

The word "devfest" is written in a white, lowercase, sans-serif font. It is positioned on a black rectangular background. To the left of the text is a small blue square. The background of the entire page features a complex pattern of overlapping circles and squares in blue, green, and black, with some areas having a white grid. There are also yellow hand-drawn scribbles on the right side, including a large 'M' shape and some abstract lines. In the top right corner, there is a small snippet of code in a light blue font:

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22ND NOVEMBER | LUSAKA | KITWE

2024 SPONSORSHIP PROSPECTUS

About DevFest

22ND NOVEMBER | LUSAKA | KITWE

DevFests are local tech conferences hosted by Google Developer Groups (GDGs) around the world. Each DevFest event is created by its local organizers to fit the needs and interests of its local developer community. Whether it be through hands-on learning experiences, technical talks delivered by experts, or by simply meeting fellow local developers, DevFest attendees learn how to build together and innovate on Google's developer tools.

DevFest is the premier conference for technical and non-technical developers and users interested in exploring the potential of Tech Community.

DevFest will feature a diverse range of sessions, workshops, and keynote speakers, all focused on providing attendees with the latest insights and best practices for working as a developer community.

Why Sponsor:



Gain visibility



Establish thought
leadership



Recruit and
acquire top talent



Increase brand
awareness & recognition



Connect with a targeted
audience of developers
and users



Showcase your brand, products, and
services in the rapidly growing tech
ecosystem

Who Attends DevFest

- Web developers interested in leveraging the full potential of Google Technologies
- Technical developers and engineers looking to build faster, more secure, and more efficient applications and interested in contributing to the digital economy
- Users interested in learning about the latest developments software technology.
- Software architects, UI/UX designers, startup and team leads looking to incorporate google technology into their development roadmaps
- Business leaders and executives interested in exploring the potential business value of software technology for their organization

22ND NOVEMBER, 2024

8:00 AM - 10:00 AM	Registration / Networking / Tea Break
10:00 AM - 10:15 AM	Welcome / General Keynote
10:15 AM - 10:30 AM	Community Keynote
10:30 AM - 11:00 AM	Developer Keynote
11:00 AM - 12:00 PM	Sponsor Speaking
12:00 PM - 12:30 PM	Plenary Sessions
12:30 PM - 2:00 PM	Breakout / Parallel Session / Sponsor Meeting Room
2:00 PM - 2:30 PM	Photo Session
2:30 PM - 4:00 PM	Lunch / Exhibition Booth/ Networking
4:00 PM - 5:00 PM	Conference Sessions / Closing Remark
5:00 PM - 6:30 PM	Evening Event

Sponsorships-at-a-Glance

Contact suwilanjisiwale1@gmail.com, mulengakasupuni@gmail.com, eraduskis@gmail.com to secure your sponsorship today.

	DIAMOND 4 AVAILABLE	PLATINUM 6 AVAILABLE	GOLD UNLIMITED
3 Hour Workshop at Event: Day 1 workshop to be included on the event schedule and open to all attendees. Sponsor will receive opt-in attendee info from those attending the workshop.	.		
Pre or Post-Conference Email Blast: One time use of opt-in list to be sent by The DevFest Zambia.	.		
Social Media Promotion of Sponsorship: From DevFest Zambia Twitter account. Sponsor can provide custom content (must be approved by The DevFest Zambia Team.)	1x		
Keynote Stage Branding: Logo prominently displayed on stage screens or signage.	.		
Speaking Opportunity: All sponsor content must be approved by the Program Committee and The DevFest Zambia Team. Speaking slots based on availability.	15 Minute	10 Minute	
Access to Bookable Meeting Room	Private Use 4 hours	Private Use 2 hours	
Recognition During Opening Keynote Session: Sponsor Recognition by name.	.	.	.
Exhibit Booth*: Includes tabletop and chairs. Number of tables vary by level.	2 Tabletops	Tabletop	Tabletop
Lead Retrieval: Live scans, real time reporting and ability to take notes on captured leads.	1	1	1
Recognition on Event Signage and Website: Prominent logo display on all event web pages and on conference signage.	.	.	.
Recognition in Pre-Conference Email Marketing: Includes link to your URL.	.	.	.
Conference Attendee Passes: Full access passes to the entire conference for your staff or customers.	6	4	2
Post-Event Data Report: Provides event demographics and additional details on event performance.	.	.	.
Sponsorship Cost	k25,000	k15,000	k10,000

DevFest Zambia reserved the right to increase/decrease the number of available sponsorships and update deliverables based on venue restrictions.

Promotional Marketing Opportunities



Evening Event

k5000 | 4 Available

Treat attendees to a special experience by sponsoring the evening event! Attendees participating will enjoy a fun-filled evening with food, drinks, and new friends.



Diversity in Women Tech Makers Lunch

k5000 | 2 Available

Show your support for creating and nurturing a diverse WTM community by hosting an impactful networking lunch that fosters connection and mutual support for event participants that have been historically marginalized from tech communities, and their ally guests. As a sponsor, you'll receive prominent signage and verbal recognition during the lunch session. Additionally, each sponsor will have the opportunity to speak for 1-2 minutes, extending a warm welcome to all attendees.



Attendee T-Shirt

k5000 | 1 Available

Sponsor logo will be placed on the sleeve of all attendee t-shirts. Logo size, color, and placement will be based on the t-shirt design and are subject to the DevFest Zambia team approval. Logo must be single color only (no gradient).



Lanyards

k3000 | 1 Available

Showcase your logo on every attendee with the lanyard sponsorship. Logo size, color, and placement will be based on the lanyard design and are subject to the DevFest Zambia team approval. Logo must be single color only (no gradient).

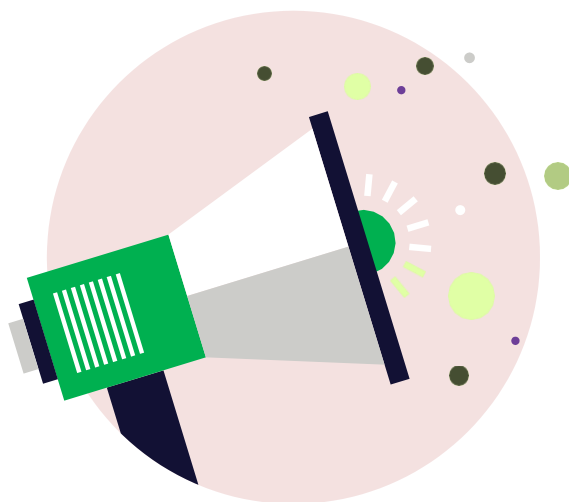
Participate in all 2024 DevFest Zambia Events!

Sponsorship Bundles & Custom Packages

Interested in sponsoring multiple events and/or creating a custom sponsor package?

We offer bundled sponsorship package discounts and are happy to work with you to create a customized package to meet your organization's individual needs.

DevFest Zambia Corporate Members receive sponsorship discounts on DevFest Zambia events; 5% discount or 7% when signing up for multiple events at once.



Contact suwilanjisiwale1@gmail.com,
mulengakasupuni@gmail.com,
eraduskis@gmail.com to secure your
sponsorship today.