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20th August 2014.

Mrs. Sola David-Borha

Chief Executive of Stanbic IBTC Holdings PLC,
I.B.T.C. Place,
Walter Carrington Crescent,
Victoria Island,
Lagos.

Dear Mrs David-Borha,

INVITATION TO PARTICIPATE IN THE 30TH OMOLAYOLE MANAGEMENT LECTURE SERIES

On behalf of AIESEC ALUMNI Nigeria, we write to invite your company to participate in the **30th Omolayole Management Lecture Series and book launch** as a sponsor of the event or by placing adverts in our programme brochure.

This lecture is held annually in honour of Dr. Michael Omolayole who is the former Chairman/Managing Director, Lever Brothers Nigeria Plc - now Unilever Nigeria Plc, former Presidential Advisory Committee member and Chairman/Director (past and present) of numerous multinational companies.

AIESEC Alumni Nigeria (AAN) is a nonprofit organization of graduates who were members of AIESEC – the world's largest youth-run organization present in over 1,700 universities across 110 countries and territories that allows university students to explore and develop their leadership potential. As part of its annual activities, AIESEC Alumni Nigeria organizes the Nigeria Omolayole Management Lecture annually to address contemporary socio-economic issues of national and international concern.

With effect from last year, the Omolayole Management Lecture has been organised in collaboration with 4 other organisations in which Dr. Michael Omolayole has played a significant role over the years. They include: The Lagos Chamber of Commerce & Industry (LCCI), Chartered Institute of Personnel Management (CIPM), Nigeria Institute of Management (NIM) and Nigeria Employers' Consultative Association (NECA). This year Nigeria Employers' Consultative Association (NECA) will be the host of the Lecture.



**NIGERIA EMPLOYERS'
CONSULTATIVE ASSOCIATION**



The lecture will have in attendance guests from diverse sectors of the economy including CEO's of multinationals, SMEs, Social entrepreneur, non-governmental organisations that are involved in social entrepreneurship, related government agencies and financial institutions.

This year's lecture details are as follows:

Theme: "Social Entrepreneurship as a Tool for National Economic Development"

Guest Speaker: Mr. Seni Adetu – Managing Director Guinness Nigeria Plc

Date: Thursday, 25th September, 2014 **Time:** 2 PM

Venue: NECA House, Plot A2, Hakeem Balogun Street, Central Business District, Alausa Ikeja, Lagos.

Details for sponsorships and adverts are attached.

Thank you very much for your consideration. Should you have any questions, please do not hesitate to reach us via email at Timothy Olawale (Deputy Director/Head of Social Economic and Labour Affairs (SELA) tim@neca.org.ng Dr. Dahiru Sani (President, AIESEC Alumni Nigeria) info@aiesecalumni.org.ng, or call Bunmi Abejirin (Director of Projects, AIESEC Alumni Nigeria) on 08022220462 and Tomini Odumosu on 08188614562.



Tomini Odumosu
Team Coordinator
30th OML Planning Committee



Mr Timothy Olawale
Deputy Director/ Head of SELA
Nigeria Employers' Consultative Association (NECA)

30th OMOLAYOLE MANAGEMENT LECTURE

Event Sponsorship Benefits

Item	Investment
<ul style="list-style-type: none">▪ Gold Sponsor<ul style="list-style-type: none">○ Visibility, Promotion & Marketing<ul style="list-style-type: none">▪ Recognition as “Gold Sponsor” and logos on all pre and post event publicity, print and electronics▪ Sponsor representative speaking role at lecture and press events▪ Signage at the entrance and within the lecture venue during the programme▪ Centre spread colour ad and opportunity for brochure inserts in programme brochure▪ Opportunity to set up exhibition stand by the entrance of the venue to display products and services▪ Sponsor’s statement in programme○ Hospitality<ul style="list-style-type: none">▪ Opportunity for top management to welcome and meet with the speakers and special guests in private room prior to commencement of lecture▪ Opportunity to host private reception for special guest and speakers prior to or after the lecture▪ Reserved VIP seats for key personnel of sponsoring company○ Rights<ul style="list-style-type: none">▪ Category Exclusivity Sponsorship right of the event▪ Image use of event video in advertising or promotional activities▪ OML event name use in promotional activities	N3million
<ul style="list-style-type: none">▪ Silver Sponsors<ul style="list-style-type: none">○ Visibility, Promotion & Marketing<ul style="list-style-type: none">▪ Recognition as “Silver Sponsor” and logos on all pre and post event publicity, print & electronics▪ Signage within the lecture venue during the programme▪ Inside front cover ad and opportunity for brochure inserts in programme brochure▪ Opportunity to set up exhibition stand by the entrance of the venue to display products and services▪ Sponsor’s statement in programme○ Hospitality<ul style="list-style-type: none">▪ Opportunity for top management to welcome and meet with	N1.5million

<ul style="list-style-type: none"> the speakers and special guests in private room prior to commencement of lecture ▪ Reserved front/2nd row/VIP seats for key personnel 	
<ul style="list-style-type: none"> ▪ Bronze Sponsor <ul style="list-style-type: none"> ○ Visibility, Promotion & Marketing <ul style="list-style-type: none"> ▪ Recognition as “Bronze Sponsor” and logos on all pre and post event publicity, print & electronics ▪ Signage within the lecture venue during the programme ▪ Full page colour ad ○ Hospitality <ul style="list-style-type: none"> ▪ Reserved VIP seats for key personnel 	N500,000

Rates for Adverts in Programme Brochure

Position	Cost
Full Page	150,000.00
Inside Back Cover	250,000.00
Inside Front Cover	300,000.00
Outside Back Cover	350,000.00
Centre Spread	400,000.00

* All ads will be in colour

Contact Details

AIESEC Alumni Nigeria
C/O Transafrica
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Victoria Island