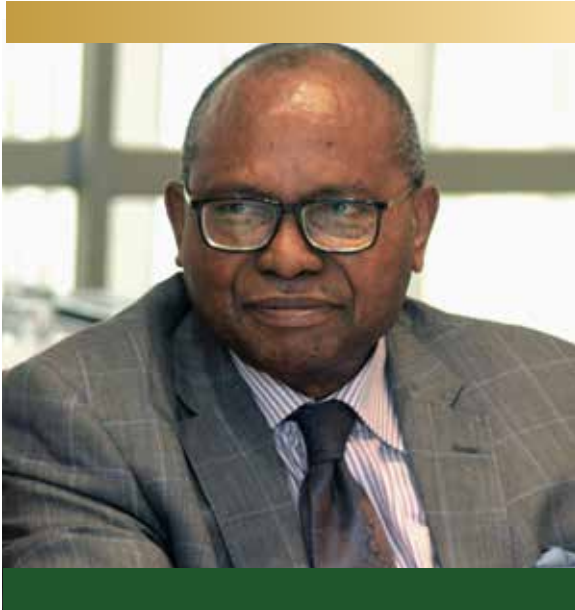




Nigerian Prize
FOR LEADERSHIP

Partnership & Sponsorship Brochure

Special Invitation To Participate



Prof. Anya O. Anya

*Ph.D, D.Sc., D. Litt, FAS, OFR, NNOM
Chairman*

It is our pleasure to extend this exclusive invitation for you and your organisation to be one of the Nigerian Prize for Leadership (NPL) valued partners and sponsors.

This unique initiative offers you the rare opportunity to consolidate your commitment to promoting leadership excellence and raising a credible 'successor generation' in Nigeria, with tangible impact on society.

We recognize, with profound gratitude, the tireless and heroic sacrifices of many Nigerians to build a great and dynamic economy, within a free, democratic and noble society. Unfortunately, the enormous damage done to the Federal Republic of Nigeria over the years by poor leadership, without relevant capacity is incalculable. In fact, the very fabric of our society has been deeply shaken and it could become worse, if urgent actions like this initiative are not taken. Hence, the wis-

dom and urgent need for such fundamental intervention aimed at refocusing leadership in Nigeria, and identifying the strategies for developing high quality leaders on a sustainable basis.

The Nigerian Prize for Leadership (NPL) is an intervention by some eminent Nigerians to chart the course of a new leadership identity and culture in Nigeria; as well as use the paradigm to raise a credible successor generation of leaders for the nation, on a sustainable basis.

Unlike other efforts, the Nigerian Prize for Leadership comes with a Prize Money offered to support future leadership activities of the Winner, including, mentoring of young leaders through the NPL - PLP (Protégé Leadership Programme).

Why Get Involved

The Prize is envisaged to be the highest, most credible, and most popular single Leadership Prize in Nigeria. It targets Nigerians of all ages who have shown remarkable and sustainable prowess, success, creativity and exemplary leadership skills in their endeavours, through compelling commitment to personal, corporate, ethical and social values. This makes the NPL an ideal platform for you, your organization/institution to be seen and heard as a major player in restoring leadership trust in Nigeria.

It is our hope that you will find it worthy to partner with us on this journey to redefine the concept, value and power of leadership in Nigeria, across board.

We are indeed pleased to invite you and your organisation to partner with us in this initiative. Some of the many benefits of becoming NPL Partner/Sponsor, include opportunities to:

- Enhance your personal and organization's commitment to enabling excellent leadership standards in Nigeria.
- Offer a credible platform to deepen your corporate social responsibility towards public good and interest in a vital area.
- Identify and collaborate with a global network of credible leaders

If you are concerned about issues of sustainable growth and development of Nigeria and by extension Africa, then you need to kindly identify with, and support this initiative. Herewith are details of categories of Partnership and Sponsorship:

Life Partnership Categories

We feel that it will be more appropriate to engage a creative and sustainable funding strategy for the Prize. Accordingly, we decided to establish a Nigerian Prize for Leadership Trust Fund in the sum of N1 billion (One billion naira), under the coordination and management of the Governing Board. Yields from the Fund will be deployed towards organizing the Prize events each year.

ENTITLEMENTS & BENEFITS	PLATINUM PARTNER	GOLD PARTNER	SILVER PARTNER
	N250 million \$700,000	N200 million \$600,000	150million \$450,000
Seed-For-Life Partnership	✓	✓	✓
Seat on the Governing Board	2	1	1
Seat on the Technical Team of Experts (TTE)	2	1	1
Seat on the Assessment and Recommendation Panel (ARP)	2	1	-
Guests at the Prize Presentation Ceremony	A Star table for Twenty five (25)	A Star table For twenty (20)	A Star table for fifteen (15)
Brand Exposure and Visibility at all NPL Events	Super Prime	Prime	Major
Recognition on all NPL media publicity programmes	Super Prime	Prime	Major
Goodwill Message/Remark at the Prize Presentation Ceremony and other key NPL events	Seven (7) minutes	Five (5) minutes	Three (3) minutes
Participants at the Protégé Leadership Programme (PLP)	One slot	One slot	One slot
Participants at Protégé Leadership Ambassadors Initiative (PLAI)	Ten (12) Slots	Five (8) Slots	Two (5) Slots
Provision for distribution of brand gifts at NPL events	✓	✓	✓

Sponsorship Opportunities

The Nigerian Prize for Leadership also has the following sponsorship opportunities:

Programme Sponsorship Partners (PSP): N15 million and above

The PSP is targeted at organisations and individuals that wish to sponsor any aspect(s) of Nigerian Prize for Leadership (NPL) activities each season. This includes Hosting the Prize, Protégé Leadership Programme, Leadership Workshops, International Leadership Clinic and Exhibition, Customised Leadership Projects, Etc. Each Programme Sponsor of any NPL event will become a much valued and appreciated NPL Partner for that event for the season, except the Life Partners.

Media Partners (MP): N10 million and above

This is targeted at organisations and individuals willing to offer media support or sponsorship to NPL activities. The sponsors' brand will be acknowledged in the publicity activities of NPL.

Prize Partners (PP): N15 million and above

The Prize Partners and Sponsors provide financial support towards development and production of the Prize materials, logistics for the finalists, presentation ceremony, travels for the Winner and Protégé to participate in relevant national and global leadership events. In addition to other publicity benefits, Brands of Partners in this category will be duly recognised and acknowledged on the sponsored item.

Speakers Sponsorship Partner (SSP) from N10 million (\$30,000) and above

This is targeted at organisations and individuals that wish to provide financial support towards settling traveling, accommodation and other logistic and welfare demand of NPL event speakers for each seasons. In addition to other publicity benefits, Speakers Sponsorship Partners will be duly recognised and acknowledged at the event.

Sponsorship Opportunities & Benefits

Exclusive Lunch Partner From N7.5 million (\$25,000) • Limited to one organization per event

For your participation we offer you the following:

- Recognised and appreciated as the event Lunch Partner.
- Brand & Logo visibility at the event
- Half page advert in event brochure
- two event passes for nominated representatives
- Opportunity to distribute branded material materials at event

Exclusive Programme Sponsorship Partners (PSP) N15 million (\$45,000) and above

The PSP is targeted at organisations and individuals that wish to sponsor any aspect (s) of NPL activities each season:

- Recognised and appreciated as a much valued partner for that event for the season.
- Brand & Logo visibility as a partner for the event on all printed materials.
- full page advert in event brochure
- 3 participants passes at the event
- Opportunity to distribute branded material materials at event

Exclusive Prize Partners (PP): N15 million (\$45,000) and above

This is targeted at organisations and individuals that wish to provide financial support towards development and production of the Prize materials, logistics for the finalists to presentation ceremony, logistics for the Winner and Protégé to participate in relevant national and global leadership events.

- Recognised and appreciated as a much valued partner.
- Brand & Logo visibility at presentation ceremony
- Full page advert in event brochure
- Three event passes for nominated representatives
- Opportunity to provide branded wears for protégé for strategic events

Sponsorship Opportunities & Benefits

Exclusive Tea Break Partner From N5 million (\$15,000) • Limited to one organization per event

For your participation we offer you the following:

- Recognised and appreciated as the event Tea Break Partner
- Brand & Logo visibility at the event
- Half page advert in event brochure
- two event passes for nominated representatives
- Opportunity to distribute brand material materials at event

Exclusive Speakers Sponsors Partner from N10 million (\$30,000) and above

For your participation we offer you the following:

- Recognised and appreciated as the event Speakers Sponsor Partner
- Brand & Logo visibility at the event
- Half page advert in event brochure
- two event passes for nominated representatives
- Opportunity to distribute branded material materials at event

Exclusive Media/Publicity Partner N10 million (\$30,000) and above

For your participation we offer you the following:

- Recognised and appreciated as the event Media & Publicity Partner.
- Brand & Logo visibility at the event
- Half page advert in event brochure
- two event passes for nominated representatives
- Opportunity to distribute branded material materials at event

Advertising Opportunities on NPL Platforms

Advertising Opportunities	Package Highlights	Availability	Price
Event Bag Insert	Opportunity to provide an insert into the NPL event Satchels	Unlimited	From N1 million \$3,000
Full-Page Advertisement on event brochure	Advertisement in the e-hard & e-copy NPL event brochure in a standard position	Unlimited	From N900,000 \$2,500
Half-Page Advertisement on event brochure	Advertisement in the e-hard & e-copy NPL event brochure in a standard position	Unlimited	From N725,000 \$2,000
Quarter-Page Advertisement On event brochure	Advertisement in the e-hard & e-copy NPL event brochure in a standard position	Unlimited	From N550,000 \$1,500

Contact & Enquiry

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