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Economics Association of Zambia

2ND National Economic Summit

Sponsorship Package

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ABOUT THE HOST

The Economics Association of Zambia has been in existence for over 50 years and is a non-partisan professional organisation for economists and professionals in related disciplines. Its broad aim is to promote the discipline of economics thereby contributing to the country's socio-economic development. In addition, EAZ holds regular discussions on critical economic issues. These discussions provide an opportunity to share analysis, opinion and policy ideas in front of a diverse audience. The outputs of EAZ forums feed into public policy formulation, implementation and how government programmes and activities are monitored and evaluated.

Vision

To be a centre of excellence for professional and independent economic policy analysis and research in Zambia.

Mission

To contribute to Zambia's development through promotion and advocacy of sound economic policies and programmes.

Goal

To contribute to formulation of inclusive socio-economic policies, programmes and enhanced citizens' knowledge and awareness.

Strategic Objectives

- i) Contribute to enhanced public awareness and interest in topical economic development issues;
- ii) Provide stakeholders with credible input during formulation of policies and programmes (*and promoted excellence in the analysis, debate and implementation of socio-economic policies*);
- iii) Contribute to development of the economics profession among EAZ members; and
- iv) Strengthen the Association's institutional capacity.

Values

Even in the absence of the legal framework to regulate the practice of the profession, the Association recognizes the need to uphold high professional standards and ethical conduct in the implementation of its Strategic Plan. In this regard, the EAZ is guided by the following five core values:

- **Transparency** – performing official duties in an open and honest manner;
- **Accountability** – provide rational justification to all members, staff and other stakeholders during execution of EAZ programmes;
- **Professionalism** – providing service with skill, objectivity and diligence to all stakeholders;
- **Integrity** – exhibiting the highest standards of personal probity and ethical conduct;
- **Impartiality** – provide service in an impartial manner, free of political, personal or other biases.

A range of promotional opportunities are available, including branding in printed summit material and on the EAZ website, as well as placement in the 2020 EAZ National Summit brochure.

The EAZ invites you to participate in the National Economic Summit —“Sustainable Development Goal: 10 years to 2030. Where Are We As Africa?” - to be held in Livingstone, Zambia at Avani Victoria falls Resort, 30–31 July, 2020.

WHY SPONSOR THE EAZ NATIONAL ECONOMIC SUMMIT?

EAZ will ensure that your investment is worthwhile with many direct and indirect benefits for your business or organisation.

Benefits include:

- ✓ Exposure of your brand through extensive event promotion over 6 months leading up to the event.
- ✓ The opportunity to engage and communicate with decision makers in the Economic and Business sector (Summit delegates include international and local CEOs, Senior Managers ,Academicians , Government officials and Senior Practitioners)
- ✓ Brand association—you will be associated with a well renowned and high level event.
- ✓ Increased brand and product awareness through:
 - clever use of your exhibition booth (included in several packages)
 - Opportunities to test or showcase a new or existing product and communicate first-hand with your audience through exhibitions.
- ✓ Trialling or developing marketing and sales activities.

- ✓ Differentiating your company from your competitors by taking up one of the exclusive sponsorship options.
- ✓ Complimentary registrations and tickets that enable your own staff to participate in the Summit—a valuable professional development opportunity for anyone working in the economic and business sector.
- ✓ Networking opportunities with leaders in the sector, keynote speakers, presenters and other sponsors.

PLATINUM SPONSOR PACKAGE

The Platinum Sponsorship Package is an exclusive opportunity to partner with EAZ and gain the maximum benefits from sponsorship of this Summit. The Platinum Sponsor will have high-brand exposure in the lead up and throughout the Summit, as well as opportunities to communicate with delegates before, during and after the event.

PLATINUM SPONSOR 100%	K 600,000
<p><i>Benefits include:</i></p> <ul style="list-style-type: none"> ✓ Company name and logo prominent on all Summit promotional material, publications (electronic and hard copy) and any merchandise approved by the Summit Committee. ✓ Acknowledgement by the EAZ President or CEO during the opening and closing sessions of the conference ✓ A company spokesperson having the opportunity to address Summit delegates during the opening plenary session. ✓ Complimentary Full-page advertisement in EAZ's Monthly Magazine. ✓ Being named as the Platinum Sponsor in the Summit Program and Summit e-newsletter provided to all delegates. ✓ Company logo (with hyperlink to website) and a 250 word paragraph appearing on the Summit website. ✓ Being provided with a once-off 300–400 word promotional piece for inclusion in the Summit e-newsletter. ✓ Acknowledgement on slide presentations template as Platinum Sponsor (name and logo will appear on screen before and after presentations in both plenary and concurrent sessions) 	<ul style="list-style-type: none"> ✓ priority choice of complimentary double booth and 30 percent discount on additional booths (up to three booths) ✓ four guest invitations to the Speaker and Sponsor Appreciation event (event to be confirmed) ✓ Special 'Platinum Sponsor' name tag ✓ Six EAZ Facebook posts—including acknowledgement of sponsorship and the location of your booth at the conference (EAZ's Facebook page has more than 10 000 followers) ✓ First right to sponsor the 2020 EAZ National Summit at Platinum level. ✓ Free complimentary registrations and accommodation for 10 Members of your company. ✓ Your Organisation will enjoy Corporate Membership for one full year. ✓ Logo recognition on Summit Welcome Banner.

GOLD SPONSOR PACKAGE

The Gold Sponsorship Package is tailored for sponsors seeking a substantial engagement with the Economics Association of Zambia strong brand association with this highly successful event. Gold sponsors will benefit from high-level exposure throughout the Summit.

GOLD SPONSOR	75%	K450,000
<p><i>Benefits include:</i></p> <ul style="list-style-type: none"> ✓ Company name and logo prominent on all Summit promotional material, publications (electronic and hard copy) and any merchandise approved by the Summit Committee ✓ Acknowledgement by the EAZ President or CEO during the opening and closing sessions of the Summit. ✓ Complimentary Half -page advertisement in EAZ's Monthly Magazine. ✓ Complimentary double booth and 20 percent discount on additional booths (up to three booths) ✓ Acknowledgement on slide presentations template as Gold Sponsor (name and logo will appear on screen before and after presentations in both plenary and concurrent sessions) ✓ Logo and hyperlink of your company on the Summit website. 		<ul style="list-style-type: none"> ✓ Free complimentary registrations and accommodation for Eight (08) Members of your company. ✓ Being named as a Gold Sponsor in the Summit Pocket Program and Summit e-newsletter provided to all delegates ✓ Two guest invitation to the Speaker and Sponsor Appreciation event (event to be confirmed). ✓ Special 'Gold Sponsor' name tag ✓ Four EAZ Facebook posts—including acknowledgement of sponsorship and the location of your booth at the Summit (EAZ's Facebook page has more than 10 000 followers) ✓ Your organisation will enjoy Corporate Membership for one full year. ✓ Logo recognition on Summit Welcome Banner ✓ First right to sponsor the 2020 EAZ National Summit.

SILVER SPONSOR PACKAGE

The Silver Sponsorship Package is suited for sponsors wanting value for money on a range of benefits.

SILVER SPONSOR 50%	K300,000
<p><i>Benefits include:</i></p> <ul style="list-style-type: none"> ✓ Company name and logo prominent on all Summit promotional material, publications (electronic and hard copy) and any merchandise approved by the Summit Committee ✓ Complimentary single-display exhibition booth and 10 percent discount on additional booths (up to two booths) ✓ Acknowledgement by the EAZ President or CEO during the opening and closing sessions of the Summit. ✓ Acknowledgement on slide presentations template as Silver Sponsor (name and logo will appear on screen before and after presentations in both plenary and concurrent sessions) ✓ Logo and hyperlink of your company on the Summit website. ✓ Being named as a Silver Sponsor in the Summit Program and Summit e-newsletter provided to all delegates. 	<ul style="list-style-type: none"> ✓ Free complimentary registrations and accommodation for Six (06) Members of your company. ✓ Two guest invitation to the Speaker and Sponsor Appreciation event (event to be confirmed) ✓ Special ‘Silver Sponsor’ name tag. ✓ Complimentary Half-page advertisement in EAZ’s Monthly Magazine. ✓ First right to sponsor the 2020 EAZ National Summit. ✓ Your organisation will enjoy Corporate Membership for one full year. ✓ Logo recognition on Summit Welcome Banner.

PAYMENT OPTIONS

All payments must be made to the following account:

Account Name: Economics Association of Zambia
Bank: Zambia National Commercial Bank
Branch: Cairo Business Centre
Sort Code: 010040
Swift / Bic code: ZNCOZMLU
Account No: 1653749500118

ADMINISTRATIVE AND GENERAL INFORMATION

The primary source of information about the EAZ Economic Summit is on our website: www.eazambia.org. Enquiries concerning registration and sponsorship should be directed to: secretariat@eazambia.org or telephone +260211842088/ 0975675716/ 0954292981/0979217410.