

Dinner of Excellence with President Obasanjo and Top Nigerian Bankers

The Landmark Hotel London, 30 March 2006

SPONSORSHIP PROPOSAL



15 February 2006

1. BACKGROUND

His Excellency, President Olusegun Obasanjo of the Federal Republic of Nigeria has been invited as Special Guest of the Dinner Session organized by the Nigerians in Diaspora Organisation Europe (NIDOE). As (potential) partner of NIDOE, this proposal aims to highlight the benefits to your organisation in participating as dinner sponsor of this special evening of excellence on Thursday 30 March 2006 at the London Landmark Hotel. The proposal also spells out the different sponsorship possibilities as well as the corresponding budgets.

The dinner is aimed to crown a two-day Global Bankers Conference in London 29 - 30 March 2006. The conference is positioned to sustain the huge transformation which the Central Bank of Nigeria has engineered as well as to raise the global profile of Nigerian banks and deepen their access to global opportunities. In the words of President Olusegun Obasanjo while launching the organisational concept of NIDO in 2000 *"Nigerians in Diaspora, is a formidable group of Nigerians that will play an indefatigable role in the search for viable solutions to the economic, political, social and technological problems retarding our national development"*.

The Nigerian Diaspora has played key roles in the bank consolidation process and is poised to engage even more strategically with the sector, post consolidation. The dinner session therefore is first-time ideal networking interface between the highest levels of the Nigerian financial world, the Diaspora and other global players.

2. BENEFITS OF SPONSORSHIP

- 2.1. The dinner is the most high profile Nigerian Diaspora event that would take place post banks consolidation in Nigeria. It invariably creates an ideal networking opportunity for banks and businesses not only to meet with high net-worth Nigerian Diaspora, but also their European investment partners.
- 2.2. Nigerians in Diaspora are looking to partner with banks at home in the development of tailored banking products that meet both personal finance and investment needs. The dinner offers a perfect opportunity to meet one-on-one with key players with a view to sharing ideas and having a feel of the huge business potentials in the Diaspora.

- 2.3. Dinner Sponsors shall be given exceptional visibility via a mix of branding options, e.g. banner display, speaking slot, media exposure at key Diaspora media networks, web links with www.nidoeeurope.org and a selected number of Nigeria-related Diaspora website, profiling as Dinner Sponsor, et cetera.
- 2.4. Logo space in the event programme and advert space ranging from one-pager to quarter-pager in the post event report will be available
- 2.5. Access to Guests List with direct marketing opportunities to high net-worth Nigerian Diaspora
- 2.6. Complimentary advert in the forthcoming issue of NIDOE print newsletter.

3. CONFIRMED PARTICIPANTS

Our event partners, BusinessinAfrica Events UK Ltd have recorded early confirmation* of some very distinguished speakers and dinner guests, which include:

Name & Position	Organisation
Professor Charles Soludo Governor	Central Bank of Nigeria
Mr Jim Ovia , Chief Executive Officer	Zenith Bank Plc
Mr Mark Smith , Director for Africa	Travelex Plc
Dr Kenneth Q Ge , General Manager	Bank of China
Lady Olga Maitland , President	International Money Transfer Association
Ms Mary Patricia Azevedo , Associate General Counsel & Senior Vice President	First Data Corporation
Mr Tony Elumelu , Chief Executive Officer	UBAGroup Plc
Dr G A T Oboh , Managing Director	Union Bank of Nigeria
Dr Nkosana Moyo , Managing Partner	Actis Capital LLP
Prof Pat Utomi , Chairman	Platinumhabib Bank Plc
Dr Reuben Abati , Chairman Editorial Board	Guardian Newspaper
Mr Reginald Ihejiahi , Chief Executive Officer	Fidelity Bank Nigeria Plc
Mr Timi Alaibe , Finance Director	Niger Delta Development Corporation (NDDC)
Mr Okey Nwosu , Chief Executive Officer	First Inland Bank Plc
Mr Emeka Emuwa , Chief Executive Officer	NIB Citibank
Mr Godwin Obaseki , Managing Director	Afrinvest West Africa
Mr Jacobs Ajekigbe , Chief Executive Officer & MD	First Bank Nigeria Plc
Mr Mark Hynes , Global Managing Director for Investor Relations	PR Newswire, United Business Media Plc
Dr Christopher Kolade , <i>COM</i> , Nigeria High Commissioner to the UK	Nigeria High Commission
Mr David Cowan , Senior Economist & Africa Editor	The Economist Intelligence Unit
Mr David Lloyd , Managing Director	Financial Dynamics

* More confirmations are continuously being recorded!

5. LEVELS OF SPONSORSHIP

Type	Specific Benefits	Fee
Lead Sponsor	<ul style="list-style-type: none"> ➤ Maximum, all-round branding ➤ Recognition on all event promotional materials as "LEAD SPONSOR" ➤ One-page advert in a chosen issue of NIDOE Quarterly Newsletter ➤ Web-link on www.nidoeeurope.org ➤ Logo display in at least 3 Diaspora organisations ➤ Display of banner at dinner hall ➤ One-page advert on post event report ➤ Exhibition table ➤ Dinner speaking slot 	GBP 8.000
Associate sponsor	<ul style="list-style-type: none"> ➤ Half-page advert in a chosen issue of NIDOE Quarterly Newsletter ➤ Web-link on www.nidoeeurope.org ➤ Display of banner at dinner hall ➤ One-page advert on post event report ➤ Exhibition table ➤ Special recognition at dinner 	GBP 5.000
Entry Level Sponsor	<ul style="list-style-type: none"> ➤ Quarter-page advert in a chosen issue of NIDOE Quarterly Newsletter ➤ Web-link on www.nidoeeurope.org ➤ Display of banner at dinner hall ➤ Half-page advert on post event report ➤ Exhibition table ➤ Dinner speaking slot 	GBP 3.500
Prime Location Sponsor	<ul style="list-style-type: none"> ➤ 1/5 page advert in a chosen issue of NIDOE Quarterly Newsletter ➤ Web-link on www.nidoeeurope.org ➤ Display of banner at dinner hall ➤ Quarter-page advert on post event report ➤ Exhibition table ➤ Dinner speaking slot 	GBP 2.000
Table Sponsor / Cash Donations	<ul style="list-style-type: none"> ➤ Prime location table for maximum of 6 ➤ Special recognition at dinner ➤ Logo display on NIDOE website 	GBP 1.500

For further details, please contact the event coordinator as follows:

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