



# CELEBRATING TWO DECADES OF IMPACT | INNOVATION | SERVICE

**SPONSORSHIP PROPOSAL**

# INTRODUCTION

The Higher Education Students' Loans Board (HESLB) is a government agency established in 2004 with the purpose of transforming lives of countless Tanzanian students through promoting equitable access to higher education. Over the past two decades, HESLB has empowered 754,000 students with loans and grants, shaping Tanzania's future workforce.

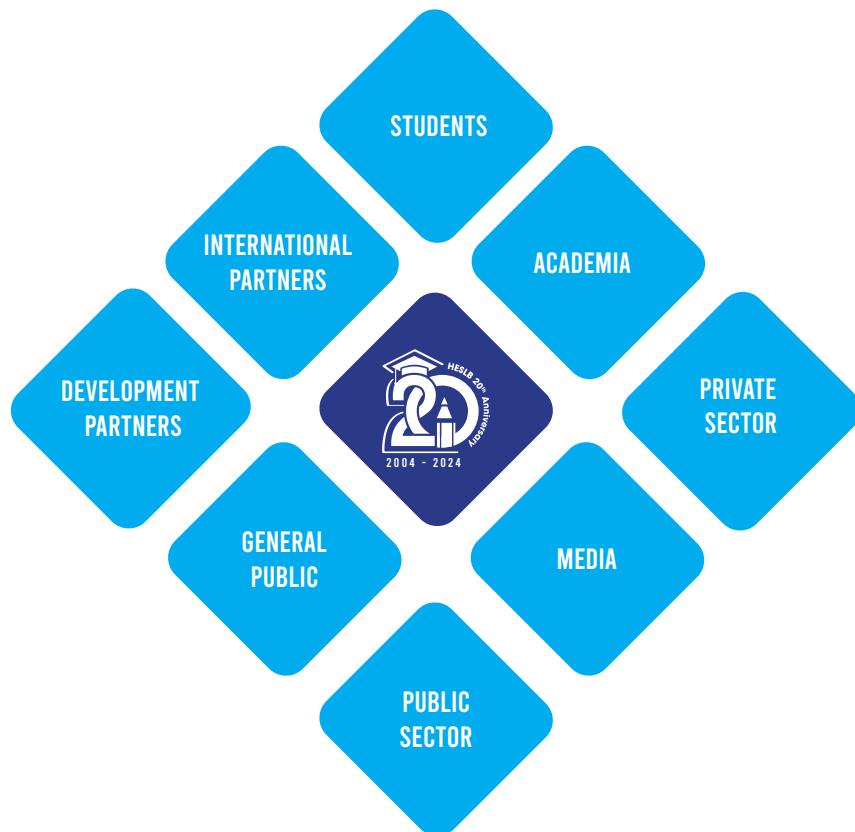
As HESLB is commemorating 20 years of operations, we are excited to celebrate this milestone with the theme "HESLB@20: Celebrating Two Decades of Impact, Innovation and Service". The series of events to mark this vicennial celebration will showcase HESLB's achievements, honour its partners and envision a sustainable future for higher education financing in Tanzania.

## THE HESLB@20 EVENT PRESENTS A UNIQUE OPPORTUNITY TO:

- Reflect on HESLB's journey and its impact on students and Tanzania's educational landscape.
- Foster dialogue and collaboration among stakeholders to enhance equitable access to quality higher education.
- Invest in Tanzania's future by supporting the next generation of workforce.



## THE HESLB@20 EVENTS TARGET A DIVERSE AUDIENCE, INCLUDING:



## 3.0 EVENT OVERVIEW

### 3.1 HESLB MARATHON

The Mikopo Marathon is scheduled to take place on 15th February 2025 and the purpose is three-tiered. Firstly, it promotes physical fitness and community engagement through a marathon event. Secondly, it aims at raising funds for a charitable cause of purchasing laboratory equipment for two schools in Dar es Salaam and Zanzibar. Thirdly, the marathon aims at raising funds for improving the current HESLB Call Centre to Contact Centre. This activity is expected to attract atleast 1,200 participants and the expected dignitary will be Hon President of the Revolutionary Government of Zanzibar, H.E Dr. Hussein A. Mwinyi.



### **3.2 HESLB REGIONAL CLINICS**

The clinics are scheduled for 5 days from 10th to 14th February 2025. The HESLB clinics will be conducted in 7 zones as follows; Dodoma, Dar es salaam, Unguja, Mtwara, Mwanza, Arusha and Mbeya.

The Minister for Education, Science and Technology Prof. Adolf F. Mkenda will officiate the grand opening of the clinics in Dar es salaam and The Zanzibar Minister for Education and Vocational Training Hon. Lela Mohamed Mussa will officiate in Unguja.

The clinics will offer a dynamic platform for HESLB and the sponsoring entity to engage directly with a diverse pool of customers ranging from students, employers, parents, employees and the general public. HESLB, alongside other stakeholders, will host booths providing a spectrum of services including; extending HESLB-related operations and promoting products and services for sponsors. The event is expected to attract atleast 766,000 customers nation-wide.



### 3.3

## HESLB HIGH-LEVEL SYMPOSIUM AND COCKTAIL

The climax of the celebrations on 17th February 2025 will feature a High-Level Symposium held at the Julius Nyerere International Convention Centre (JNICC) in Dar es salaam. The symposium will bring together key stakeholders;—including government officials, researchers, development partners, private sector, academicians, NGOs, regional and global financing agencies, students and HESLB Alumni networks, to discuss emerging and pertinent issues in higher education financing and student support. The event will also include a cocktail event providing an opportunity for networking. The event will bring together atleast 1,000 participants and will be officiated by the President of the United Republic of Tanzania H.E Dr. Samia S. Hassan.



## 4.0 EVENT MARKETING AND PROMOTION

The HESLB@20 celebrations will be promoted through a comprehensive marketing campaign, leveraging various channels to ensure maximum visibility and reach. The promotional strategies will include:

1. **Website:** A dedicated section on the HESLB website will serve as the central hub for event information, updates and sponsor recognition. We are estimating 3,000 Website visitors
2. **Social Media:** Extensive promotion will be conducted across HESLB's social media and partners platforms, including Facebook, Twitter, Instagram and LinkedIn. Engaging content, videos and sponsor highlights will be shared regularly.
3. **Print Materials:** Eye-catching brochures, posters, and banners will be distributed across educational institutions, government offices, and strategic locations, drawing attention to the event and its sponsors.
4. **Electronic Media:** Advertisements and promotional segments will be aired on national and local television and radio stations, increasing awareness and promoting sponsor brands.
5. **Email Marketing:** Targeted email campaigns will be executed to reach HESLB's extensive database of stakeholders, partners, and beneficiaries, keeping them informed about the event and sponsor involvement.



## 5.0 CAPITALIZE ON A UNIQUE OUTREACH PLATFORM

As a valued partner in Tanzania's educational landscape, your company will have a unique opportunity to connect with a vast pool of potential future customers as follows;:-

### 5.1 HESLB@20 CLINICS: DIRECT ACCESS TO A HIGH-VALUE AUDIENCE

A cornerstone of HESLB@20 is the HESLB@20 Clinics, a nationwide outreach program targeting over 766,000 individuals in the seven selected zones:

- 500,000+ current university students
- 106,000 Form Six leavers
- 160,000 diploma graduates (enrolling in universities by October 2024)

These clinics present an exceptional platform for your company to directly engage with this high-potential customer segment. Your company representatives can:

- **Offer financial services:** Open bank accounts, educate students on loan options showcase other relevant banking product
- **Gain extensive exposure:** Interact with over 766,000 potential customers across 5 days of the clinics held in all 7 zones of Tanzania Mainland and Zanzibar
- **Product and services promotion:** Opportunity for brand drive and sales to the vast pool of stakeholders in the clinics, marathon and conference.



## 5.2

## A COST-EFFECTIVE ACQUISITION STRATEGY

Studies indicate that university loan accessibility is a major motivator for opening bank accounts. Considering the average Tanzanian bank customer acquisition cost of TZS. 35,000, partnering with HESLB@20 offers a significant advantage:

- **Reduced Cost:** For a sponsorship significantly lower than the conventional acquisition cost (around 7%), Your company. can acquire a large and engaged customer base.
- **Direct ROI:** By providing convenient account opening and educational services at the clinics, your company will position itself to benefit from potential HESLB loan transactions and future customer banking activities.



## 6.0 SPONSORSHIP APPLICATION AND TERMS

### **Sponsorship application process and deadlines:**

Interested organizations are invited to submit their sponsorship applications by 31st January 2025. The application process will involve completing a sponsorship form, outlining the desired sponsorship level and providing necessary organizational details.

### **Payment terms and conditions:**

Upon approval of the sponsorship application, a formal agreement will be drafted, specifying the payment terms and conditions. Sponsors will be required to make the full payment within 10 days of receiving the agreement.

### **Sponsor recognition guidelines:**

HESLB will provide clear guidelines and specifications for sponsor recognition, including logo usage, branding placement and acknowledgment protocols. These guidelines will ensure consistent and appropriate representation of sponsors across all event materials and platforms.



# 1. BRANDING RIGHTS: TZS 300,000,000

- Hand over sponsorship award by H.E the President of URT during the conference session
- Main session exclusivity (no competing partner allowed in main conference hall)
- 25 minutes plenary keynote
- Logo placement on event live television coverage opening
- Right to event venue branding
- Acknowledgement as sponsor in all key statements/speeches
- Mention in radio and Tv adverts and main stage mentions
- The right to brand press conference with event press kits
- Right to brand press conferences
- Usher customer branding (dress code colors)
- Right event program booklet front cover page logo placement
- Right to event Program booklet advert page dedication
- Logo placement on all event name tags/IDs
- Exhibition space (6mx6m)
- Logo placement on event directional signboards
- Logo placement in all promotion avenues including entrance signage
- Access to event attendance register
- Logo placement on event website ([www.heslb.go.tz](http://www.heslb.go.tz))
- Display of products and services across all activities i.e Conference, Marathon and Zonal Clinics



## **2. PLATINUM LEVEL: TZS 250,000,000/=**

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- Hand over sponsorship award by H.E the President of URT during the conference session
  - 15 minutes plenary keynote
  - Logo placement on event Television coverage opening
  - Right to event venue branding
  - Acknowledgement as Platinum sponsor in all key statements/speeches
  - Mentions in jingles and main stage mentions
  - The right to brand press conference with event press kits
  - The right to survey audience for market research for specific product
  - Event program booklet cover page logo placement & half page advert dedication
  - Logo placement on all event name tags/IDs
  - Exhibition venue branding
  - Exhibition space (6mx6m)
  - Logo placement on event directional signboards
  - Rights to 5 inside banners at welcome cocktail and farewell dinner
  - Logo placement in all promotion avenues including entrance signage
  - Access to attendance register
  - Display of products and services across all activities i.e Conference, Marathon and Zonal Clinics

### **3. SAPPHIRE LEVEL: TZS 100,000,000/=**

- Hand over sponsorship award by H.E the President of URT during the conference session
- 10 minutes plenary keynote
- Right to event venue branding
- Acknowledgement as Sapphire sponsor in all key statements/speeches
- Mentions in jingles and main stage mentions
- The right to brand press conference with event press kits
- The right to survey audience for market research regarding corporate product
- Event program booklet logo placement & half page advert dedication
- Exhibition venue branding between exhibition panels
- Exhibition space (3mx3m)
- Logo placement in all promotion avenues including entrance signage
- Access to attendance register
- Display of products and services across all activities i.e Conference, Marathon and Zonal Clinics

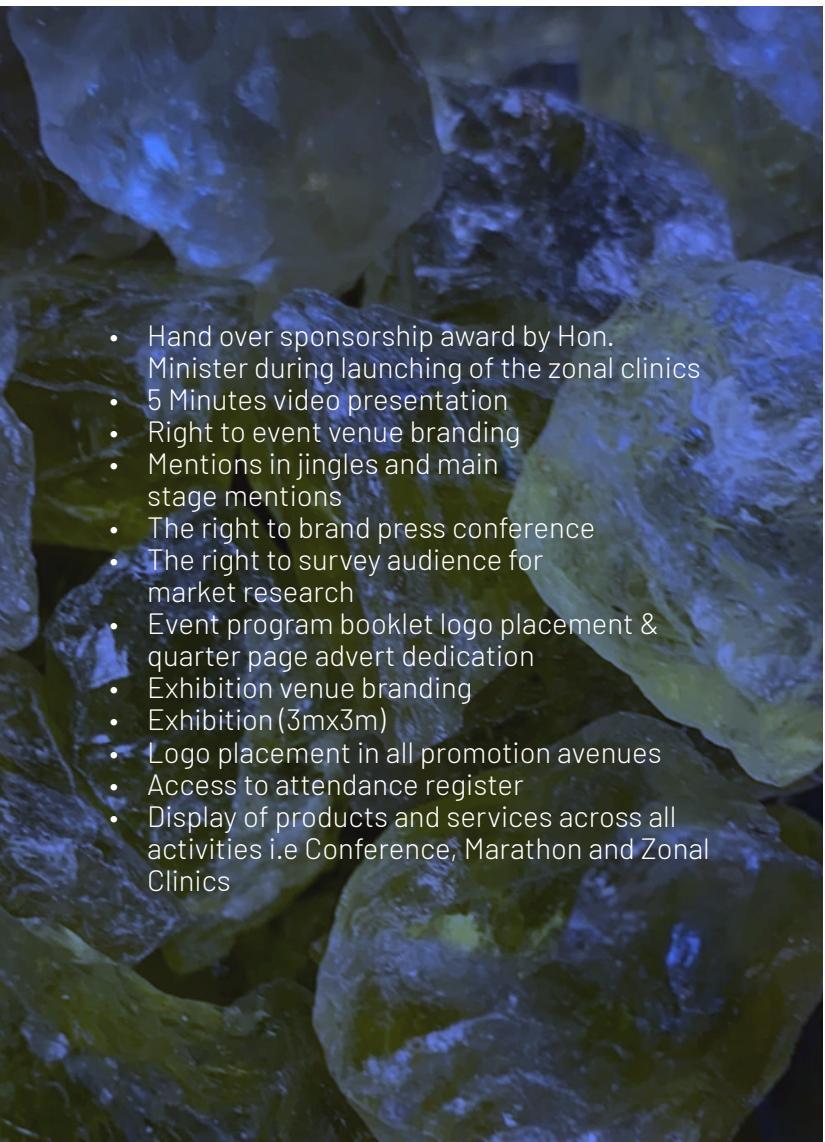


## **4. DIAMOND LEVEL: TZS 100,000,000/=**

- Hand over sponsorship award by Hon. President RGZ during marathon event
- 5 Minutes video presentation
- Right to event venue branding
- Mentions in jingles and main stage mentions
- The right to brand press conference right with event press kits
- The right to survey audience for market research regarding corporate product
- Event program booklet logo placement & half page advert dedication
- Exhibition venue branding between exhibition panels
- Exhibition space (3mx6m)
- Logo placement in all promotion avenues
- Rights to 2 inside banners at welcome cocktail party
- Access to attendance register
- Display of products and services across all activities i.e Conference, Marathon and Zonal Clinics



## 5. GOLD LEVEL: TZS 50,000,000/=



- Hand over sponsorship award by Hon. Minister during launching of the zonal clinics
- 5 Minutes video presentation
- Right to event venue branding
- Mentions in jingles and main stage mentions
- The right to brand press conference
- The right to survey audience for market research
- Event program booklet logo placement & quarter page advert dedication
- Exhibition venue branding
- Exhibition (3mx3m)
- Logo placement in all promotion avenues
- Access to attendance register
- Display of products and services across all activities i.e Conference, Marathon and Zonal Clinics

## **6. BRONZE LEVEL: TZS 25,000,000/=**

- Print media mention and main stage mention
- The right to brand press conferences
- Event Booklet logo placement
- Exhibition space (3mx3m)
- Logo placement in all promotion avenues access to attendance register
- Right to one banner inside event venue



## 7. PARALLEL SESSION PARTNERS: TZS 15,000,000/=

- Logo placement in event program booklet
- 5 minutes introductory remark to the main session
- Access to attendance register
- Right to one banner inside event venue
- 90 minutes session with desired block of event attendees





## 8.0 BANK DETAILS

The sponsorship funds to be credited  
in the below bank details;

Account Name: **HESLB CRDB**

**Expenditure Account**

Account Number: **01J1028467501**



## 9.0 CONTACT INFORMATION

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**Designation:** Manager, Corporate Communications and Partnerships

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**Phone:** +255 713 670 773



### ZANZIBAR

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### ARUSHA

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### DAR ES SALAAM

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### CUSTOMER SERVICE CENTRE

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#TimizaWajibu

[www.heslb.go.tz](http://www.heslb.go.tz)