

LINKEDIN LOCAL OGBOMOSO 2.0

SPONSORSHIP PROPOSAL



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04 CONTACT US

Linkedin Local 1.0

1000 physical attendees

1500 registrations

5 institutions

5 states





01 BACKGROUND

LinkedIn Local
Ogbomoso

1.1 LINKEDIN LOCAL

LinkedinLocal began when 4 Linkedin users across 4 cities decided to get to know their connections face to face, and it set the world alight. United by the idea of getting to know the people behind the profiles, hosts across the globe joined the movement to create social change.

Linkedin Local events are organic meetups, hosted by members all over the world. They provide an opportunity to network, build community, discuss industry trends, and share best practices for using Linkedin.

1.2 WHY LINKEDIN LOCAL-OGBOMOSO

Networking is not about just connecting people. It's about connecting people with people, people with ideas and people with opportunities." - Michele Jennae

The Linkedin Local program is here to strengthen existing connections, while helping to build new ones and also to inspire people to rise to take responsibility and change the status quo.



02 THE EVENT

2.3 SPEAKERS

Governor Seyi Makinde

2.4 ESTIMATED POPULATION

3000 physical attendance and over 5000 registration consisting of Younger professionals, Students, millennials and every other individual who wants to network beyond the scope of general networking.





03 SPONSORSHIP PLANS

LinkedIn Local
Ogbomoso

3.1 WHAT DO SPONSORS BENEFIT?

This event will be our maiden event and will give you an opportunity to make a permanent mark in the LAUTECH community. We would like to give the students of LAUTECH an experience that they will not forget in a hurry and want you to be a part of it. The key benefits awaiting our partners include

Potential market for improved sales

Our audience are students and young professionals of the LAUTECH Community. Adults aged 18-35 years will be in attendance: We understand that this is an important demographic for your company

Direct promotion and brand awareness

By having the opportunity to interact with our audience you improve their awareness and future of your brand. We intend to ensure these benefits by doing the following

1. Announcing our partners on our social media pages.
2. Displaying infographics and videos of your organization during the event.
3. An opening and a stage to pitch your products and services to our audience
4. Placement of logo on our event signage.
5. Placement of your company information on our website and social media handles
6. A booth/stand for the display of your products and services.
7. Promotion across our mailing list.

3.2 BUDGET

Pre-Event Expenses

Item	Description	Quantity	Unit Price	Cost (N)
Website development		1	N100,000	100,000
Pre-event banner	10x11	4	N15,000	60,000
Guest accommodation		10		150,000
Linkedin Local Ogbomoso signage		1	N100,00	100,000
TOTAL				410,000

BUDGET

Main Event (Logistics)

Item	Description	Quantity	Unit Price	Cost (N)
Venue	The Hall LAUTECH			50,000
Sound				100,000
Compere		1		20,000
Tags	Speakers volunteers and participant	1000	200	100,000
Generator		1	1	30,000
Videographer/ photographer				50,000
Flight fee		3		350,000
TOTAL				700,000

BUDGET

Feeding and Refreshment

Item	Description	Quantity	Unit Price	Cost (N)
Snacks for attendees and volunteers		1000	N500	500,000
Fruit Juice for speakers		10	N1000	10,000
Water		42	N1000	42,000
Miscellaneous				50,000
TOTAL				602,000

BUDGET

Souvenirs

Item	Description	Quantity	Unit Price	Cost (N)
Souvenirs		3,000	N400	1,200,000
Speakers		10	N10,000	100,000
TOTAL				3,010,000

The total budget for LinkedIn local Ogbomoso is **N 3,010,000**

3.3 SPONSORSHIP PACKAGES

The four sponsorship packages are listed alongside other benefits that comes with each. These benefits will enhance your brand perception at our event and also after the event within our Community. The platinum package is open to only two sponsors, the gold package is open to only three sponsors while the silver and bronze are available to as many sponsors as possible.

Feeding and Refreshment

Sponsorship Packages	Platinum (1,000,000)	Gold (800,000)	Silver (600,000)	Bronze (400,000)
Logo on advertisement and visual and branding	■	■	■	■
Logo on website	■	■	■	■
Special post announcing partnership on social media channels	■	■	■	■
Dedicated page on website	■	■	■	■
Promo videos during break	■	■	■	■

Sponsorship Packages	Platinum (1,000,000)	Gold (800,000)	Silver (600,000)	Bronze (400,000)
Exhibition space at the venue	■	■	■	
Prizes to be awarded to recognized individuals in your organization's name	■	■		
A panel session for your organization during the event	■			
500+ signups/prospects on your Mobile App/website	■			

A large audience of diverse people seated in rows, looking towards the right, suggesting a conference or event setting.

04 CONTACT US

CONTACT US

You can reach us via mail linkedinlocalogbomoso@gmail.com on which of the packages you'll be interested in. We'll be willing to schedule a virtual meet with delegates from your organization for further questions and discussion.

You can contact any of these people for further enquires;

Oladotun Ajayi; Lead sponsorship and partnership(08022471093)

Praise Ogunleke: Co-lead sponsorship and partnership (08160950270)

