



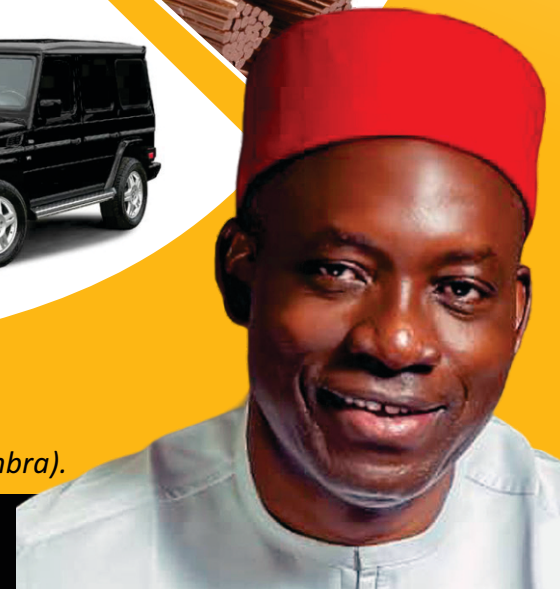
Made in Anambra

for Global Export Summit & Exhibition

Anambra Global Expo 2024

DATE: 7TH TO 8TH MARCH 2024

**VENUE: INTERNATIONAL CONFERENCE CENTER
AWKA ANAMBRA STATE**



Prof. Chukwuma Charles Soludo CFR
Executive Governor, Anambra State
(Chief Marketing Officer, Made in Anambra).

"INVESTING IN ANAMBRA IS IN YOUR BEST INTEREST"



Made in Anambra, Two Step Plan for the Top 100 Industries in 2024.

Step 1.

Export to 54 countries in the Africa Free Trade Area of 1.3 billion people with an under estimated market value of \$3.4 trillion. UNECA estimates that by 2040, intra - African trade will have grown by up to 25% with an additional \$ 70 billion in market value terms, and Anambra state expects to deepen intra- continental trade and to gain a sizeable share of the market for Nigeria.

Step 2.

Made in Anambra goods and services will target to gain a share of the global market by focusing on its areas of competitive natural advantages.



SPONSORSHIP PACKAGE Headline Sponsor:

N50million

- One full Billboard at event venue
 - 3 free booth space,
 - Possibility to benefit from larger booth space with a discount of€ up to 18m2 max and subject to availability and priority.
 - Possibility to showcase all their brands
 - Free entrance to 10 invitee to enjoy reception, dinner with captains of industry, documentation and networking opportunities
- Pre-Event Branding opportunities:
- Company logo (size/place will reflect sponsor level) on Made in Anambra website
 - Link to company's corporate website on Made in Anambra website
 - 150 word company profile on Made in Anambra website
 - Logo (size/place will reflect sponsor level) on pre-event marketing & promotional materials
- Event branding Opportunities:
- Headline sponsors will be specifically acknowledged as Headline sponsor during the opening session
 - Company logo (size/place will reflect sponsor level) on rolling PowerPoint presentation during intervals in main Made in Anambra room
 - Opportunity for Chairman or CEO to give speech
 - Brand manager to talk on one of companies brands
 - Company logo in Made in Anambra book
 - Company advert in Made in Anambra book
 - 4x A4 company corporate materials such as leaflets, brochures, leaflets in Made in Anambra bag.
 - Company logo on Made in Anambra signage
 - Company logo (size/place will reflect sponsor level) on Made in Anambra banners
- Post-event branding opportunities:
- Event highlights' article in Made in Anambra 's newsletter and website highlighting your company's involvement as Made in Anambra Headline sponsor
 - Official Made in Anambra report highlighting your company's involvement as Made in Anambra Headline sponsor



SPONSORSHIP PACKAGE Platinum Sponsor: **N40million**

- Shared Billboard at event venue
- 2 free booth space,
- Possibility to benefit from larger booth space with a discount of€ up to 18m2 max and subject to availability and priority.
- Possibility to showcase 3 their brands
- Free entrance to 5 invitee to enjoy reception, dinner with captains of industry, documentation and networking opportunities

- Pre-Event Branding opportunities:
 - Company logo (size/place will reflect sponsor level) on Made in Anambra website
 - Link to company's corporate website on Made in Anambra website
 - 150 word company profile on Made in Anambra website
 - Logo (size/place will reflect sponsor level) on pre-event marketing & promotional materials

- Event branding Opportunities:
 - Platinum sponsors will be specifically acknowledged as Platinum sponsor during the opening session
 - Company logo (size/place will reflect sponsor level) on rolling PowerPoint presentation during intervals in main Made in Anambra room
 - Company logo in Made in Anambra book
 - Company advert in Made in Anambra book
 - 4x A4 company corporate materials such as leaflets, brochures, leaflets in Made in Anambra bag.
 - Company logo on Made in Anambra signage
 - Company logo (size/place will reflect sponsor level) on Made in Anambra banners

- Post-event branding opportunities:
 - Event highlights' article in Made in Anambra's newsletter and website highlighting your company's involvement as Made in Anambra Platinum sponsor
 - Official Made in Anambra report highlighting your company's involvement as Made in Anambra Platinum sponsor



SPONSORSHIP PACKAGE

Diamond Sponsor:

N30million

- Shared Billboard at event venue
- 1 free booth space,
- Possibility to benefit from larger booth space with a discount of€ up to 18m2 max and subject to availability and priority.
- Possibility to showcase 3 their brands
- Free entrance to 3 invitee to enjoy reception, dinner with captains of industry, documentation and networking opportunities

- Pre-Event Branding opportunities:
 - Company logo (size/place will reflect sponsor level) on Made in Anambra website
 - Link to company's corporate website on Made in Anambra website
 - 150 word company profile on Made in Anambra website
 - Logo (size/place will reflect sponsor level) on pre-event marketing & promotional materials

- Event branding Opportunities:
 - Diamond sponsors will be specifically acknowledged as Diamond sponsor during the opening session
 - Company logo (size/place will reflect sponsor level) on rolling PowerPoint presentation during intervals in main Made in Anambra room
 - Company logo in Made in Anambra book
 - Company advert in Made in Anambra book
 - 4x A4 company corporate materials such as leaflets, brochures, leaflets in Made in Anambra bag.

- Post-event branding opportunities:
 - Event highlights' article in Made in Anambra 's newsletter and website highlighting your company's involvement as Made in Anambra Diamond sponsor
 - Official Made in Anambra report highlighting your company's involvement as Made in Anambra Diamond sponsor



SPONSORSHIP PACKAGE

Silver Sponsor:

N20million

- Shared Billboard at event venue
- Possibility to benefit from larger booth space with a discount of€ up to 18m2 max and subject to availability and priority.
- Possibility to showcase 3 their brands
- Free entrance to 1 invitee to enjoy reception, dinner with captains of industry, documentation and networking opportunities

- Pre-Event Branding opportunities:
 - Company logo (size/place will reflect sponsor level) on Made in Anambra website
 - Link to company's corporate website on Made in Anambra website
 - Logo (size/place will reflect sponsor level) on pre-event marketing & promotional materials

- Event branding Opportunities:
 - Silver sponsors will be specifically acknowledged as Silver sponsor during the opening session
 - Company logo (size/place will reflect sponsor level) on rolling PowerPoint presentation during intervals in main Made in Anambra room
 - Company logo in Made in Anambra book
 - Company advert in Made in Anambra book
 - 4x A4 company corporate materials such as leaflets, brochures, leaflets in Made in Anambra bag.

- Post-event branding opportunities:
 - Event highlights' article in Made in Anambra's newsletter and website highlighting your company's involvement as Made in Anambra Silver sponsor
 - Official Made in Anambra report highlighting your company's involvement as Made in Anambra Silver sponsor



SPONSORSHIP PACKAGE Bronze Sponsor: **N10million**

- Possibility to benefit from larger booth space with a discount of€ up to 18m2 max and subject to availability and priority.
- Pre-Event Branding opportunities:
 - Company logo (size/place will reflect sponsor level) on Made in Anambra website
 - Logo (size/place will reflect sponsor level) on pre-event marketing & promotional materials
- Event branding Opportunities:
 - Bronze sponsors will be specifically acknowledged as Bronze sponsor during the opening session
 - Company logo (size/place will reflect sponsor level) on rolling PowerPoint presentation during intervals in main Made in Anambra room
 - Company logo in Made in Anambra book
 - Company advert in Made in Anambra book
 - 4x A4 company corporate materials such as leaflets, brochures, leaflets in Made in Anambra bag.
- Post-event branding opportunities:
 - Event highlights' article in Made in Anambra 's newsletter and website highlighting your company's involvement as Made in Anambra Bronze sponsor
 - Official Made in Anambra report highlighting your company's involvement as Made in Anambra Bronze sponsor



SPONSORSHIP PACKAGE
Supporting Sponsor:

N5million

• Pre-Event Branding opportunities:

- Company logo (size/place will reflect sponsor level) on Made in Anambra website
- Logo (size/place will reflect sponsor level) on pre-event marketing & promotional materials
- Radio mention

• Event branding Opportunities:

- Supporting sponsors will be specifically acknowledged as Supporting sponsor during the opening session
- Logo on brochure and
- Recognition on event day

• Post-event branding opportunities:

- Event highlights' article in Made in Anambra 's newsletter and website highlighting your company's involvement as Made in Anambra Supporting sponsor
- Official Made in Anambra report highlighting your company's involvement as Made in Anambra Supporting sponsor



SPONSORSHIP PACKAGE Logo Sponsor: **N2.5 million**

• Pre-Event Branding opportunities:

- Company logo (size/place will reflect sponsor level) on Made in Anambra website
- Logo (size/place will reflect sponsor level) on pre-event marketing & promotional materials
- Radio mention

• Event branding Opportunities:

- Advert in Event Brochure
- Recognition on event day

• Post-event branding opportunities:

- Official Made in Anambra report highlighting your company's involvement as Made in Anambra logo sponsor



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