

Sponsorship Guidelines for Water and Energy Week

Introduction

Dear [Sponsor's Name],

We are excited to announce Water and Energy Week 2025, a groundbreaking event dedicated to promoting sustainable water and energy practices. The event is scheduled from **27-31 October 2025 at the Addis Ababa Science Museum**. This event will bring together government officials, industry leaders, academics, NGOs, and community members to discuss innovative solutions and foster partnerships for a sustainable future.

Event Objectives

- Raise awareness about water and energy conservation.
- Showcase innovative technologies and best practices.
- Facilitate networking among stakeholders.
- Drive policy advocacy and community engagement.

Target Audience

- Policy makers and government officials from Africa
- International business leaders
- Industry professionals and businesses
- University Presidents, Researchers and students
- Community members and NGOs
- Media representatives

Types of Sponsorships

Financial Sponsorship

- Monetary contributions to support event logistics, activities, and outreach.

In-Kind Sponsorship

- Donations of goods/services such as venue, media space, equipment, speaker honorariums, refreshments, transportation, or promotional material.

Strategic Sponsorship

- Partnering for specific activities or segments (e.g., keynote sessions, workshops, awards).

Sponsorship Benefits

- Brand visibility across event channels (website, social media, banners).
- Networking opportunities with key stakeholders and decision-makers.
- Opportunities for corporate social responsibility (CSR) alignment.
- Recognition in press releases, media coverage, and post-event reports.
- Access to event data and participant engagement metrics

Sponsorship Levels

We invite your organization to partner with us as a key sponsor. Below are the sponsorship levels and benefits:

Table

Level	Benefits	Investment (USD)
Platinum	Premier branding, keynote speaking opportunity, sponsored session, exclusive booth(s), logo on all materials, social media features	\$25,000
Gold	Prominent branding, exclusive booth, logo on selected materials, social media mention	\$12,000
Silver	Logo on banners, exclusive booth, program acknowledgment, social media recognition	\$10,000
Supporting	Logo listing in the program and on event website	\$500

We will provide exhibition booth (3m*4m) for the entire session of the event. You will be charged 5000 USD per booth (for sponsors this will be part of the package).

Benefits of Sponsoring

- Increased visibility among key stakeholders
- Demonstration of your commitment to sustainability
- Networking and partnership opportunities

- Media exposure and brand association with a significant cause

Next Steps

Please consider joining us as a valued partner. We would be delighted to discuss customized sponsorship options to meet your organization's goals.

Thank you for your support in building a sustainable water and energy future!

Contact Person:

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