



International Road Federation  
Fédération Routière Internationale  
Federación Internacional de Carreteras

## **Regional Seminar and Course on Road Asset Management for Senior Executives and Decision Makers;**

Arusha International Conference Centre (AICC), Arusha, Tanzania, 7<sup>th</sup> - 12<sup>th</sup> June 2021

### **SPONSORSHIP OPPORTUNITIES**

A great opportunity exists to sponsor the **Regional Seminar and Course on Road Asset Management for Senior Executives and Decision Makers**. There are a range of sponsorship opportunities available for the Regional Seminar and Course on Road Asset Management including: -

#### **Event Marketing**

##### **Before the Event**

- Regular e-mailing to stakeholders in the road and transport sector globally;
- Media coverage through articles and announcements in transport bulletin and publications all over the world;
- Distribution of the event flyer and brochure at key international transport events;
- Promotion of the **Regional Seminar and Course on Road Asset Management for Senior Executives and Decision Makers** through websites of collaborating institutions that includes the Ministry of Works and Transport in Tanzania, the International Road Federation (**IRF**), Tanzania Roads Association (**TARA**), Tanzania National Roads Agency (**TANROADS**), Tanzania Rural and Urban Roads Agency (**TARURA**) and Roads Fund Board in Tanzania.

##### **During and After the Event**

- Seminar bags with final programme, list of participants, specialised publications/magazines and information on sponsors will be distributed to participants;
- Seminar proceedings will be compiled online and sent to all participants as well as key stakeholders and partner organisations.

#### **Main Packages:**

##### **Gold Sponsor – USD 7,000 (Tshs. 15,000,000/=)**

This package offers you the following benefits:

- Acknowledgment as a Gold Sponsor on all promotional materials and e-promotions in the lead up to the event.
- Logo slide during opening session.
- Full page black and white advertisement in the seminar and course programme.

- Strategic logo placement on event webpage, the cover of online preliminary programme, on cover of the printed programme, logo on the proceedings webpage and projected during sessions. Electronic logos with hyperlink.
- Two free registrations to the seminar.
- One standard exhibition booth (3m x 3m) (Premium, preferred location)
- One insert in the delegates' bags (to be provided at your own expense).
- Opportunity for corporate profile in final programme (maximum 350 words).

### **Silver Sponsor – USD 4,500 (Tshs. 10,000,000/=)**

This package offers you the following benefits:

- Acknowledgment as a Silver Sponsor on all promotional materials and e-promotions in the lead up to the event.
- Strategic logo placement on event webpage, the cover of online preliminary programmes, on cover of the printed programme, logo on proceedings webpage and projected during sessions. Electronic logos with hyperlink.
- Half page black and white advertisement in the seminar and course program
- One standard exhibition booth (3m x 3m)
- Two free registration to the seminar.
- One insert in the delegates' bags (to be provided at your own expense).

### **Bronze Sponsor – USD 3,000 (Tshs. 7,000,000/=)**

This package offers you the following benefits:

- Acknowledgment as a Bronze Sponsor on all promotional materials and e-promotions in the lead up to the event.
- Strategic logo placement on event webpage, the cover of online preliminary programmes, on cover of the printed programme, logo on proceedings webpage and projected during sessions. Electronic logos with hyperlink.
- Quarter page black and white advertisement in the seminar and course program
- One standard exhibition booth (3m x 3m)
- One free registration to the seminar.
- One insert in the delegates' bags (to be provided at your own expense)

**For further details on sponsorship opportunities, please contact** the Organizing Committee at the address below.

**Tanzania Roads Association (TARA)**, Msasani Tower, Wing B, 6<sup>th</sup> Floor, Off Kimweri Road, Msasani, P.O. Box 2028, Dar es Salaam, Tanzania, Tel. ; +255 754362157 or +255 713336987. E-mail: [info@tara.or.tz](mailto:info@tara.or.tz); with a copy to [hbishanga@yahoo.com](mailto:hbishanga@yahoo.com) and [aaawadh@yahoo.com](mailto:aaawadh@yahoo.com).

**SPONSORSHIP FORM**

Please fill in the form and send it back to: [info@tara.or.tz](mailto:info@tara.or.tz); with a copy to [hbishanga@yahoo.com](mailto:hbishanga@yahoo.com) and [aaawadh@yahoo.com](mailto:aaawadh@yahoo.com).

### Your Personal Details

Prof Dr Mr Mrs Ms Other (please specify) \_\_\_\_\_

First Name																				
Middle Name																				
Last Name																				
Job Title																				
Company Name																				
Department																				
Mailing Address																				
Postal Code and City																				
Country																				
Telephone																				
Fax																				
Email																				

### SPONSORSHIP PACKAGES

Package	Fee	
	US\$	Tshs.
<input type="radio"/> Gold Sponsor	7,000	15,000,000/=
<input type="radio"/> Silver Sponsor	4,500	10,000,000/=
<input type="radio"/> Bronze Sponsor	3,000	7,000,000/=

### Payment Details

**By Bank transfer**

Please send the total amount **net of all bank charges**, with reference **“Sponsorship Fees for Regional Seminar and Course on Road Asset Management”** to Tanzania Roads Association Project Account as follows: -:

Account Name: **TARA Project Account**  
 Account Number: **0150360676301**  
 Bank Name: **CRDB Bank PLC**  
 Branch Name: **Msasani**  
 Swift Code: **CORUTZTZ**

Bank Contact: Msasani Tower, Off Kimweri Drive P.O. Box 106263 Dar es Salaam, Tanzania; Tel: +255 22 2923344; Fax: +255 22 2923345.

## General Conditions and Cancellation Policy

Sponsorship registration	All sponsorship forms must be completed electronically, with the payment details and sent by email to the TARA secretariat at the address mentioned above.
	Sponsorship fees have to be fully paid to receive the benefits according to the package selected. The Benefits associated with each package are the ones listed above.
	If you are using the bank transfer option for payment, sponsorship fees are payable at reception of the relative invoice.
	An official receipt will be forwarded to all sponsors upon receipt of their full payment.
	All costs and charges related to Bank transfer are carried by the sponsor.
Cancellations/Refunds	Sponsorship fees are not refundable.

Date: \_\_\_\_\_

Signature: \_\_\_\_\_

**For further inquiries, please contact the Organizing Committee at:**

### **Tanzania Roads Association (TARA),**

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