

All for Africa 2010/2011 Corporate Sponsorship Opportunities

Reach All for Africa's large and influential group of supporters, partners and advocates through a wide array of focused events that attract the most influential and knowledgeable business executives and academia who are focused on supporting sustainable economic growth and social infrastructure development in Africa.

KEY SECTOR ADVISORY SPONSORSHIP

We offer 4 sponsorship packages each one divided into one of 4 key sectors within the field of social responsibility, the sectors available are:

- Health Programs Advisory Sponsor
- Education Programs Advisory Sponsor
- Clean Water Programs Advisory Sponsor
- Skills Training Advisory Sponsor

Each Sector Sponsor will receive the following list of benefits and in addition will be featured in each of the events that follow. **Summary of Coverage** provided to each Sector sponsor through each sponsorship calendar year.

- Dedicated and prominent position on All For Africa website (www.allforafrica.org) with dedicated page where sponsor company can list their CSR programs and business success.
- Prominent branding on All For Africa's monthly e-Newsletter *NewsLine*, with special section *Africa Update*, sent out monthly to over 2500 subscribers. *Africa Update* covers key need to know information for companies active or looking to develop business in Africa, including the latest CSR programs, business and economic updates from our network of resources in the region. All for Africa's Newsline provides updates on the progress of Palm of Poverty's Beneficiary Oil Palm Trusts and news of upcoming fund raising and networking events.
- Exposure and inclusion in all press related materials and promotions including the annual special All For Africa section published in March 2011 in Fortune Magazine (readership 4.1 million)
- Speaker and networking opportunities at all major corporate events hosted by All For Africa throughout the year.
- A position on the All For Africa Advisory Board and a voting position in the All For Africa Pal Out Poverty Awards.
- Access to All For Africa's knowledgebase of public and private professionals for advise and business development opportunities.
- Benefits of association with an organization that has been instrumental to developing successful, sustainable, socially responsible business programs in Africa for many years.
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EVENT SPONSORSHIPS

FORTUNE CELEBRATION 2010 - EXECUTIVE BOARD CULTIVATION EVENT

Thursday April 15th, 2010

An evening with All for Africa's Executive Board, the Associate Board, business decision makers, high net worth individuals and African Philanthropists.

Sector Sponsor Receives:

- Pre event branding on invitations (print and online)
- Headline branding at event
- Acknowledgement by speaker
- Branding and acknowledgement in all press coverage attributed to event (print and online)

ALL FOR AFRICA COMEDY NIGHT

Tuesday May 4th, 2010

A night of fun and comedy at COMIX – New York's hottest comedy nightclub featuring headline comedians.

Sector Sponsor Receives:

- Pre event branding on invitations (print and online)
- Headline branding at event
- Acknowledgement by speaker
- Branding and acknowledgement in all press coverage attributed to event (print and online)

ING NEW YORK CITY MARATHON

Sunday November 7th, 2010

All for Africa will be joining the New York City Marathon with 25 Charity runners and 5 to 10 Elite/Competing Runners. The race attracts worldclass professional athletes, puts your logo in front of 2 million cheering spectators and 315 million television viewers.

Sponsor receives:

- Pre event branding on invitations (print and online)
- Headline branding at event with All for Africa running team
- Branding and acknowledgement in write all press coverage regarding all for Africa runners (print, television, radio and online) attributed to the event
- Logo on runner's T-shirts and water bottles
- 2 Runners at event (\$1200 value)

AFRICA AFTER WORK NETWORKING AND EDUCATIONAL ROUND TABLES

A group of entrepreneurs and professionals coming together 5 times a year for business and social networking, additionally 2 Educational Round Table Events on April 20th and October 26th. April 20th will provide a panel and discussion on Not for Profit sustainability and how collaboration can support development and growth in social sector. October 26th will focus on Corporate Social Responsibility and the possibility for deeper and more effective collaboration between the private sector and not for profit organizations. Also in attendance will be members of our executive and associate board.

Sponsor receives:

- Pre event branding on invitations (print and online)
- Headline branding at event
- Acknowledgement by speaker
- Branding and acknowledgement in all press coverage attributed to event (print and online)
- Option of hosting follow up roundtable event online with All For Africa and securing qualified business leads through registration process. This presents an excellent opportunity to demonstrate thought leadership in a chosen field and secure valuable branding in the process.

INTERNATIONAL PALM OUT POVERTY WEEK SPONSORSHIP OPPORTUNITIES

PRESENTING SPONSOR OF INTERNATIONAL PALM OUT POVERTY WEEK BENEFITS OF SPONSORSHIP

1500 - 2000 people will be participating in the events taking place during POP Week in New York City.
Events Include:

Tuesday September 27th – Drive Out Poverty Golf Tournament

This event will be attended by a minimum of 72 national business leaders and decision makers

Wednesday September 28th – Africa After Work Business Networking Event

Attended by approximately 125/150 young professionals, entrepreneurs and individuals interested in sustainment economic development and investment on the Africa Continent.

Tuesday October 4th – Palm Out Poverty GALA Arts and Entertainment Event

This event will be attended by 800 to 1200 individuals including a broad demographic including All for Africa board members, Associate Board Members, business leaders and decision makers working in African markets, celebrity entertainers and arts professionals, young professionals and entrepreneurs

GLEN ARBOR GOLF TOURNAMENT SPONSOR – Tuesday September 28th

Sector Sponsor Receives:

- Pre event branding on invitations (print and online)
- Headline branding at event including logo on each tee.
- Acknowledgement by speaker
- Branding and acknowledgement in write all press coverage (print, television, radio and online) attributed to the event.
- Receives 1 foursome

Additional Sponsorship Opportunities:

- **Hole – in – One Sponsor**
- **Eagle Sponsor**
- **Birdie Sponsor**

POP GALA EVENT – Tuesday October 4th

An African Festival of Art, Music and Food
800 to 1200 Attendees

Sector Sponsor Receives:

- Pre event branding on invitations (print and online)
- Headline branding at event
- Acknowledgement by speaker
- Branding and acknowledgement in write all press coverage (print, television, radio and online) attributed to the event.

Additional Sponsorship Opportunities:

- Gala Sponsor
- Stage Sponsor
- In-Kind Sponsor

MARKETING DEMOGRAPHICS

- **Total Supporters: 10,000**
- **Unique Visitors to Website: 7,000 per month**
- **E-mail Distribution Subscribers: 2,500+**
- **Demographic Breakdown:**
- 55% High Net-Worth Business Executives and Leaders
- 24% \$60-100K
- 31% \$100K+
- 45% Young Professional and Professional African Diaspora
- 20% Young Professional and Professional African Americans
- 30% College/University Students
 - 75% Pursuing Advanced Degrees
- 46% Male
- 54% Female