



think local first.



1. What is it all about?

Proudly Zambian is a 15 minute pre-recorded business program that celebrates and showcases the science, concepts, principles and theories of products and services made in Zambia.

The documentary-style production is an expose of proudly Zambian products, brands and services by delving deep behind the scenes to tell the real story as well as to show our viewing audience how their favourite products are made.

2. The Season

Ideally, the first season of the documentary series is set to grace the airwaves by the 1st week of November 2018. This maiden season of Proudly Zambian is slated to encompass 13 predictable episodes, each of them covering a specific product, service or brand.

3. Targeted Demographic

The Proudly Zambian Series will create a dynamic following among different demographics from ZNBC TV and other channels across the country. This will cut across age, gender and occupation as it will feature diverse episodes; each dealing with a product or service that appeals to a specific demographic.

4. Some Objectives of the Proudly Zambian Series

- i. Showcase leading manufacturers of Proudly Zambian products;
- ii. Promote consumption of high quality locally produced products and services;
- iii. Reinforce positive messaging on competitiveness of locally produced products;
- iv. Demonstrate commitment to "Proudly Zambian" ideals;
- v. Brand exposure to millions of domestic and international viewers.

5. Main Sponsorship (K60,000.00)

As a main sponsor, the following commercial benefits would apply:

- i. You will enjoy the opening and closing billboard with your logo "Zambia Association of Manufacturers in conjunction with your company is proud to bring to you Proudly Zambian. *Your company*, manufacturers or producers of *your goods and services*."
- ii. Opening advert spot at each commercial break (two 60 seconds advertising spots per episode)
- iii. Your organisation will be acknowledged as being a partner in all radio and television adverts

- iv. Exposure on all promos and advertising of the show on radio, television and social media
- v. The production Crew will wear co-branded T-shirts or shirts of your organisation during all behind the scenes shoot of every episode
- vi. Branding of all peripheral items to be used on the show; pens, writing pads, cups and other items.

6. Feature Sponsorship (Episode) (K15,000.00)

As a feature sponsor, the following commercial benefits would apply:

1. 15 minutes exposure exclusive to your company. This presents an opportunity to showcase a specific product or service in detail for the total duration of the show minus the ad breaks
2. Talking-head interviews with essential personnel of your company or other relevant parties in relation to the story being told.
3. Depending on the narrative, you will have a chance to take viewers behind the scenes and showcase your brand or products during the production process.
4. Your organisation will be promoted as a program feature for that particular week's airing date.

7. Advertising Airtime Spots

30 Seconds Advert: **K3,500.00**

60 Seconds Advert: **K6,000.00**

The show will be designed in such a way that before each break, there will be a deliberate effort to create suspense as to what will happen next. This in turn creates an opportunity for:

- i. 30 Seconds advertising breaks
- ii. 60 Seconds advertising breaks

8. Contact Us

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