

ABEC



AFRICA BUSINESS ETHICS CONFERENCE





SPONSORSHIP PACKAGE 2021



PARTNERSHIP OPPORTUNITIES









As a key player in the private sector and a keen supporter of industry in Kenya, your support and participation at the conference will go a long way in underpinning your commitment towards promoting business ethics & integrity in businesses across the continent. Partnership in supporting the conference will allow your organization to:

- 01** | Get membership to a global network through the **Ethics 1st** platform.
Ethics 1st is a web-based platform for listing companies in Africa that have demonstrated exemplary corporate ethics and integrity by operationalizing suitable corruption mitigation systems and maintaining an ethical tone through the organization. This listing will boost the global brand reputation of the African companies that put Ethics 1st in decision making and in operations.
- 02** | Present a relevant nominee to participate at a panel discussion.
- 03** | Generate corporate visibility through PR & Marketing as well as branding at the conference.
- 04** | Engage with decision makers and like-minded business partners, local & international partners for mutual business benefit.
- 05** | Complimentary tickets to invite your valuable partners/clients.

| PACKAGE | AMOUNT USD |
|--|---------------|
|  PLATINUM | 20,000 |
|  GOLD | 15,000 |
|  SILVER | 10,000 |
|  BRONZE | 5,000 |

| PACKAGE | AMOUNT USD |
|---|---------------|
|  BESPOKE ARRANGEMENTS <ul style="list-style-type: none">➤ VIP holding session➤ Lunch session➤ Dinner session➤ Cocktail session | 10,000 |
| PACKAGE | AMOUNT USD |
|  PARTNER | 3,000 |
| PACKAGE | AMOUNT USD |
|  EXHIBITOR PREMIUM | 2,500 |
|  EXHIBITOR REGULAR | 1,500 |

SPONSORSHIP BENEFITS

| | PLATINUM | GOLD | SILVER | BRONZE | BESPOKE ARRANGEMENTS | PARTNER | EXHIBITOR PREMIUM | EXHIBITOR REGULAR |
|---|---|---|---|--|---|---|---|---|
| |  |  |  |  |  |  |  |  |
| Business Ethics training on Ethics 1st & Green Listing of the company on the Ethics 1st platform. | 10 MEMBERS | 7 MEMBERS | 5 MEMBERS | 3 MEMBERS | 7 MEMBERS | | | |
| Logo placement on digital and promotional campaign materials. | ✓ | ✓ | ✓ | ✓ | ✓ | ✓ | | |
| A 10-minute speaking opportunity at the opening ceremony. | ✓ | | | | | | | |
| Speaking role opportunity in one of the plenary sessions. | ✓ | ✓ | ✓ | ✓ | ✓ | | | |
| Opportunity to play a 2-minute video clip at the Opening Ceremony. | ✓ | | | | | | | |
| Logo placement on the ABEC website. | ✓ | ✓ | ✓ | ✓ | ✓ | ✓ | ✓ | ✓ |
| Recognition as a prime sponsor at the opening ceremony, plenary & bespoke sessions. | ✓ | ✓ | ✓ PLENARY SESSION | ✓ PLENARY SESSION | ✓ BESPOKE SESSION | | | |
| PR & Media interview opportunities before, during or after the event on Anti-corruption topics. | 3 | 2 | 1 | | 1 | | | |
| Complimentary conference passes. | 10 | 7 | 4 | 2 | 5 | 10 | 2 | 1 |
| Complimentary passes to the High-Level dinner/cocktail. | 4 | 3 | 2 | | 2 | | | |
| Exclusive passes to the VIP networking room. | 3 | 2 | 1 | | 1 | | | |
| Include sponsor branded merchandise in the conference carry bags. | ✓ | ✓ | ✓ | | ✓ | | | |
| A complimentary exhibition space at a designated area. | ✓ PREMIUM | ✓ PREMIUM | ✓ REGULAR | ✓ REGULAR | ✓ PREMIUM | | ✓ | ✓ |
| Strategic placing of banners at the event venue. | 3 | 2 | 1 | 1 | | | | |
| 15 - 20 pre-determined guests | | | | | ✓ | | | |
| Significant prominence of marketing materials around the lunch/dinner/cocktail/ VIP holding area | | | | | ✓ | | | |

To become a sponsor, please get in touch with sponsorship@africa-abec.org or call +254 777 432110