



CORPORATE SOCIAL RESPONSIBILITY CONFERENCE (CSR) AND CORPORATE AWARDS 2024



SPONSORSHIP MENU & PARTICIPATION

"Transforming business strategies by integrating CSR objectives into the core operation, through innovation, and forging impactful partnerships for sustainable growth."

WHO CAN BECOME A SPONSOR?

The primary objective of Corporate Social Responsibility (CSR) is to maximize a company's overall impact on society and stakeholders. This involves the idea of maximizing shared value among organizations, employees, customers, shareholders, and community members. An increasing number of companies are now comprehensively integrating CSR policies, practices and programs throughout their business operations and processes.

Therefore, all organisations be it the government, non-governmental organisations, the private sector, NGO's and parastatals can sponsor and participate at the conference and awards ceremony.

ABOUT THE SPONSORSHIP MENU

- This sponsorship menu consists of categories and levels of sponsorship, sponsorship brief descriptions/activities as well as the benefits associated with a particular level of sponsorship.
- Note that we do not have a Title sponsor for this conference for this year but the level of sponsorship has different sponsorship benefits.
- We do allow in-kind sponsorship derived from the sponsorship brief descriptions activities, however, sponsors must quantify the cost associated with the sponsorship, service or consumables as per the attached pledge form. The benefits of such sponsorships are accrued in line with that particular level of sponsorship.
- Please kindly refer to the tables below for more detailed information.

CATEGORY SPONSORS: LEVELS AND BENEFITS OF THIS PARTICIPATION SPONSORSHIP

LEVEL	SPONSORSHIP / PARTICIPATION BRIEF DESCRIPTIONS / ACTIVITIES	PARTICIPATION / SPONSOR BENEFITS
LEVEL 4	<p>PLATINUM SPONSOR BWP100 000.00</p> <p>VENUE</p> <ul style="list-style-type: none"> • Sponsorship towards the venue for the conference. • A venue to accommodate estimated 100 participants. <p>MEALS & REFRESHMENTS</p> <ul style="list-style-type: none"> • Sponsorship towards payment for meals and refreshments: welcome and breaks tea/coffee/drinks, branded bottled water, snacks packs, and lunch. <p>FACILITATOR FEES AND ACCOMMODATION</p> <ul style="list-style-type: none"> • Sponsorship towards speakers and facilitator's fee and accommodation (4). • Accommodation for 2 nights. <p>STAGE, PA & EQUIPMENT</p> <ul style="list-style-type: none"> • Sponsorship in the form of sound engineering during the duration of the conference as well as screens for projection during presentations i.e PA system, microphones, projectors, speakers, screens, video recording, photography. 	<ul style="list-style-type: none"> • Key Note Address during Official Opening of conference • Free case study presentation by the organisation • Exempted from paying All Awards Entry Fees (Multiple entry allowed) • Inclusion in all official promotional and publicity material including but not limited to registration forms, press releases, program, workshop guide inserts, brochure, website, and social media platforms (Facebook, Twitter, LinkedIn), • Sponsor's rights to use the conference in all sponsor's promotions and advertising platforms (including print, radio, tv, internet and social media) • Exclusive rights to have the company log on all conference tags • Exclusive and unlimited branding right anywhere at the conference and dinner, inside and outside the venue. • Rights to place products / giveaways / promotional materials in conference packs. • Option to supply branded goody bags at sponsor's cost • A company stall inside and outside the venue of the conference (manned by sponsor) • Involvement in a pre and post media activities • Inclusion on all the conference publicity and marketing tools without any limit • Mention of sponsor during radio and TV interviews pre-during and post the conference • Feature sponsor on major local newspaper advertorials • Certificate of appreciation • 6 complementary tickets

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LEVEL 3	<p>GOLD SPONSOR BWP75 000.00</p> <p>ADMINISTRATIVE, RAPPETURING, REPORT WRITING & SUPPLIES</p> <ul style="list-style-type: none"> • Sponsorship to cover administration costs inclusive of conference supplies and salaries /allowance for the event. • Sponsorship to cover rappeturing and report writing. <p>CONFERENCE PACKAGES SPONSORS & BRANDED GOODIE BAGS</p> <ul style="list-style-type: none"> • Sponsorship towards the purchasing of participants packages such as brochure, branded pens, and other corporate gifts where possible. <p>BRANDING, PUBLICITY, MEDIA & PARTICIPANTS APPRECIATION CERTIFICATES</p> <ul style="list-style-type: none"> • Sponsoring the branding and printing of all conference documents, banners, participants appreciation certificates. 	<ul style="list-style-type: none"> • Addrees at the Conference • Exempted from paying Awards Entry Fees (3 categories allowed) • Inclusion in all official promotional material including but not limited to registration forms, press releases, program, conference guide inserts and brochure etc. • Rights to use the conference in all sponsor's promotions and advertising platforms (including print, radio, tv, internet and social media) • Rights to place products/give always in goodie bags for all participnats. • 1 wall/backdrop banner inside the venue • 3 pull up banners inside the venue • A company stall inside the venue (manned by sponsor) • Unlimited branding outside the venue • Mention of sponsor during radio and TV interviews • Involvement in a post media interviewed • Feature sponsor on major local newspaper advertorials • Mention of sponsor during conference • Certificate of appreciation • 5 complementary tickets
LEVEL 2	<p>SILVER SPONSOR BWP50 000.00</p> <ul style="list-style-type: none"> • Sponsorship towards coverage on major local newspapers, tv, radio interviews and digital media platforms inclusive of graphic designing. <p>TROPHIES</p> <ul style="list-style-type: none"> • Sponsorship with or towards trophies for difference corporate awards. <p>TRANSPORT/FUEL</p> <ul style="list-style-type: none"> • Sponsorship in the form of transport for our speakers, facilitators and our interns. 	<ul style="list-style-type: none"> • Inclusion in limited or selective official promotional material like registration forms, press releases, program, workshop guide inserts and brochure etc. • Exempted from paying Awards Entry Fees (2 categories allowed) • 2 pull up banners inside the venue • A company stall outside the venue (manned by sponsor) • Unlimited branding outside the venue • A company stall outside the venue (manned by sponsor) • Company logo included in post newspaper advertorials • Mention of sponsor during radio and TV interviews • Mention of sponsor during the events • Certificate of appreciation • 4 complementary tickets

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LEVEL	SPONSORSHIP / PARTICIPATION BRIEF DESCRIPTIONS/ACTIVITES	PARTICIPATION / SPONSOR BENEFITS
BRONZE SPONSOR BWP25 000.00	<p>HEALTH, SAFETY & SECURITY</p> <ul style="list-style-type: none"> • Sponsorship towards the provision of health and safety mobile facilities and security against theft and vehicle break ins. <p>PARTICIPANTS TAGS</p> <ul style="list-style-type: none"> • Sponsorship towards branded tags for all participants. 	<ul style="list-style-type: none"> • Inclusion in the List of sponsors on the conference • Exempted from paying Awards Entry Fees (only for one category) • 1 pull up banners inside the venue • A company stall outside the venue (manned by sponsor) • Mention of sponsor at the events • Certificate of appreciation • 3 complementary tickets
CASE STUDY PRESENTERS BWP20 000.00	<ul style="list-style-type: none"> • Different corporates given an opportunity to give an account of their lessons and experience with CSR within the context of Botswana. 	<ul style="list-style-type: none"> • Case study presentation will be included in the final report • The organisation or presenter will be included on program Brochure • Mentioned on selected media platforms • Certificate of appreciation • 2 complementary tickets
DELEGATE TICKETS ATTENDING THE WORKSHOP	<ul style="list-style-type: none"> • Delegate ticket conference: P5, 500 • Early Bird Delegate ticket: P5, 000 (deadline 25th November 2023) • Corporate tickets 5+ Delegates: P4 750 (per person) *no early bird ticket for corporate. 	<ul style="list-style-type: none"> • Access to the conference • Access to conference material • Certificate of attendance • Catering at the event which will include morning tea, lunch and afternoon tea.

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