



# Sponsorship Brochure

[www.internetsummit.africa](http://www.internetsummit.africa)

## ORGANISERS



## LOCAL HOST

Ministry of Posts and  
Telecommunications of  
Senegal



Autorité de Régulation des  
Télécommunications et des Postes

## PARTNER



# Beyond Connection: *Internetworking For African Development*



## AIS 18

African Network Information Centre (AFRINIC) is the regional Internet numbers registry for Africa tasked with the responsibility of equitably distributing Internet number resources in the continent. AFRINIC exists to grow Internet for the sustainable development of Africa. One of the prominent ways in which AFRINIC implements this vision is through major events held around the continent to champion this debate. It is for this reason that AFRINIC will be holding the 28th series of these meetings. Dubbed Africa Internet Summit (AIS 18), the meeting will take place from 29th April 2018 to 11th May 2018 in Dakar, Senegal.

AFRINIC Meetings are held twice a year rotating in countries across the continent. They provide a platform for all African governments and global stakeholders to discuss and benchmark issues regarding Internet policy, Internet governance, ICT4D, Internet access and technical capacity building.



# Discussion Topics

AIS'18 will provide a platform for delegates to deliberate and address the following key questions;

- What strategies can we use to drive IPv6 Deployment throughout the continent?
- How can we improve and expand Internet infrastructure to ensure low cost, resilient and secure Internet access and keep our content and traffic local?
- How do we ensure affordable, always-on Internet access for all so that all African citizens can reach their potential?
- What are the policies guiding Internet number resource distribution in Africa and how do we ensure that all stakeholders participate in the Policy Development Process (PDP)?
- How can we keep our networks safe from cyberattacks, DDoSs and shutdowns?
- How can we harness the power of the Internet to help end poverty and ensure prosperity for all?

# Participation

AIS'18 is being organized in partnership with the Ministry of Posts and Telecommunication of the Republic of Senegal who are the local host. It will therefore have high level government representation as well as contribution. The event is also open to over 1,500 AFRINIC members from the 54 countries of Africa as well as our global stakeholders and partners.

The meeting will bring together leaders and top executives from Internet Service Providers and organizations concerned with Internet policy and development from around the world. Renowned speakers and experts will also be at hand to give perspectives, presentations and participate in panel discussions on latest developments and case studies in e-Infrastructures, applications, research, entrepreneurship and more.



# VENUE

## Dakar, Senegal

Former Capital of French West Africa

Dakar is the capital and largest city of Senegal. It is located on the Cap-Vert peninsula on the Atlantic coast and is the westernmost city in the Old World as well as on the African mainland. It grew around a French fort built in 1857 and was the capital of French West Africa from 1902 to 1959. Dakar is the political, commercial, and cultural capital of Senegal and home to people from all parts of the country.

Dakar stands as a multicultural, diverse city full of vibrant arts and traditions. Residents from various ethnic groups present assorted crafts, foods, jewelry, fabrics and wood and metal goods at bustling markets. The city is home to museums and mosques, cliff walks and beaches, and makes a convenient jumping point for excursions to any of Senegal's national parks and nature reserves.



As the commercial and financial heart of Senegal, the city boasts of a vast array of top-notch business hotels for those travelling on business or leisure.

Dakar is brimming with life, from its exuberant markets to its bustling streets and festive cultural scene. The Senegalese capital is home to some of the best museums, nightclubs and arts festivals in West Africa, and there is never a boring day in the city.



# Why Sponsor?

Africa is progressing towards greater connectivity and the future depends on how AFRINIC alongside key stakeholders such as Governments, regulators, network operators, academia and business leaders can harness the massive opportunities available.

AIS'18 will provide a unique opportunity for your organization to share and showcase your vision for this aspiration as well as open multiple business opportunities brought by the global audience attending the event.

Specifically, sponsoring AIS'18 will provide your company with an excellent opportunity to;

- Create, maintain and enhance brand awareness among a relevant high-profile audience
- Build and reinforce strategic relationships with key players in the ICT sector across the globe
- Network and generate new leads and ROI
- Access a broad network of leaders and decision-makers
- Intellectually influence industry peers

# SPONSORSHIP OPPORTUNITIES

There are three main sponsorship categories for AIS'18;

## Content Sponsorship

This is the most prestigious category for the event and involves speaking and plenary sessions and discussions

## Networking Sponsorship

This category revolves around all the social events at AIS'18, which form an integral part of the event programme

## In-Kind Sponsorship

This is the more personalized category that is tailor made to the specification of sponsors

## Partnerships

The following partnerships are available;

- Official Media Partner
- Official Connectivity Partners



## OPENING CEREMONY SPONSOR: (1 Slot)

### USD 50,000

#### Content Benefits

- Recognition by AFRINIC Chairman at the opening ceremony
- Delivery of a 10 minutes speech (inline with event theme) by CEO during the opening session
- One 3-minute video feature run at the break events
- Digital screen before opening session
- 4 delegate passes

#### Lead Generation Benefits

- One free 3x6 sqm exhibition booth
- One Summit Pack insert (supplied by the Sponsor)
- Full delegate list, with name, organization and email (subject to permission of delegate)
- Website link on all marketing e-mails

#### Branding Benefits

- Exclusive Sponsor Branding of Opening Keynote Session Back wall
- Top tier placement of logo on all AIS'18 communication and marketing collateral including billboards, banners, programme and brochures
- Full page advertisement on the summit guide
- 4 banners in plenary hall
- Company logo on AIS'18 website with link to company site
- Acknowledgement on AFRINIC's mailing lists and Social Media
- Acknowledgement in the Annual report & media releases
- 5 sixty-second adverts on digital screens throughout the opening ceremony day.
- 5 tear drop banners at event site

## **GALA DINNER SPONSOR: (1 slot)**

### **USD 30,000**

#### **Content Benefits**

- Recognition by AFRINIC Chairman during gala dinner
- Delivery of a 5 minutes speech (in line with event theme) by sponsor's CEO or representative during the gala dinner
- One 3-minute video feature run at the break events on the gala dinner day
- 4 delegate passes

#### **Lead Generation Benefits**

- One free 3x5 sqm exhibition booth
- One Summit Pack insert (supplied by the Sponsor)
- Full delegate list, with name, organization and email (subject to permission of delegate)
- Website link on all marketing e-mails.

#### **Branding Benefits**

- Exclusive Sponsor Branding of the gala dinner venue
- Top tier placement of logo on all AIS'18 communication and marketing collateral including billboards, banners, programme and brochures
- Full page advertisement on the summit guide
- Company logo on AIS'18 website with link to company site
- Acknowledgement on AFRINIC's mailing lists and Social Media
- Acknowledgement in the Annual report & media releases
- 3 sixty-second adverts on digital screens throughout the gala dinner day.
- 5 tear drop banners at gala dinner site

## **DIAMOND SPONSOR: (3 slots)**

### **USD 30,000**

#### **Content Benefits**

- Recognition by AFRINIC Chairman at the opening ceremony
- 15-minute presentation in line with the event team at a plenary session subject to review by AIS'18 programme committee
- One 3-minute video feature run at the break events (coffee breaks and Lunch breaks)
- Logo on digital screen during plenary sessions at selected times
- 4 delegate passes

#### **Lead Generation Benefits**

- One free standard 3x5 sqm exhibition booth
- One Summit Pack insert (supplied by the Sponsor)
- Full delegate list, with name, organization and email (subject to permission of delegate)
- Website link on all marketing e-mails.

#### **Branding Benefits**

- Top tier placement of logo on all AIS'18 communication and marketing collateral including billboards, banners, programme and brochures
- Full page advertisement on the summit guide
- 3 drop banners in plenary hall
- Company logo on AIS'18 website with link to company site
- Acknowledgement on AFRINIC's mailing lists and Social Media
- Acknowledgement in the Annual report & media releases
- 3 sixty-second adverts on digital screens at the break events (coffee breaks and Lunch breaks)
- 3 tear drop banners at event site

## **PLATINUM: (3 slots)**

### **USD 20,000**

#### **Content Benefits**

- Recognition by AFRINIC Chairman at the opening ceremony
- One 3-minute video feature run at the break events (coffee breaks and Lunch breaks)
- 2 delegate passes

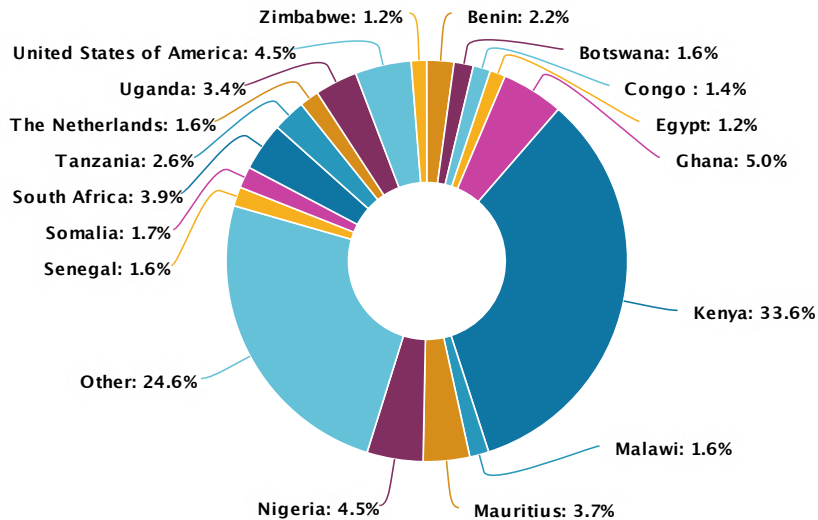
#### **Lead Generation Benefits**

- One free standard (3x3 sqm) exhibition booth
- One Summit Pack insert (supplied by the Sponsor)
- Website link on all marketing e-mails.

#### **Branding Benefits**

- Placement of logo on all AIS'18 communication and marketing collateral including billboards, banners, programme and brochures
- Full page advertisement on the summit guide
- 2 drop banners in plenary hall
- Company logo on AIS'18 website with link to company site
- Acknowledgement on AFRINIC's mailing lists and Social Media
- Acknowledgement in the Annual report & media releases
- 3 sixty-second adverts on digital screens at the break events (coffee breaks and Lunch breaks)
- 2 tear drop banners at event site

## AIS 17 Attendance by Country



Over 600 participants from 68 countries attended the summit that consisted of in-depth policy development discussions, training courses, workshops, tutorials, plenary sessions and panel discussions.

## **GOLD SPONSOR: (4 slots)**

### **USD 15,000**

#### **Content Benefits**

- Recognition by AFRINIC Chairman at the opening ceremony
- 4 delegate passes

#### **Lead Generation Benefits**

- One free standard (3x3 sqm) exhibition booth
- One Summit Pack insert (supplied by the Sponsor)
- Website link on all marketing e-mails.

#### **Branding Benefits**

- Placement of logo on all AIS'18 communication and marketing collateral including billboards, banners, programme and brochures
- Company logo on AIS'18 website with link to company site
- Acknowledgement on AFRINIC's mailing lists and Social Media
- Acknowledgement in the Annual report & media releases
- 1 tear drop banner at event site

## WELCOME RECEPTION SPONSOR: (1 slot)

### USD 15,000

#### Content Benefits

- Recognition by AFRINIC Chairman at the opening ceremony
- 4 delegate passes

#### Lead Generation Benefits

- One free standard (3x3 sqm) exhibition booth
- One Summit Pack insert (supplied by the Sponsor)
- Website link on all marketing e-mails.

#### Branding Benefits

- Exclusive Sponsor Branding of the welcome reception venue
- Placement of logo on all AIS'18 communication and marketing collateral including billboards, banners, programme and brochures
- Company logo on AIS'18 website with link to company site
- Acknowledgement on AFRINIC's mailing lists and Social Media
- Acknowledgement in the Annual report & media releases
- 1 tear drop banner at event site

## SILVER SPONSOR: (unlimited)

### USD 10,000

#### Content Benefits

- Recognition by AFRINIC Chairman at the opening ceremony
- Cocktail with AFRINIC Executive team
- 2 delegate passes

#### Lead Generation Benefits

- One free skirted table and chair for exhibition
- One Summit Pack insert (supplied by the Sponsor)

#### Branding Benefits

- Placement of logo on all AIS'18 communication and marketing collateral including billboards, banners, programme and brochures
- Company logo on AIS'18 website with link to company site
- Acknowledgement on AFRINIC's mailing lists and Social Media
- Acknowledgement in the Annual report & media releases



## CONNECTIVITY SPONSOR: (2 slots)

### In Kind

#### Content Benefits

- Recognition by AFRINIC Chairman at the opening ceremony
- Cocktail with AFRINIC Executive team
- 2 delegate passes

#### Lead Generation Benefits

- One Summit Pack insert (supplied by the Sponsor)
- Website link on all marketing e-mails.

#### Branding Benefits

- Placement of logo on all AIS'18 communication and marketing collateral including billboards, banners, programme and brochures
- 1 Banner in each of the tutorial session rooms
- Company logo on AIS'18 website with link to company site
- Acknowledgement on AFRINIC's mailing lists and Social Media
- Acknowledgement in the Annual report & media releases
- 1 tear drop banner at event site

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## IN KIND CONTRIBUTION: (unlimited)

### In Kind

(Benefits in kind are welcome like Delegates bags, delegates gifts, delegates t-shirts or others)

#### Content Benefits

- Cocktail with AFRINIC Executive team

#### Lead Generation Benefits

- One Summit Pack insert (supplied by the Sponsor)

#### Branding Benefits

- Acknowledgement on AFRINIC's mailing lists and Social Media
- Acknowledgement in the Annual report & media releases

## Previous Sponsors



# Sponsorship Acceptance Form

Complete the form below.

Organization name: \_\_\_\_\_

Address: \_\_\_\_\_

Contact name: \_\_\_\_\_

Phone: \_\_\_\_\_

Position: \_\_\_\_\_

Fax: \_\_\_\_\_

Email: \_\_\_\_\_

## I would like to sponsor the following tier

☐ Opening Ceremony \$ 50,000 \_\_\_\_\_

☐ Gala Dinner \$ 30,000 \_\_\_\_\_

☐ Diamond \$ 30,000 \_\_\_\_\_

☐ Platinum \$ 20,000 \_\_\_\_\_

☐ Gold \$ 15,000 \_\_\_\_\_

☐ Silver \$ 10,000 \_\_\_\_\_

☐ Connectivity \_\_\_\_\_

☐ In-Kind ( Please specify ) \_\_\_\_\_

☐ Other ( Please specify ) \_\_\_\_\_

\_\_\_\_\_  
Signature

\_\_\_\_\_  
Date



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