

Sponsorship Packages for Develop Africa's "Year of the Pencil" Campaign

"Write the Future with Us: Sponsor a Historic Moment in Education."

1. Platinum Sponsor – \$10,000 to \$20,000

Benefits:

- **Exclusive Recognition:** Recognized as a *Platinum Sponsor* on all campaign materials, press releases, and official communications.
 - **Logo Placement:** Prominent placement of your logo on event banners and the campaign website.
 - **Speaking Opportunity:** An opportunity for a company representative to address attendees during the World Record event.
 - **Customized Media Coverage:** Exclusive feature in press releases, interviews, and Develop Africa's promotional videos.
 - **On-Site Branding:** Dedicated branded booth or display at the event venue.
 - **Employee Engagement:** Priority access is available for your employees to volunteer during the event.
 - **Post-Campaign Impact Report:** Detailed report of campaign outcomes, including testimonials and photos, highlighting your sponsorship's impact.
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2. Gold Sponsor – \$7,500 to \$9,999

Benefits:

- **Prominent Recognition:** Recognized as a *Gold Sponsor* on campaign materials and website.
- **Logo Placement:** Your logo is featured on event banners, campaign flyers, and social media graphics.
- **Media Acknowledgment:** Mention in press releases and event media coverage.
- **Social Media Shoutouts:** Dedicated posts across Develop Africa's social media channels highlighting your sponsorship.
- **Volunteer Opportunities:** Employees can volunteer at the World Record event.

- **Recognition Plaque:** Acknowledgment plaque presented to your company post-event.
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3. Silver Sponsor – \$5,000 to \$7,499

Benefits:

- **Sponsor Recognition:** Recognized as a *Silver Sponsor* on the campaign website and event signage.
 - **Logo Inclusion:** Your logo included in select promotional materials, such as flyers and digital posts.
 - **Social Media Mention:** Tagged acknowledgment in Develop Africa’s social media campaigns.
 - **Event Participation:** Invitation for a company representative to attend the official event as a guest of honor.
 - **Recognition Certificate:** Framed certificate of appreciation for your sponsorship.
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4. Bronze Sponsor – \$2,500 to \$4,999

Benefits:

- **Acknowledgment:** Recognized as a *Bronze Sponsor* on the campaign website and at the event.
 - **Logo Mention:** Your logo included on select event signage.
 - **Social Media Feature:** A group acknowledgment post on Develop Africa’s social media channels.
 - **Event Access:** Invitation to attend the official event.
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5. Community Sponsor – \$1,000 to \$2,499

Benefits:

- **Community Acknowledgment:** Name listed as a *Community Sponsor* on the campaign website.
- **Recognition on Social Media:** Included in a community sponsor appreciation post on Develop Africa’s social media channels.
- **Certificate of Appreciation:** Digital certificate highlighting your contribution to the campaign.

Additional Customization Options:

- Depending on their contribution level, sponsors can co-brand specific elements, such as pencil packaging, distribution kits, or event banners.
- Tailored packages are available for in-kind contributions (e.g., logistics, media support, or volunteer coordination).

These sponsorship packages offer various benefits to ensure that all partners, regardless of contribution size, feel recognized and valued for their role in empowering education and making history.

Other Ways You Can Help / Get Involved

Resources

- 1. Pencils:** We will pack 100,000 pencils and sharpeners into 10,000 pencil pouches for easy distribution.
 - Donate pencils
 - Purchase pencils and pencil cases on Amazon <https://a.co/fUYsLZe>
- 2. School supplies:** We plan to distribute more than pencils. Donations of miscellaneous school items are welcome.
- 3. Laptops:** We plan to provide at least two laptops to each school
- 4. Logistics Support:** Twenty-plus vehicles will aid in the distribution of pencils and donated supplies / other materials. Pencils will be dropped off at the schools two to three days before the event. Vehicles will also be needed on the event day to assist in logistics/transportation.

5. **Food:** As available and funds permit, we hope to provide food to the children at each school.

Ongoing Program Support: To implement Develop Africa programs on an ongoing basis, a wide range of items, including solar lights, school supplies, laptops/computers, solar panels and equipment, motorbikes, SUVs, etc., are needed.

Website: www.DevelopAfrica.org/YearOfThePencil