commitment

^aCocktail involves light snacks and beverages including alcoholic beverages.

^bAward Dinner drinks incl. Wines, Liqueurs and other Spirits.

C. MARKETING OPPORTUNITIES

Get noticed ... and respected

SPONSORSHIP BENEFIT: Verbal recognition and thanks by AMRA chairman, one shared banner display at the presentation venue, recognition in sponsors list in the program	SPONSORSHIP VALUE
1. BRANDED ITEMS - to be sourced in consultation with AMRA, co-branded with AMRA and supplied by the sponsor (An opportunity to gain brand visibility) <ul style="list-style-type: none"> 1. Gifts Sponsor 2. Delegate bags 3. Stationary for delegate packs 4. Note books 	US\$700 per item
2. GUEST SPEAKER SPONSORSHIP	US\$500
3. EVENT PHOTOGRAPHY – 2 days	US\$500
3. CASH CONTRIBUTION for Speaker Awards	
a. Best Speaker Award winner overall (Opportunity to present the awards)	US\$600
b. Best Speaker second place winner	US\$500
c. Best Speaker third place winner	US\$500

D. EXHIBITION AND DISPLAY OPTIONS

Business-on-the-spot

Package	Fee	Value	Nos.
Floor space. Engage	\$1,000=	Two days, 2m x 2m space, including standard trestle table, tablecloth and 2 x chairs but excluding any additional technical equipment (e.g. screens, electric cables, laptops etc.). Two pull up banners are allowed, but no wall mounting branding. Exhibitor representatives are present for demonstrations, personal interaction, and one-on-one communication with delegates.	8
Display	\$300=	Display collateral (e.g. profile, brochures, leaflets, fact sheets). AMRA will supply display racks for the material, placed in the delegate refreshment area.	40

For more information, please visit
www.africanmra.com

Or email:
info@africanmra.com

Partners:



ESOMAR

