

— AFRICA —  
**INTERNET**  
— SUMMIT'20 —



**KINSHASA - DRC**  
31 MAY - 12 JUNE 2020

## Sponsorship Prospectus

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

**ORGANISERS**



# Shaping Africa's Digital Future

## The essence of Africa Internet Summit (AIS)

The Africa Internet Summit (AIS) is an annual, regional, multi-stakeholder ICT conference. It is the pinnacle educational and business ICT event in Africa where key players in the Internet industry can interact with the global Internet community. Launched in The Gambia in 2012, the Summit involves seminars, workshops, tutorials, conference sessions, birds-of-a-feather (BOFs), and other forums for sharing ICT knowledge within the African region.

The Summit brings the ICT business and technical community in Africa together under one roof to

discuss ICT issues and challenges. They provide a platform for all African governments and global stakeholders to discuss and benchmark issues regarding Internet policy, Internet governance, Information Communication Technology for Development (ICT4D), Internet access and technical capacity building to gather to discuss, collaborate, learn and disseminate information about these key areas of Africa's Internet development.



# VENUE

## Kinshasa, DR Congo

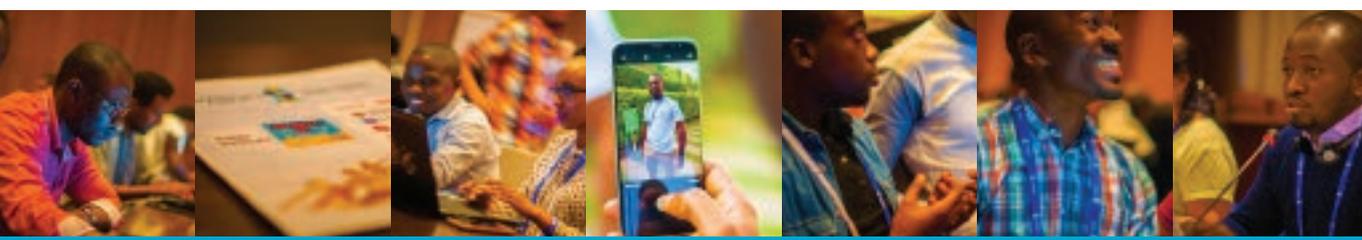
AIS'20 will be held in Kinshasa, the capital and the largest city in the Democratic Republic of the Congo. The city is situated alongside the Congo River.

DRC is endowed with awesome tropical rainforests stretching to the borders of Rwanda and Uganda, scenic volcanic mountains shared with Rwanda, mineral-rich regions such as Katanga, and the lower Congo River basin that sustains wildlife in the country. The people are friendly and outgoing. Delegates should look forward to enjoying themselves in this beautiful and wonderful country.

## What are the Topics of Discussion?

AIS'20 will provide a platform for delegates to deliberate and address the following key questions:

- What strategies can be used to drive IPv6 Deployment throughout Africa?
- 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 provide affordable, always-on Internet access to all Africans to ensure they reach their full potential?
- What are the policies guiding Internet number resource distribution in Africa?
- 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

Diversity and inclusion is our strength.

The event will bring together top executives from Internet Corporation for Assigned Names and Numbers (ICANN), Internet Society, African Network Operators Group (AfNOG), among others. Renowned speakers and experts will attend to offer perspectives, presentations and participate in panel discussions on latest developments and case studies in e-infrastructures, applications, research, entrepreneurship and more. The event is open to over 1,700 AFRINIC members from the African region as well as our global stakeholders and partners. DRC's top leadership has been invited to grace and participate in the event.

## Why Sponsor?

Africa is progressing towards greater connectivity. The future depends on how AFRINIC, alongside key stakeholders such as governments, regulators, network operators, academia and business leaders, harness the opportunities provided by accessible and efficient Internet connectivity.

AIS'20 will provide a unique opportunity for your organisation to share and showcase your vision for this aspiration as well as open multiple business opportunities brought by a global audience attending the event.

Specifically, sponsoring AIS'20 will provide your company with an excellent opportunity to:

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

## Sponsorship Opportunities

There are three main sponsorship categories for AIS'20.

### Content Sponsorship

This is the most prestigious category for the event. It involves speaking, participating in plenary sessions and discussions.

### Networking Sponsorship

This category revolves around social events at AIS'20 which form an integral part of the event programme.

### In-Kind Sponsorship

This is the more personalised category that is tailor-made to sponsor specifications.

### Partnerships

The following partnerships are available;

- Official Media Partner
- Official Connectivity Partners

## PLATINUM: (1 slot)

USD 50,000

### Content Benefits

- Recognition by AFRINIC Chairman at the opening ceremony
- Delivery of a 10-minute speech (in line with event theme) by the sponsor's CEO or representative during the opening session
- One three-minute video feature run at the break events during the opening day
- Digital screen before the opening session
- Ten delegate passes

### Lead Generation Benefits

- One free 3x6 square metre Premium exhibition booth
- One Meeting pack insert (supplied by the Sponsor)
- Website link on all marketing e-mails
- Licence to use the "Official Sponsor" Meeting Logo in connection with promotion of the conference sponsorship and participation.

### Branding Benefits

- Exclusive sponsor branding of opening keynote session back wall
- Company logo printed on conference bag given to all our participants
- Top tier placement of logo on all AFRINIC-31 communication and marketing material including billboards, banners, programme and brochures
- Full-page advertisement on the summit guide
- Four banners in the plenary hall
- Company logo on AFRINIC-31 website with a link to the company site
- Acknowledgement on AFRINIC's mailing lists and social media
- Acknowledgement in the Annual Report and media releases
- Five sixty-second adverts on digital screens throughout the opening ceremony day (supplied by the Sponsor)
- Five teardrop banners at the event site (supplied by the Sponsor)

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## DIAMOND SPONSOR: (Two slots)

USD 30,000

### Content Benefits

- Recognition by AFRINIC Chairman at the opening ceremony
- A 15-minute presentation in line with the event team at a plenary session subject to review by AIS'20 programme committee
- One three-minute video feature run at the break events (supplied by the Sponsor)
- Logo on digital screen during plenary sessions at selected times
- Five delegate passes

### Lead Generation Benefits

- One free standard 3x5 square metre exhibition booth
- One Meeting pack insert (supplied by the Sponsor)
- Website link on all marketing e-mails

### Branding Benefits

- Top tier placement of logo on all AIS'20 communication and marketing material including billboards, banners, programme and brochures
- Full-page advertisement on the summit guide
- Three drop banners in the plenary hall
- Company logo on AIS website with link to the company site
- Acknowledgement on AFRINIC's mailing lists and social media
- Acknowledgement in the Annual Report and media releases
- Three sixty-second adverts on digital screens at the break events (supplied by the Sponsor)
- Three teardrop banners at the event site

## GOLD SPONSOR: (Three slots)

### USD 20,000

#### Content Benefits

- Recognition by AFRINIC Chairman at the opening ceremony
- One three-minute video feature run at the break events (supplied by the Sponsor)
- Four delegate passes

#### Lead Generation Benefits

- One free standard (3x3 square metre) exhibition booth
- One Meeting pack insert (supplied by the Sponsor)
- Website link on all marketing e-mails

#### Branding Benefits

- Placement of logo on all AIS'20 communication and marketing material including billboards, banners, programme and brochures
- Half-page advertisement on the summit guide
- Two drop banners in the plenary hall
- Company logo on AIS website with link to the company site
- Acknowledgement on AFRINIC's mailing lists and social media
- Acknowledgement in the Annual Report and media releases
- Three sixty-second adverts on digital screens at the break events (supplied by the Sponsor)
- Two teardrop banners at the event site

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## SILVER SPONSOR: (Four slots)

### USD 15,000

#### Content Benefits

- Recognition by AFRINIC Chairman at the opening ceremony
- Delivery of a five-minute speech (in line with event theme) by the sponsor's CEO or representative during the gala dinner
- Three delegate passes

#### Lead Generation Benefits

- One free standard (3x3 square metre) exhibition booth
- One Meeting pack insert (supplied by the sponsor)
- Website link on all marketing e-mails

#### Branding Benefits

- Placement of logo on all AIS'20 communication and marketing material including billboards, banners, programme and brochures
- Company logo on AIS website with link to the company site
- Half-page advertisement on the summit guide
- Acknowledgement on AFRINIC's mailing lists and social media
- Acknowledgement in the Annual Report and media releases
- One teardrop banner at the event site

## BRONZE: (Unlimited)

### USD 10,000

#### Content Benefits

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

#### Lead Generation Benefits

- One free skirted table and chair for exhibition
- One Meeting pack insert (supplied by the sponsor)

#### Branding Benefits

- Placement of logo on all AIS'20 communication and marketing material including billboards, banners, programme and brochures
- A6 size advertisement on the summit guide
- Company logo on AIS website with link to the company site
- Acknowledgement on AFRINIC's mailing lists and social media
- Acknowledgement in the Annual Report and media releases

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## GALA DINNER SPONSOR: (One slot)

### USD 45,000

#### Content Benefits

- Recognition by AFRINIC Chairman during the gala dinner
- Delivery of a five-minute speech (in line with event theme) by the sponsor's CEO or representative during the gala dinner
- One three-minute video feature run at the break events on the gala dinner day (supplied by the Sponsor)
- Four delegate passes and 10 Gala Dinner Tokens

#### Lead Generation Benefits

- One free 3x5 square metre exhibition booth
- One Meeting pack insert (supplied by the Sponsor)
- 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'20 communication and marketing material including billboards, banners, programme and brochures
- Full-page advertisement on the summit guide
- Company logo on AIS website with link to the company site
- Acknowledgement on AFRINIC's mailing lists and social media
- Acknowledgement in the Annual Report and media releases
- Three sixty-second adverts on digital screens throughout the gala dinner day (supplied by the Sponsor)
- Five teardrop banners at the gala dinner site

## WELCOME RECEPTION SPONSOR: (One slot) **USD 15,000**

### Content Benefits

- Recognition by AFRINIC Chairman at the opening ceremony
- Four delegate passes and Five Welcome Reception Tokens

### Lead Generation Benefits

- One Meeting pack insert (supplied by the Sponsor)
- Website link on all marketing e-mails

### Branding Benefits

- Exclusive sponsor branding of the welcome reception venue
- A6 size advertisement on the summit guide
- Placement of logo on all AIS'20 communication and marketing material including billboards, banners, programme and brochures
- Company logo on AIS website with link to the company site
- Acknowledgement on AFRINIC's mailing lists and social media
- Acknowledgement in the Annual Report and media releases

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## CONNECTIVITY SPONSOR: (Maximum two slots)

### In Kind

#### Content Benefits

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

#### Lead Generation Benefits

- One Meeting pack insert (supplied by the sponsor)
- Website link on all marketing e-mails

#### Branding Benefits

- Placement of logo on all AIS'20 communication and marketing material including billboards, banners, programme and brochures
- One banner in each of the tutorial session rooms
- Half-page advertisement on the summit guide
- Company logo on AIS website with link to the company site
- Acknowledgement on AFRINIC's mailing lists and social media
- Acknowledgement in the Annual Report and media releases
- One teardrop banner at the event site

## Additional Marketing and Promotional Opportunities

Opportunity	Description	Price Tag
<b>Happy Hour Social Sponsorship</b>  *Limited to 1 sponsor only	<ul style="list-style-type: none"> <li>All our attendees love Happy Hour Social! You have the opportunity to host up to a 2-hour party in the exhibition area, or Networking area based on space availability.</li> <li>Sponsor will provide marketing and promotional materials (Such as coasters, napkins).</li> <li>Sponsor will be responsible for beverage-related services and expenses.</li> </ul>	<b>USD 7,000</b>
<b>Coffee Break Sponsorship</b>  *Limited to 2 sponsors only	<ul style="list-style-type: none"> <li>Host your own coffee break right in the conference area. Sponsors will have the opportunity to display marketing materials and signage, or supply promotional items such as coasters or napkins for the break.</li> <li>Sponsor provides AFRINIC the related branded materials to be used for this opportunity.</li> <li>Coffee break is provided by AFRINIC.</li> </ul>	<b>USD 6,000</b>
<b>Mobile Device Charging Station Sponsorship</b>  *Limited to 2 sponsors only	<ul style="list-style-type: none"> <li>Charged mobile devices are critical for all conference attendees. Your branded mobile device charging station will be placed in our networking area or in front of your booth to get a maximum foot traffic and exposure.</li> <li>Sponsor provides AFRINIC the related branded materials to be used for this opportunity (all materials subject to approval).</li> <li>Sponsor provides an appropriate charging station or charging table.</li> </ul>	<b>USD 5,000</b>
<b>Notepad and Pen Sponsorship</b>  *Limited to 1 sponsor only	<ul style="list-style-type: none"> <li>Place your company logo and message on notepads and pens. AFRINIC will distribute them at the registration area when our attendees check-in.</li> <li>Artwork branding to be provided by Sponsor.</li> <li>Sponsor provides AFRINIC the related notepads and pens to be used for this opportunity.</li> </ul>	<b>USD 4,000</b>
<b>Digital Screen Sponsorship</b>  *Limited to 2 sponsors only	<ul style="list-style-type: none"> <li>Expose your brand and services/products using our large LED screen in the busy traffic area.</li> <li>Sponsor will have the opportunity to display marketing videos and/or images to get our attendees' attention throughout the conference.</li> <li>Sponsor provides AFRINIC the related videos and/or images to be used for this opportunity, (all materials subject to approval).</li> <li>The sponsor provides LED screen.</li> </ul>	<b>USD 4,000</b>
<b>Exhibition Booth</b>  *Limited to 5 sponsors only	<ul style="list-style-type: none"> <li>One 3x5 square metre exhibition booth. Standard Booth Package includes:</li> <li>One-line ID sign</li> <li>One (1) approx. 6' skirted table or counter</li> <li>Two (2) Chairs</li> <li>Power Connections</li> <li>Wireless Internet</li> </ul>	<b>USD 2,000</b>
<b>Conference Bag Insert</b>	<ul style="list-style-type: none"> <li>Get the attention of our delegates by placing one of your company's promotional items in the official bag distributed to all attendees upon check-in at registration.</li> <li>Sponsor provides AFRINIC the related branded materials to be used for this opportunity, (all materials subject to approval).</li> </ul>	<b>USD 1,500</b> <b>*Per Insert</b>

### Additional Benefits

- Two free delegate passes per sponsor
- Acknowledgement on AFRINIC's mailing lists and social media as Supporting Sponsors
- 1 free meeting pack insert

## Previous meeting Statistics



Over 500 participants from 60 countries attended the summit that consisted of in-depth policy development discussions, training courses, workshops, tutorials, plenary sessions and panel discussions.

# Previous Sponsors





## Sponsorship Acceptance Form

Complete the form below.

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

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

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

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

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

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

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

### I would like to sponsor the following tier

- |  |           |
|--|-----------|
| <input type="checkbox"/> Platinum                        | \$ 50,000 |
| <input type="checkbox"/> Diamond                         | \$ 30,000 |
| <input type="checkbox"/> Gala Dinner                     | \$ 45,000 |
| <input type="checkbox"/> Connectivity                    | \$ 30,000 |
| <input type="checkbox"/> Gold                            | \$ 20,000 |
| <input type="checkbox"/> Silver                          | \$ 15,000 |
| <input type="checkbox"/> Bronze                          | \$ 10,000 |
| <input type="checkbox"/> Happy Hour Social               | \$ 7,000  |
| <input type="checkbox"/> Coffee Break Sponsor            | \$ 6,000  |
| <input type="checkbox"/> Mobile Charging Station Sponsor | \$ 5,000  |
| <input type="checkbox"/> Note Pad and Pen Sponsor        | \$ 4,000  |
| <input type="checkbox"/> Digital Screen Sponsor          | \$ 4,000  |
| <input type="checkbox"/> Exhibition Booth Purchase       | \$ 4,000  |
| <input type="checkbox"/> Conference Bag Insert.          | \$ 1,500  |
| <input type="checkbox"/> In-Kind ( Please specify )      | _____     |
| <input type="checkbox"/> Other ( Please specify )        | _____     |

\_\_\_\_\_  
Signature

\_\_\_\_\_  
Date

Please Note that the AFRINIC Public Policy Meeting Sponsorship opens the door to this select and sophisticated audience. We encourage you to take advantage of this unique opportunity to participate as a sponsor. Please choose a package that meets your particular branding and marketing needs, or talk with the sponsorship team about creating a custom package, option or marketing programme that is uniquely yours.

Contact: [meeting@afinic.net](mailto:meeting@afinic.net)

[www.afinic.net](http://www.afinic.net)



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