



## PROPOSAL/ CALL FOR SPONSORSHIP

This Expo aims to facilitate an unprecedented engagements between the following critical players in the area of financial inclusion and literacy:

- Service Providers and Practitioners in the banking sector and the broader financial industry such as banks, insurance companies, pension funds and fund managers, stock brokers, as well as a variety of value added service providers;
- Policy makers and Regulators, who are collectively the pace-setters in financial access and inclusion; and
- The general public as the ultimate consumers and beneficiaries of banking and financial services.

Sponsorship opportunities are available for companies to gain valuable exposure. As a sponsor, you will be provided with unique marketing opportunities that will generate sales and/or yield results which are likely to deepen your marketing presence and add commercial value to your company. The Event's outreach programme will cover the entire country through extensive pre- and post-event media promotions on television and radio, as well as the Internet. Sponsorships will be recognised in the Event's program booklet, promotional materials, media, website and banner signage.

### SPONSORSHIP PACKAGES FOR BANKING & WEALTH EXPO 2017

- Gold, Silver and Bronze Sponsorship Packages
- Name Branding of Functions
- Media Sponsorships
- Tailor-made Sponsorships

### SPONSORSHIP CATEGORIES

Sponsorship categories have been developed to allow sponsors the flexibility to choose categories that appeal to them. Please tick your preferred option below:

1. **GOLD SPONSOR 150,000**  **SILVER SPONSOR 100,000**  **BRONZE SPONSOR 50,000**

	GOLD	SILVER	BRONZE
1. Logo inclusion as a sponsor on selected media platforms ( Press, Tv & Radio)	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
2. Advertisements in the workshops	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
3. Standard Exhibition Booth	3x9m	3x6m	3x3m
4. Branding outside Exhibition Hall	<input type="checkbox"/>	<input type="checkbox"/>	X
5. Appreciation Announcement at the event	<input type="checkbox"/>	X	X
6. Opportunity to speak at the workshop	<input type="checkbox"/>	X	X
7. Website - Logo presence	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
8. Advert in the event Magazine	Full Page	Half Page	Quarter page
9. Dinner VIP tickets	15	10	5

### 2. MEDIA SPONSOR P75,000

- Logo inclusion as a sponsor on all media campaign platforms (Press, Tv, Radio, Banners and Flyers)
- Branding at the event
- Branding press conference
- Website- Logo presence
- 5 standard dinner tickets
- Advert in the event Magazine
- Exhibition Space, 3 x 6m
- Attend all the workshops

### 3. BRANDING OPPORTUNITIES @ THE BANKING & WEALTH EXPO CEO DINNER

An opportunity to brand the Banking & Wealth Expo CEO dinner for a minimum of P50,000

### 4. SPONSORSHIP OF SPECIFIC ITEMS

The following items or any other appropriately useful items may be provided or sponsored. (Estimated requirement 1000)

Expo bags including company logo. Est P50each	P50,000
Conference booklet programme. P100 each	P100,000
Exhibitor name badges including company logo P50	P50,000
Pens including company logo P20 each	P20,000
Adverts A4 single sided in Expo booklet	P11,500
Inserts - A4 provided by your company	P4,000

## TERMS OF AGREEMENT:

Having reached agreement concerning the Sponsor's participation in the upcoming Banking and Wealth Exposition hosted by the Sponsee:-

1. **BANKING AND WEALTH EXPO** shall provide the Sponsor with the benefits described in the Proposal/ Call for Sponsorship (refer to option ticked in the previous page). BANKING AND WEALTH EXPO may adjust such benefits, substitute benefits or provide other benefits with the approval of the Sponsor.
2. **Duration:** The sponsorship will be for the duration of the Exposition to be held NOVEMBER 15 - 18 2017.
3. **Payment:** Cash payments are due as follows: 25% percent on or before October 1, 2017 and the balance due on or before November 1, 2017.
4. **Limitation of Sponsorship:** Unless otherwise provided, Sponsor benefits described in this agreement relate solely to the BANKING AND WEALTH EXPO.
5. **License and Usage:** The Sponsor hereby grants BANKING AND WEALTH EXPO limited, non-exclusive license to use the Sponsor's logos. BANKING AND WEALTH EXPO agrees that the logos will be used only in connection with the 2017 Event to provide the benefits set forth in the Proposal and such other benefits as Sponsor and BANKING AND WEALTH EXPO may agree.
6. **Sponsor Understandings:** No portion of the sponsorship cash payment are subject to being refunded for any reason except as provided herein. Sponsorships are not exclusive unless otherwise set forth in this Proposal/ Call for Sponsorship.
7. **Breach:** In the event of a dispute arising that the parties themselves cannot resolve, parties agree to refer the matter to an independent arbitrator appointed by mutual agreement.
8. **Termination:** If the parties cannot agree on an arbitrator or both parties do not agree with the decision of the arbitrator appointed, the agreement may be terminated in the following manner:-
  - a) If the breach is one that can be rectified, then the non-breaching party can request in writing that the breach be rectified in 14 calendar days. If the breach is not rectified within that time, then the non - breaching party may terminate the agreement immediately.
  - b) If the breach is one that cannot be rectified, the non-breaching party may terminate the agreement by giving 14 calendar days written notice.
  - c) If either party goes into liquidation, is wound up, dissolved (except for purposes of reconstruction or amalgamation), enters into a scheme of arrangement or is placed under official management or receivership, the other party may terminate the agreement by giving 14 calendar days written notice.
  - d) In the event of a termination under this agreement, each party's rights and liabilities will cease immediately but the termination shall not affect a party's rights arising out of a breach of this agreement by the other party.
9. Where one party is unable to carry out its obligations under this agreement due to circumstances beyond its control or which it could not have prevented, those obligations are suspended whilst the circumstances prevail, provided the

other party is notified and the defaulting party uses its best endeavours to overcome the circumstances preventing its obligations from being carried out.

10. Each party shall indemnify the other against any claims arising from any third parties.
11. The terms and conditions of this agreement shall not be disclosed to any third parties without the prior written consent of both parties.
12. The rights of either party under this agreement shall not be transferrable or assignable either in whole or in part.

Signed:

Sponsor: \_\_\_\_\_ Sponsee: \_\_\_\_\_

Title: \_\_\_\_\_ Title: \_\_\_\_\_

Date: \_\_\_\_\_ Date: \_\_\_\_\_

Email our sales team at [granny@themediashop.co.bw](mailto:granny@themediashop.co.bw) or [mando@themediashop.co.bw](mailto:mando@themediashop.co.bw).  
For more information about the sponsorship opportunities visit: [www.bankingandwealthexpo.co.bw](http://www.bankingandwealthexpo.co.bw)



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Brought to you by:



# EXHIBIT AT THE BANKING AND WEALTH EXPO

Financial Literacy is the vital foundation necessary to support any community and eradicate poverty. The outlook for Botswana's household debt is on the rise with minimal efforts towards savings. Given the future of the country and mindset shift, the financial education must commence. For 2017, we're creating unique experiences for the public to interact with specialists at Botswana's biggest gathering.

The Expo will facilitate an unprecedented engagement opportunity between the following critical players in the area of financial inclusion and literacy:

- Service Providers and Practitioners in the banking sector and the broader financial industry such as banks, insurance companies, pension funds and fund managers, stock brokers, as well as a variety of value add service providers;
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## WHY EXHIBIT

Exhibitions are a medium unlike any other, in that they can deliver a broad range of messages and experiences even to a tightly targeted audience. As an exhibitor at the Banking and Wealth Expo 2017, your brand will be exposed to an anticipated audience of over 10 000 people. The expo will attract 265 exhibitors from the financial services sector which includes amongst others, Banks, Insurance companies, Fund Managers and the Stock Exchange.

## ACHIEVE THE FOLLOWING:

- Raise your brand profile and make direct sales
- Expand your contacts database
- Test market awareness and perceptions
- Support your current sales channels
- Identify and recruit new clients

## EXHIBITORS PACKAGE OPTIONS

### 4 DAYS - NOVEMBER 15TH - 18TH

	Booth Size	Price per Booth
1	3x9 Booth	26,001.00
2	3x6 Booth	17,334.00
3	3x3 Booth	9,630.00

Book your  
Stall Now



[www.bankingandwealthexpo.co.bw](http://www.bankingandwealthexpo.co.bw)

## MAGAZINE ADVERTS SIZE RATES

	Size	Price per Advert		Size	Price per Advert
Covers	10x7	11,500.00	Half page	130x195	5,500.00
Page 3	260x195	8,500.00	Quarter page	65x49	4,700.00
Full page	260x195	7,900.00	Centre Spread	390x260	16,000.00

Contact Granny Mokopakgosi or Mando @ 318 6679. For more information about the sponsorship opportunities visit: [www.bankingandwealthexpo.co.bw](http://www.bankingandwealthexpo.co.bw)



**Banking & Wealth  
EXPO 2017**  
BANKING • INVESTMENT • INSURANCE

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