

# SPONSORSHIP OPPORTUNITIES

## LAKEZONE EXPO - SPONSORSHIP CATEGORIES - 2021

“Scope out more customers, suppliers & prospective Specialist buyers”, Take this implausible opportunity to be perceived, don't miss your chance to partner with LAKEZONE TOURISM EXPO 2021 which including all of **LAKE ZONE REGIONS;** (**MWANZA, GEITA, SHINYANGA, MARA, SIMIYU** and **KAGERA**), with their neighbours' regions like; **TABORA** and **KIGOMA REGIONS**

### 1. PLATNUM EVENT PARTNER PACKAGE:

Our Platinum Sponsorship Package is reserved for one leading company. Your company will receive unmatched appreciation by our attendees as a Platinum Sponsor, with unbroken coverage before and during the three days of the event. Your investment will facilitate the accomplish of approximately 300 exhibitors, more than 100 international, East African and local buyers and over 50 international and local media.

The Offering highlighted below comprises a breakdown of the total value-offering for Lakezone Tourism Expo 2021:

#### ➤ **HOSTED BUYER LOUNGE**

Branding in the Hosted Buyers Lounge area within the exhibition hall

#### ➤ **WEBSITE BANNERS**

Enjoy the reach of Lakezone Tourism Expo, 2021 by advertise your messaging on the official website. This will be a banner on a revolving basis. Your messaging will be display from the time sponsorship is taken

#### ➤ **WEBSITE FOOTER:**

Enjoy the reach of Lakezone Tourism Expo, 2021 by advertising on the official website. Your logo will be shown on the website footer banner.

#### ➤ **POCKET SITE MAP:**

Enjoy the reach of Lakezone Tourism Expo, 2021 by advertising on the official site map. Your logo and messaging will be displayed on the pocket site map which will be distributed to all exhibitors, buyers, media and visitors.

#### ➤ **HOSTED BUYER LUNCH**

Host lunch which includes the F&B in the Hosted Buyers Lounge area for just about 150 hosted buyer's presence the show over 3 days.

#### ➤ **BRANDING**

Prime location close to main entrance with high demand and plenty of foot traffic. It is important that the sponsor arrange for a site inspection to plan their design and familiarize themselves with the designated areas in the concourse.

#### ➤ **BROCHURE STANDS**

The brochure stands are purposefully placed next to the information booths. Your organization will have the right to brand all the available panels on one of the stands. You will also have the right to fill the complete top shelf with your own brochures.

➤ **FACEBOOK, INSTAGRAM, TWITTER AND LINKEDIN MENTIONS:**

Get pleasure from the reach of Lakezone Tourism Expo by receiving mentioned on their Facebook, Instagram and LinkedIn social media platforms 3 times a month for 3 months (October, 2021).

➤ **PARTNER BANNER WALL:**

Your logo will be to be found on the Partner Banner Wall jointly with that of Lakezone Tourism Expo,2021.

➤ **PLASMA SCREEN ADVERTISING**

Submit an Ad to be placed on the plasma screens in the venue. The Ad will be displayed 15 times for 30 seconds per day.

**2. GOLD EVENT PARTNER PACKAGE:**

Our Gold Sponsorship Package is reserved for one leading company. Your company will receive unmatched recognition by our attendees as a Gold Sponsor, with continuous experience before and during the three days of the event.

Your investment will allow the reach of approximately 500 exhibitors, more than 1000 international, East African and local buyers and over 100 international and local media. The Offering highlighted below comprises a breakdown of the total value-offering for Lakezone Tourism Expo 2021:

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➤ **MEDIA CENTRE**

Generate noteworthy brand visibility and consciousness to international and local media attending Meetings Lakezone regions. This area is used daily to carry out official interviews from the likes of Minister of Natural Resources & Tourism, Regional Commissioners and Heads of Departments.

➤ **PARTNER BANNER WALL:**

Your logo will be placed on the Partner Banner Wall together with that of Lakezone Tourism Expo.

➤ **WEBSITE FOOTER:**

Enjoy the reach of Lakezone Tourism Expo, 2021 by advertising on the official website. Your logo will be shown on the website footer banner.

➤ **BRANDING:**

Prime location close to main entrance with high demand and plenty of foot traffic. It is important that the sponsor arrange for a site inspection to plan their design and familiarize themselves with the designated areas in the concourse.

➤ **FACEBOOK, INSTAGRAM, TWITTER & LINKEDIN MENTIONS:**

Get pleasure from the reach of Lakezone Tourism Expo by receiving mentioned on their Facebook, Instagram and LinkedIn social media platforms 3 times a month for 3 months (October-December, 2021).

➤ **PARTNER BANNER WALL:**

Your logo will be to be found on the Partner Banner Wall jointly with that of Lakezone Tourism Expo.

### **3. SILVER EVENT PARTNER PACKAGE:**

Our Silver Sponsorship Package is reserved for one leading company. Your company will receive unsurpassed recognition by our attendees as a Silver Sponsor, with continuous exposure before and during the three days of the event. Your investment will enable the reach of approximately 500 exhibitors, more than 500 international, African and local buyers and over 450 international and local media. The Offering highlighted below comprises a breakdown of the total value-offering for Lakezone Tourism Expo, 2021:

#### **➤ TOUCH/ INFO SCREENS:**

Gain immense exposure from branding of the digital touch screens. The touch screens allow delegates to digitally source information on how to navigate their way through the venue. Adverts will be rotated on a loop, giving the sponsor the opportunity to have multiple messaging opportunities

#### **➤ PARTNER BANNER WALL:**

Your logo will be placed on the Partner Banner Wall together with that of Lakezone Tourism Expo.

#### **➤ BASEMENT PILLAR BRANDING:**

City Mall Basement parking is tremendously full during the exhibitions. Parking is allocated on a first come first served basis. We have made the pillars in the basement available for sponsors to take up the opportunity for excellent brand exposure. Each section of the parking offers four pillars. It is important that the sponsor arrange for a site inspection to plan their design and familiarize themselves with the designated areas in the Basement Parking.

#### **➤ STEP AND REPEAT BANNER WALL:**

Your logo will be placed on the Step and Repeat Banner Wall together with that of Lakezone Tourism Expo,2021.

### **FACEBOOK, INSTAGRAM, TWITTER AND LINKEDIN MENTIONS:**

Get pleasure from the reach of Lakezone Tourism Expo by receiving mentioned on their Facebook, Instagram and LinkedIn social media platforms 3 times a month for 3 months (October - December, 2021).

#### **➤ AWARDS FOR EXHIBITORS:**

Every exhibitor winner has to receive special award for Expo's unforgettable contribution. Our awards will categorize in three areas:

1. Platinum Awards - 1
2. Gold Awards - 3
3. Silver Awards - 5
4. Bronze Awards -10
5. Best Hotel Award - 1
6. Best Service Provider Award - 1
7. Best Tour Operator -1
8. Best Travel Agent - 1