

SPONSORSHIP PROPOSAL FOR YEAR OF THE PENCIL CAMPAIGN

Presented by:

Develop Africa



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About Develop Africa

Founded in 2006, Develop Africa focuses on bridging educational gaps by providing essential resources to underserved communities. We have supported thousands of students through scholarship programs, vocational training, and the establishment of computer labs.

Mission: Develop Africa strategically empowers lives in Africa by providing educational opportunities and strengthening self-reliance so individuals, families, and communities can create positive change in their lives.



THE 2025 "YEAR OF THE PENCIL" CAMPAIGN

- A groundbreaking initiative to raise awareness about educational resource gaps while providing critical support to students .
- We will impact thousands of students and leave a lasting legacy in educational development.

Location: Multiple schools in Sierra Leone.

Goal:

- Distribute 100,000 pencils
- Provide two laptops to each school



OCTOBER - 2025





WHY SPONSOR THIS EVENT?

By partnering with
Develop Africa,
you will...



- **Make a Direct Impact:** Provide vital educational tools to thousands of students.
- **Gain Global Recognition:** Be part of a historic, world-record-breaking event.
- **Demonstrate Social Responsibility:** Showcase your brand's commitment to education and community empowerment.
- **Join a Legacy:** Align your brand with a meaningful cause and leave a lasting educational mark.



Platinum
Sponsor
\$10,000 to
\$20,000

Develop Africa



- Exclusive recognition as a Platinum Sponsor.
- Prominent logo placement on event banners, volunteer uniforms, and distribution materials.
- Speaking opportunity at the event.
- Customized media coverage.
- On-site branded booth or display at the event venue.



**GOLD
SPONSOR
\$7,500 TO
\$9,999**

-
- Prominent recognition on campaign materials and the website.
 - Logo featured on event banners, flyers, and social media graphics.
 - Mention in press releases and media coverage.
 - Dedicated social media shoutouts.

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SILVER
SPONSOR
\$5,000 TO
\$7,499



- Recognition on campaign website and event signage.
- Inclusion of your logo in select promotional materials.
- Tagged acknowledgment in social media campaigns.

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**BRONZE
SPONSOR
\$2,500 TO
\$4,999**

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- Acknowledgment on the campaign website and event signage.
- Social media feature and event access.
- Logo Mention: Your logo included on select event signage.





- Name listed as a Community Sponsor on the website.
- Social media appreciation post and digital certificate of appreciation.

COMMUNITY
SPONSOR
\$1,000 TO
\$2,499

Develop Africa

OTHER WAYS TO GET INVOLVED

In-kind contributions,
providing:



- PENCILS AND PENCIL CASES.
- SCHOOL SUPPLIES, LAPTOPS, AND SOLAR EQUIPMENT.
- LOGISTICS SUPPORT - VEHICLES
- FOOD DONATIONS



JOIN US IN MAKING HISTORY



FOR MORE INFORMATION OR TO
BECOME A SPONSOR, PLEASE VISIT



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Join us in empowering the next generation of African leaders.

Be part of a movement that will impact global education indelibly.

