



**PROUDLY ZAMBIAN**  
*think local first.*



**2018 MANUFACTURERS  
 WEEK SPONSORSHIP  
 "MANUFACTURE AFRICA"**

**ZAM thanks the sponsors of the 6th Annual Manufacturers Week**



***"We couldn't have done it without you"***

***Our Partners***



# ABOUT THE WEEK

The Manufacturers Week is a celebration of Zambian manufacturing and seeks to bring together international and local value adders in unpacking Africa's vast manufacturing opportunities. This annual event is in its 7th year of implementation and is evolving to become Zambia's premier event in facilitating enhanced market access, investment and sustainable growth in the value addition sector.

## WHY SPONSOR?

Sponsoring the Week activities offers you the opportunity to;

- Get ahead of your competitors by marketing your company as a manufacturer of high quality "Proudly Zambian" Products.
- Interact with Zambian Consumers in the first of its kind indoor "Buy Zambian" Mall Expo in partnership with East Park Mall.
- Share a platform and network with Africa' most successful manufacturers, opinion makers, though leaders and entrepreneurs during the inaugural Manufacture Africa Conference.
- Maximize your exposure on Television, Social Media and Radio Platforms.
- Stand a chance to win the coveted new "Consumer Choice Award" during the Prestigious Manufacturers Gala.

## Week Participation Highlights



**Manufacturers  
Charity Donation**  
15 companies



**Manufacturing  
Solutions Seminar**  
66 delegates



**"Buy Zambian"  
Expo**  
25 companies



**The Prestigious  
Manufacturers Gala**  
300+ guests



**"ZAM Meets the  
President" Event**  
100 delegates

## OUR EXPECTATIONS

- **Charity Giveaway** – 25+ CSR Champions
- **"Buy Zambian" Expo** – 50+ Exhibitors, 2000+ Expo Visitors
- **Manufacture Africa Conference and Business Enterprise Expo** – 400+ Delegates, 50 Business Enterprise Desks
- **Manufacturers Gala** – 400+ Delegates

## WHAT ELSE IS IN IT FOR YOU?

- Connect with players in the manufacturing industry, and build business relationships that expand your business
- Network with business leaders and policy makers in different sectors supporting manufacturing such as; energy, infrastructure, commerce, health and banking and finance.
- Interact and network with different manufacturers in Zambia and Africa at large.
- Learn from high profile guest/international speakers known in Africa and different parts of the world.
- Showcase Zambia and your products to the world.

# MANUFACTURERS WEEK SPONSORSHIP PACKAGES

## DIAMOND K100,000+

- Logo to appear on TV Ad
- 4 Exhibition Booths – “Buy Zambian Expo” (Custom Display)
- 3 Business Enterprise Tables – “Manufacture Africa” Conference
- 1 Executive Speaker Slot in Opening Session of “Manufacture Africa” Conference
- 6 Delegate registrations to “Manufacture Africa” conference
- 2 Corporate Tables in priority area (20 gala tickets)
- 1 Episode – “Made in Zambia” Television Series and strategic advertisement slots
- Sponsor logo on “Manufacturers Week” Website header
- Acknowledgement in Manufacturers Week Programme
- Appreciation Signage and priority branding (Both at Conference and Gala Dinner)
- Sponsor logo on conference screens
- 3 x Delegate bag insert and table branding
- Middle Double Advertising in Week Programme
- Acknowledgement in Radio Advertisements and Social Media Marketing

## PLATINUM K80,000

- Logo to appear in TV Ad
- 2 Exhibition Booths – “Buy Zambian Expo”
- 2 Business Enterprise Tables – “Manufacture Africa” Conference
- 1 Executive Speaker Slot in Topical Session of “Manufacture Africa” Conference Programme
- 4 Delegate registrations to “Manufacture Africa” conference
- Priority Seating at the Manufacturers Gala (15 gala tickets)
- 1 Episodes – “Made in Zambia” Television Series and strategic advertisement slots
- Sponsor logo on “Manufacturers Week” Website
- Acknowledgement in Manufacturers Week Programme
- Appreciation Signage
- Sponsor logo on conference screens
- 3 x Delegate bag insert
- Inside Front Cover Advertising in Week Programme
- Acknowledgement in Radio Advertisements and Social Media Marketing

## GOLD K50,000

- Logo to appear in TV Ad
- 1 Exhibition Booth – “Buy Zambian Expo”
- 1 Business Enterprise Tables – “Manufacture Africa” Conference
- 1 Executive Speaker Slot in Topical Session of “Manufacture Africa” Conference
- 3 Delegate registrations to “Manufacture Africa” conference
- Priority Seating at the Manufacturers Gala (10 gala tickets)
- 1 Episode – “Made in Zambia” Television Series and strategic advertisement slot
- Sponsor logo on “Manufacturers Week” Website
- Acknowledgement in Manufacturers Week Programme
- Appreciation Signage
- Sponsor logo on conference screens
- 2 x Delegate bag insert
- Inside Backcover Advertising in Week Programme
- Acknowledgement in Radio Advertisements and Social Media Marketing

The header image is a composite of two industrial scenes. The left side shows a factory interior with red lighting and various pipes and machinery. The right side shows a close-up of large, shiny metal industrial tanks or vessels with various valves and gauges.

# MANUFACTURERS WEEK SPONSORSHIP PACKAGES

## SILVER K35,000

- Logo to appear in TV Ad
- 1 Exhibition Booth – “Buy Zambian Expo”
- 1 Business Enterprise Table – “Manufacture Africa” Conference
- 1 Executive Speaker Slot in Topical Session of “Manufacture Africa” Conference
- 2 Delegate registrations to “Manufacture Africa” conference
- Priority Seating at the Manufacturers Gala (8 gala tickets)
- 1 Episode – “Made in Zambia” Television Series and strategic advertisement slots
- Sponsor logo on “Manufacturers Week” Website
- Acknowledgement in Manufacturers Week Programme
- Appreciation Signage
- Sponsor logo on conference screens
- 1 x Delegate bag insert
- A5 Advert in Week Programme
- Acknowledgement in Radio Advertisements and Social Media Marketing

## BRONZE K25,000

- Logo to appear in TV Ad
- 1 Exhibition Booth – “Buy Zambian Expo”
- 1 Business Enterprise Table – “Manufacture Africa” Conference
- 1 Executive Speaker Slot in Topical Session of “Manufacture Africa” Conference
- 2 Delegate registrations to “Manufacture Africa” conference
- Priority Seating at the Manufacturers Gala (6 gala tickets)
- Sponsor logo on “Manufacturers Week” Website header
- Acknowledgement in Manufacturers Week Programme
- Appreciation Signage
- Sponsor logo on conference screens
- 1 x Delegate bag insert
- A5 Advert in Week Programme
- Acknowledgement in Radio Advertisements and Social Media Marketing

## SUPPORTER K15,000

- 1 Exhibition Booth – “Buy Zambian Expo”
- 1 Business Enterprise Table – “Manufacture Africa” Conference
- 2 Delegate registrations to “Manufacture Africa” conference
- Priority Seating at the Manufacturers Gala (4 gala tickets)
- Sponsor logo on “Manufacturers Week” Website
- Acknowledgement in Manufacturers Week Programme
- Appreciation Signage
- Sponsor logo on conference screens
- 1 x Delegate bag insert
- A5 Advert in Week Programme
- Acknowledgement in Radio Advertisements and Social Media Marketing

## SME SUPPORTER K5,000

- 1 Business Enterprise Table – “Manufacture Africa” Conference
- 2 gala tickets
- 2 Delegate registrations to “Manufacture Africa” conference
- Sponsor logo on “Manufacturers Week” Website
- Acknowledgement in Manufacturers Week Programme
- Appreciation Signage
- Sponsor logo on conference screens
- 1 x Delegate bag insert
- A5 Advert in Week Programme
- Acknowledgement in Radio Advertisements and Social Media Marketing