



# **BENUE INTERNATIONAL INVESTMENT SUMMIT 2024 SPONSORSHIP PROPOSAL**



Email: [bniisconsult@gmail.com](mailto:bniisconsult@gmail.com)



+234 707 958 4080



[sa@investbenue.be.gov.ng](mailto:sa@investbenue.be.gov.ng)

# About **BIIS**

The Benue International Investment Summit (BIIS) is an esteemed event organized by the government of Benue State in Nigeria to attract local and international investors. The summit aims to foster collaborations, explore innovative ideas, and catalyze mutually beneficial engagements and discussions in various sectors of the economy.

## **VISION**

The vision of the Benue International Investment Summit is to position Benue State as a premier investment destination in Nigeria.

## **MISSION**

The mission of the Benue International Investment Summit is to provide a platform for industry experts, investors, and the local and international investment community to come together and explore opportunities in Benue State.

## **SUMMIT OBJECTIVES**

- Attract diverse investments and opportunities across key sectors of the economy
- Stimulate Infrastructural drive to trigger socio-economic development
- Open up human and natural resources for competitive engagement and exploration.
- Foster sustainable and inclusive development through research, skills and technological transfer
- Strengthen partnerships with government, Organized Private Sector, local communities, and international organizations

## **Invitation to Sponsor the Benue International Investments Summit**

I am writing to extend an invitation for your esteemed organization to sponsor the upcoming Benue International Investments Summit, scheduled to be held at IBB Square, Makurdi, Benue State, the state capital, in November.

The Benue International Investments Summit serves as a premier platform for fostering investment opportunities and economic growth within Benue State and beyond. With a focus on showcasing the region's vast potential across various sectors, including agriculture, infrastructure, technology, and tourism, the summit aims to attract investors, entrepreneurs, and stakeholders from around the globe.

As a sponsor, your organization will receive prominent recognition and exposure throughout the event, including branding opportunities, speaking slots, and exclusive networking sessions with key decision-makers and industry leaders. By partnering with us, you will not only demonstrate your commitment to supporting economic development initiatives but also gain valuable exposure to a diverse audience of business leaders, government officials, and potential partners.

Africa is at a strategic turning point in its economic development, with a necessary impetus toward the economy's structural transformation, as regional public policies recommended. Despite sluggish economic growth, exacerbated by oil price volatility, improved governance and the shift towards digital transformation are development vectors advocated by the IMF to revitalize the economy.

We believe that your organization's expertise and resources would greatly contribute to the success of the summit, and we are excited about the possibility of collaborating with you to make this event a resounding success.

Please let us know if you would be interested in exploring sponsorship opportunities further or if you require any additional information. We look forward to the possibility of working together to create a transformative experience at the Benue International Investments Summit.

Thank you for considering our invitation, and we eagerly await your response.

Warm regards,

**BIIS COMMITTEE**



**\$90,000 USD**

## **Benefits:**

---

- 1. POS SUPPORT:** Logo on Invitations, Posters, Urban Sign Display 4/3, Press kits, Badges, Mention of the quality of the "Major Sponsor" at the press conference
- 2. CLOTHING SUPPORT:** Placement of the "Official Sponsor" logo on polo shirts, T-shirts and caps, Shopping bags will be made on both sides, mentioned "BIIS Platinum Sponsor, 2024" associated with the "Major Sponsor."
- 3. MEDIA SUPPORT:** The event will receive significant media coverage, Radio & Broadcast Press, Press Announcement, Posters
- 4.** Visual presence of the "Platinum Sponsor" on the banners at the press conference, Announcement of the "Official Sponsor" during the Opening Ceremony, Annual advertising insertion of the "Official Sponsor" in the exhibition catalog according to the 2 x 3rd cover formula
- 5. INVITATION:** 20 Invitations
- 6.** Speaking opportunity for four top executives of the organization.
- 7.** Access to a Network of Influential Stakeholders
- 8.** Free advert in the event brochure (full page)
- 9.** Opportunity for sponsors to have a booth at the event venue.
- 10.** Joint press releases as sponsors of the summit
- 11.** Deal Hub (Investment Deal Room Access)

A green circular logo with the text "PLATINUM SPONSORSHIP" in white, bold, uppercase letters.

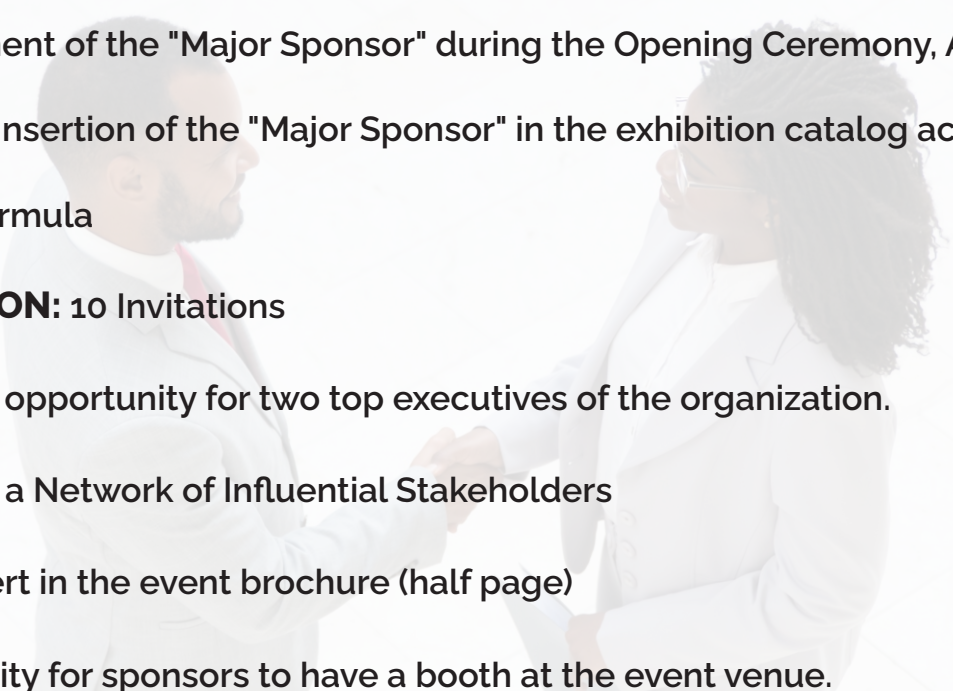
**PLATINUM  
SPONSORSHIP**

A red rounded rectangular label with the text "\$60,000 USD" in white, bold, uppercase letters.

**\$60,000 USD**

## **Benefits:**

---

- 1. POS SUPPORT:** Logo on Invitations, Posters, Urban Sign Display 4/3, Press kits, Badges, Mention of the quality of the "Major Sponsor" at the press conference
  - 2. CLOTHING SUPPORT:** Placement of the "Major Sponsor" logo on polo shirts, T-shirts and caps, Shopping bags will be made on both sides, mentioned "BIIS Platinum Sponsor, 2024" associated with the "Major Sponsor."
  - 3. MEDIA SUPPORT:** The event will receive significant media coverage, Radio & Broadcast Press, Press Announcement, Posters
  - 4. Visual presence of the "Platinum Sponsor" on the banners at the press conference, Announcement of the "Major Sponsor" during the Opening Ceremony, Annual advertising insertion of the "Major Sponsor" in the exhibition catalog according to the 2 x 3rd cover formula**
  - 5. INVITATION:** 10 Invitations
  - 6. Speaking opportunity for two top executives of the organization.**
  - 7. Access to a Network of Influential Stakeholders**
  - 8. Free advert in the event brochure (half page)**
  - 9. Opportunity for sponsors to have a booth at the event venue.**
- 
- A faded background image showing two business professionals, a man and a woman, in a meeting. The man is on the left, wearing a suit and tie, and the woman is on the right, wearing a white blazer. They appear to be in conversation, with the woman holding a folder or document.



**GOLD**  
SPONSORSHIP

**\$30,000 USD**

**Benefits:**

---

- 1. POS SUPPORT:** Logo on Invitations, Posters, Urban Sign Display 4/3, Press kits, Badges, Mention of the quality of the "Major Sponsor" at the press conference
- 2. CLOTHING SUPPORT:** Placement of the "Sponsor Major" logo on polo shirts, T-shirts and caps, Shopping bags will be made on both sides, mentioned "BIIS Platinum Sponsor, 2024" associated with the "Major Sponsor."
- 3. MEDIA SUPPORT:** The event will receive significant media coverage, Radio & Broadcast Press, Press Announcement, Posters
- 4.** Visual presence of the "Platinum Sponsor" on the banners at the press conference, Announcement of the "Major Sponsor" during the Opening Ceremony, Annual advertising insertion of the "Major Sponsor" in the exhibition catalog according to the 2 x 3rd cover formula
- 5. INVITATION:** 5 Invitations
- 6.** Speaking opportunity for two top executives of the organization.
- 7.** Free advert in the event brochure (Quarter page)
- 8.** Opportunity for sponsors to have a booth at the event venue.



**SILVER**  
SPONSORSHIP

**\$30,000 USD**

**Benefits:**

---

- 1.** Promoting the sponsor as the silver sponsor of the Benue International Investment Summit partner before, during and after the event; Global Media Interview Engagement
- 2.** Sponsor's logo on screen during the panel or keynote
- 3.** Video/static ads during the breaks of the conference
- 4.** Speaking slot (2) as panelists + 3 extra tickets to the event
- 5.** Pre summit interviews with speakers
- 6.** Access to the deal room
- 7.** social media posts/ announcements
- 8.** Including sponsor's logo on pre and post marketing campaigns
- 9.** Free advert in the conference brochure

## OTHER "SPECIFIC" PARTNERSHIP OPTIONS

A) Summit Tea Break: <b>N1m</b> per day (x3 days):	<b>N3m</b>
B) Summit Lunch <b>N2m</b> per day (x3 days):	<b>N6m</b>
C) Summit Gala/Awards Dinner <b>N5m</b> (x1):	<b>N5m</b>

### EVENT ADVERTISEMENT

#### WEBSITE ADVERT RATE

1-month: N250,000

3-months: N500,000

6-months: N800,000

### MAGAZINE ADVERT RATE

Quarter Page: N250,000

Half Page: N500,000

Full Page: N800,000

## BANK DETAILS:

---

ACCOUNT NAME: BN INTERNATIONAL INVESTMENT SUMMIT LTD

ACCT NUMBER: **1312633331**

BANK: ZENITH BANK PLC.

---

**For more information on  
sponsorship opportunities, please contact:**



 [sa@investbenue.be.gov.ng](mailto:sa@investbenue.be.gov.ng)

 [bniisconsult@gmail.com](mailto:bniisconsult@gmail.com)

 +234 707 958 4080