



**AFRICA
OPEN DATA
CONFERENCE**
ACCRA, 17-21 JULY 2017

AFRICA OPEN DATA CONFERENCE 2017



REPUBLIC OF GHANA

Hosted by Government of Ghana

**Local Organizing Committee
Conference Secretariat**
3rd Floor MOC Office Complex
Abdou Diof Road, Ridge
Accra, Ghana
secretariat@aodc-gh.info
Tel: +233 20 8128851

**Organized by
Ghana and Africa Open Data
Community**
Accra, Ghana
17 - 21 July 2017
www.africaopendata.net

The Africa Open Data Conference

The first AODC in Tanzania included four days of activity:

- Over 600 participants
- Senior government and decision makers
- Developers
- Pre-event workshops and training

The Accra Conference 2017

Five full days including

- 3 days of pre-event workshops and training
- 2 days of conference
- Hands-on training and building
- Plenary sessions and breakouts
- Convening in-person and virtual participants from across the continent, the diaspora, and global stakeholders and influencers

Participants include

- Government leadership, civil servants, industry executives, telecommunications organizations, researchers, students, innovators, entrepreneurs, donors, and investors

Core themes of this second Africa Open Data Conference are

- Gender, health, agriculture, Sustainable Development Goals, extractives industry, and education

Expected outcomes

- Expanded civic participation in developing and achieving Sustainable development goals
- Documented process of identifying, opening, and using data sets in each of the conference target areas
- Game plan to sustain a community of practice on Open Data in Africa

Sponsorship Introduction

High-Level Networking with Decision-Makers

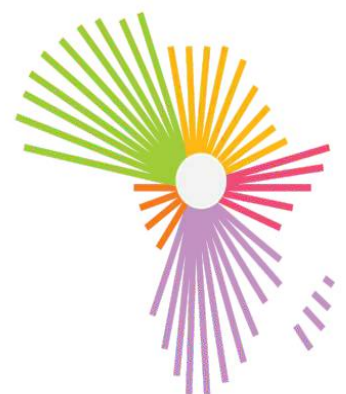
Sponsors at the Africa Open Data Conference 2017 will benefit from high-level exposure and meet decision-makers from across public and private open data and innovation. Influence the discussions and dialogue with key actors driving open data in Africa. Be seen as a leading organization championing open data in Africa. Enhance your current commitment to driving the Sustainable Development Goals.

Business development

Focus your partnership objectives with bespoke lead generation efforts managed by our dedicated team on your behalf. Make optimal use of an exhibition stand at the forum to generate networking opportunities and attract potential partners. Connect and engage with all participants.

Branding

Amplify your brand with targeted coverage on site at the Conference and on the Conference website. Use an exhibition stand to showcase your solutions and enhance your branding message. Align your brand with innovation leaders and extend your reach through our global database and social media following.



PLATINUM VALUE – USD \$50,000

Provides the opportunity to be the **Primary Sponsor for AODC2017**

Benefits:

- Your company name and logo would be displayed as a Platinum partner on the web site and in social media.
- Company representative standalone speech or on a panel with industry leaders
- Your company name and logo will be linked to your company website
- We would acknowledge your company as the primary sponsor for AODC2017 at all plenary sessions of the conference
- Advertorial feature in the digital event guide
- Your company name and logo would appear on all correspondence for AODC2017 in the largest sponsor size
- Your company name would appear on marketing materials for the conference.
- Blog posts and tweetup organized to promote sponsor and brand
- All venue branding and product activation opportunity
- Exhibition space included for a 3x2m exhibition space in the exhibition hall (including power and Wi-Fi)

GOLD VALUE - USD \$30,000

Provides the opportunity to be an **Associate Sponsor for AODC2017**

Benefits:

- Your company name and logo would appear as a Gold sponsor of AODC2017 on the web site, social media, and correspondence.
- We would acknowledge the support of your company as a gold sponsor of AODC2017
- Advertorial feature in the digital event guide
- Your company name and logo would appear on all marketing materials for

the conference, logo would be smaller than the platinum sponsor

- We would acknowledge the support received from Gold associates on Event information brochures
- Exhibition space included for a 3x2m exhibition space in the exhibition hall (including power and Wi-Fi)

SILVER VALUE – USD \$20,000

Provides the opportunity to be a **Sponsor for AODC2017**

Benefits:

- Your company name and logo would appear on a separate list of Silver sponsor on the AODC2017 web site and social media
- We would acknowledge the support received from Silver partners in information brochures for AODC2017
- Your company name and logo would appear on all t-shirts. Logo size would be smaller than that of the gold sponsor.
- Exhibition space included for a 3x2m exhibition space in the exhibition hall (including power and Wi-Fi)

BRONZE VALUE - USD \$10,000

Provides the opportunity to be a **Sponsor for AODC2017**

Benefits:

- Your company name and logo would appear on a separate list of Bronze sponsor on the AODC2017 web site and social media
- We would acknowledge the support received from Bronze partners in information brochures for AODC2017
- Your company name and logo would appear on all t-shirts. Logo size would be smaller than that of the silver sponsor.
- Exhibition space – 3x2m exhibition space in the exhibition hall (including power and Wi-Fi)

EXHIBITOR VALUE – USD \$5,000

- Provides the opportunity to be a **Sponsor for AODC2017**
- Your company name and logo would appear on a separate list of exhibitors on the AODC2017 web site and social media
- We would acknowledge the support received from the exhibition partners in the event information brochures
- Exhibition space – 3x2m exhibition space in the exhibition hall (including power and Wi-Fi)

IN-KIND AND NEGOTIATED SUPPORT

Provides the opportunity to be a **Sponsor for AODC2017**

- This option provides an opportunity to sponsors that prefer to provide goods and services, rather than funding. This will be valued to Gold, Silver, or Bronze categories and receive the category benefits. However, if it does not fit into any category, your in-kind sponsorship will receive the following benefits:
- Your company name and logo would appear on a separate list of in-kind sponsors on the AODC2017 web site and social media.
- We would acknowledge the support received from the in-kind partners in the event information brochures.
- If you wish to negotiate your own customized sponsorship package, we can reach an agreement.

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Additional Branding Opportunities

- Coffee station
- Smoothie station
- Breakfast briefing
- Event App/networking tool
- Conference polling tool
- Wi-Fi
- Networking breaks
- Drinks Reception
- Conference water bottles
- Lunch sponsor
- Goodie bag
- Registration sponsor
- App banners
- Badge sponsor
- Lanyard sponsor
- Workshop sponsor
- Conference pens
- Conference note pads
- Conference USB
- Sponsor e-blasts

Contact for Pricing

Sponsorship Benefits

Inclusion	Platinum	Gold	Silver	Bronze	Exhibitor
Branding included on official invites, forum website, and post-forum video from date of confirmation until the forum takes place	✓				
Company representative standalone speech or as a member of a panel along with leading industry figures	✓				
Advertorial feature within the digital event guide	✓				
Event collateral (pens, notepads, USBs, delegate bags, etc.)	✓	✓			
Social media inclusion (LinkedIn and Twitter)	✓	✓	✓	✓	
Sponsorship level and logo on all site branding materials	✓	✓	✓	✓	
Company profile and logo on conference website	✓	✓	✓	✓	✓
Exhibitor space in the exhibition hall (3x2 m), including power and Wi-Fi	✓	✓	✓	✓	✓
Branding, company profile, and speaker biography in the digital AODC event guide	✓	✓	✓	✓	✓



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For More Information please contact:

Nehemiah Senyo Yelu Attigah
Sponsorship Sub-Committee Chair on
+233-577605119

Nehemiah.Attigah@gmail.com

or

Wisdom Donkor
AODC2017 Secretariat
Wisdom.Donkor@nita.gov.gh
+233-208128851