

Superbrands EAST AFRICA Awards 2011

Sponsorship Opportunities

*Superbrands
Awards*

Introduction

Superbrands Awards 2011 - Celebrating Branding Excellence

The Superbrands Awards recognise and celebrate East Africa's leading consumer and business to business **brands. The Superbrands Organisation is the Independent authority and arbiter on branding. It promotes the discipline of branding and pays tribute to exceptional brands through programmes in over 88 countries, across all key global markets.**

Since the landmark 10th Anniversary of Superbrands UK in 2005, the organisation here in East Africa enhanced its selection process. To receive the Superbrands accolade, brands must initially rank highly with an **Independent and voluntary council of experts. Thereafter and new for 2009-11, the final ranking is determined** by independent consumer research undertaken by TNS RMS here in East Africa and The Centre for Brand Analysis in London on behalf of the Superbrands East Africa organisation. Only 14% of the 3530 brands initially **considered succeed in being classified as a Superbrand or Business Superbrand 2009-11.**

The Superbrands event has also evolved to reflect the true nature of the programme. Where as previous events were more informal, this year's event is set to become more exclusive and high profile. A gala dinner will be served and complemented with live entertainment and a celebrity host, as well as presenting media award winners to deserving journalists across East Africa in exceptional coverage of Superbrands.

The all new Superbrands Awards will acknowledge and reward the highest standards of branding as part of an event attended by the region's leading CEO'S, Cabinet Minister's, senior marketing and branding executives.

The event will be taking place on the 27th of October 2011 at the multi-award winning Dar es Salaam venue – The Kilimanjaro Kempinski.

The second Superbrands Awards ceremony is set to be a sparkling celebration of branding, and will become a key focal point in the bi-annual branding calendar of East Africa.

Organisers

PRIMEDIA LIMITED
TEL: +254 (20) 4440053/4449584
Email: info@primedia.co.ke

Why? Why?

Why should you align yourself with the Superbrands Awards 2011?

The Superbrands Awards play an important role in the recognition of excellence in branding within the East Africa Region. They unequivocally demonstrate the impressive accomplishments made by both national and international brands on the East Africa public over the past 24 months. No other event pays tribute to, or actively promotes, the success of these high achievers.

Sponsorship at Superbrands Awards 2011 offers you:

- ▶ Alignment & Association with East Africa's most prestigious brand award evening
- ▶ Extensive awareness and branding over a prolonged period
- ▶ **Exposure & profile; benefit from high profile branding to East Africa's leading brands pre, during and after the event**
- ▶ **Networking:** meet senior marketers and decision-makers within East Africa's leading brands
- ▶ Increase your credibility through association with the Global independent arbiter on branding
- ▶ Align your company with key industry sectors and endorse your expertise in the field
- ▶ Be seen as the market leader and choose an option which suits your products and services
- ▶ **Educate an influential audience** of CEO's, Marketing Directors & other senior business leaders about your products and services
- ▶ Entertain clients at this high profile, exclusive event
- ▶ Sponsors are directly involved in the extensive promotional, marketing and editorial campaigns that run throughout the Awards cycle, and enjoy a high profile at the awards presentation evening attended by up to 250 guests.

Categories

Superbrands Awards 2011 - Categories

Superbrands has announced a five-year partnership with East Africa's most accurate research agency TNS RMS and London based TCBA.

The partnership is part of an overhaul of the Superbrands award scheme designed to recognise branding **excellence. The inclusion of consumer opinion in the process offers an additional perspective on brands and** further insight into how brands are perceived by consumers and marketing professionals alike.

The Superbrands Awards 2011 Categories have been developed and selected by Superbrands in association with **TNS RMS and TCBA, the final overall winners and all 2009-11 participants attending will be awarded.**

THE OVERALL WINNERS IN EACH REGION ARE:

East Africa's Number 1 Superbrand 2011- **NOKIA**

Tanzania's Number 1 Superbrand 2011- **AZAM**

Uganda's Number 1 Superbrand 2011- **NOKIA**

Kenya's Number 1 Superbrand 2011- **KENYA AIRWAYS**

Options

The Superbrands Awards 2011 Package Options

Package One: Headline Sponsor

Exclusive opportunity to partner with the Superbrands Awards 2011 and be aligned "in association with"
"The Superbrands Awards 2011 in association with"

Benefits:

- ▶ **Jointly Branded Logo (JBL)** designed and used in all marketing communications relating to the Superbrands Awards Gala Dinner.
- ▶ **Inclusion in all HTML mailings** with logo and editorial copy
- ▶ **Superbrands Awards 2011 Webpage** and headline banner within Superbrands East Africa website, banner advert on the top of the home page with link to sponsors bespoke page and homepage.
- ▶ **JBL on all Superbrands Awards 2011 print advertisements**(2 Billboards in Dar for one month, Daily Nation 2 Half Pages, Daily Monitor 2 Half Pages, The Guardian 7 Half Pages & Parents Magazine 2 Half Pages),tickets, invites, front page of programme, gift bags, menus, place names, table numbers and seating plans.
- ▶ **Verbal acknowledgment** on the evening by the host of Superbrands Awards
- ▶ **Presentation** of the top four awards on the evening
- ▶ **One table of eight** at the Superbrands Awards Gala Dinner in the front row
- ▶ **One page advert** in the Superbrands Awards 2011 programme
- ▶ **One page editorial** in the Superbrands Awards 2011 programme
- ▶ **JBL to be used for all the event branding** to include, backdrop, signage, stage branding, gobos and AV.
- ▶ **Option to provide a gift** to be inserted into the gift bag (to be agreed) or a gift on the table
- ▶ **One off mailing** (e-mail) to the Superbrands database after the event
- ▶ **First option to take the same sponsorship** in 2013

Headline Sponsor Package – Euro 25,000 + VAT

Package Two: Media Awards Sponsor

What the competition entails

Application for entrants

Articles, video footage or print images submitted for the competition may not necessarily mention Superbrands East Africa but **MUST** depict the “branding” theme.

Our Agency (GDCC) will put up a website where participants can access the entry forms and apply online.

GDCC will collate all entries and present them to the Panel of Judges within the first week of October 2011.

All winners will also be awarded with certificates of recognition, courtesy of Superbrands East Africa.

How we will do publicity i.e. media press launch, posters and fliers.

GDCC will generate a press release on the winning entries and photographers and invite media to cover both the launch event and awards ceremonies.

Superbrands East Africa will develop flyers for participants outlining the competition criteria, how to enter, rules and regulations and scope of the competition and send them to news rooms for distribution to entrants

Who will do the judging?

The panel of judges consisting of renowned members of the Editors Guild from the three countries (business editors (print, TV & radio) and photo editors (newspapers and magazines)) will sift through the entries during the second week of October to select winning entries.

What are the Categories

The winning entries will include:

- ▶ Print Media Award:
- ▶ TV Award
- ▶ Radio Award
- ▶ Columnist Award
- ▶ Photographer Award
- ▶ Media House Award

The award giving ceremony, where and what will happen?

The presentation of the awards will be done during the Superbrands East Africa gala dinner at the Kilimanjaro Kempinski Hotel in Dar es Salaam in October 2011. Top journalists/media managers from the media councils/editors guilds and senior **government/private sector officials to handover the presents to the winners. This way, we are assured of photo/editorials** outlining the role Superbrands East Africa is taking up to improve knowledge and application of branding and to boost the capacity of the regional media practitioners.

Options Options

Package Three: Associate Sponsor (maximum seven packages available)

Opportunity to align your business with the Superbrands Awards 2011, gain extensive exposure throughout the awards campaign and play host to leading marketers and brand guardians at the event.

Benefits:

- ▶ **Opportunity to sponsor** one of the evenings overall country winner's – branding alongside all collateral pertaining to the category (pre-event and on the evening), verbal thank you from the celebrity host when announcing your category
- ▶ **One table of four** (half table - full table accommodates 8) for the evening located in the second or third row
- ▶ **Sponsors logo** to be carried on all marketing communications relating to the Superbrands Awards 2011
- ▶ Sponsors logo and copy on Superbrands East Africa website, home page, and on the sponsors page
- ▶ Sponsors logo on all the Superbrands Awards print advertisements, tickets, invites, sponsors page in the Programme and menus.
- ▶ Half page advertisement in the Superbrands Awards 2011 programme
- ▶ Insert into the gift bag

Associate Sponsor Package – Euro 7,000 + VAT

Superbrands
EAST AFRICA

Award Dinner



Superbrands
EAST AFRICA

For Sponsorship Inquiries contact:

PRIMEDIA LIMITED

Tel: 20 4440053/4449584

Cell Number: 0734 427406/0720 383571

Email: info@primedia.co.ke

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