



**NIPR  
DIAMOND  
ANNIVERSARY  
CELEBRATION**  
(1963-2023)

THEME:

**PUBLIC RELATIONS,  
VALUE REORIENTATION  
AND ECONOMIC  
TRANSFROMATION**

**SPONSORSHIP PACKAGE**



# GOAL

**Revitalise the NIPR brand and promote Public Relations as a leadership function.**

The Nigerian Institute of Public Relations (NIPR) was established in 1963 and Chartered through Decree No. 16 of 1990 (now CAP N114 LFN, 2004). Therefore, the Institute attained the diamond age in 2023. Accordingly, the Council has designed a series of special activities throughout June 2024 to commemorate this milestone. You are invited to leverage these unique opportunities to promote your brand visibility and customer loyalty.

**Prime Brand Exposure Network:** Leverage NIPR's extensive media partnerships to amplify your brand message.



## Create & Sell Branded Collectables

Partner with us to Design and sell anniversary merchandise like shirts, mugs, and more to a captive audience of over 24,000 members across Nigeria.



## Shine in the Diamond Anniversary Compendium

Be featured in this prestigious publication showcasing leading brands and PR experts in Nigeria.



## Engage Diverse Audiences

Sponsor or brand special NIPR radio & TV shows across national and state networks, reaching a wide audience.

## NIPR Diamond Walk for Economic Transformation

Showcase your brand during a nationwide street walk happening simultaneously in all 36 states and Abuja on 1st June 2024.



## Green Nigeria Garden Initiative

Partner with NIPR to plant 60 trees in designated Green Nigeria Gardens in major Nigerian cities at the end of the diamond walk on Saturday 1st June 2024, promoting environmental responsibility.



# Special Diamond Anniversary Colloquium

Participate in insightful discussions with global leaders and captains of industries on Public Relations, Value Reorientation and Economic Transformation to be hosted at the prestigious Congress Hall, Transcorp Hilton, Abuja on 27th June 2024 by 10.00 am.



## Plant for the Future at the Nigeria Reputation House, Abuja

The major national event where NIPR partners and sponsors will reap multiple dividends is the foundation laying ceremony of the Nigeria Reputation House and grand finale of the NIPR Green Nigeria initiative scheduled for 11am on 10th June 2025 at the Institution District, Abuja. Book one of the limited spaces now or you lose out.



## Diamond Dinner & Awards

Give your brand premium visibility at the venue and colourful brochure of the Diamond Anniversary Dinner and Awards where 60 NIPR diamond icons shall be invested and relayed live across multiple digital platforms.

Venue: Transcorp Hilton, Abuja on 27th June 2024.



(L-R) NIPR President, Dr. Ike Neliaku leading a high-powered delegation in a strategic engagement with the Hotel Manager, Transcorp Hilton, Abuja, Mr. Islam ElMaddah ahead of the Institute's Diamond Anniversary Celebration.



# Advertisement Rates

## Dinner & Awards/ National Reputation House Tree Planting Brochure

S/N	DESCRIPTION	AMOUNT
1	½ page (colour)	350,000
2	Full page (colour)	600,000
3	Backcover page	1,300,000
4	Front Page (inside)	1,150,000
5	Back Page (inside)	1,100,000
6	Centre spread	2,500,000
7	Front page bar (logo only)	1,000,000

## Diamond Anniversary Compendium

S/N	DESCRIPTION	AMOUNT
1	½ page (colour)	100,000,000
2	Full page (colour)	2,000,000
3	Backcover page	7,000,000
4	Front Page (inside)	5,000,000
5	Back Page (inside)	5,000,000
6	Centre spread	10,000,000
7	Front page bar (logo only)	3,000,000



## DIAMOND SPONSOR

N20,000,000.00 (TWENTY MILLION NAIRA ONLY)

- ✓ Speaking Opportunities at the venue of Diamond Induction, Colloquium, Dinner & Awards.
- ✓ Tailored engagement opportunities based on your business objectives.
- ✓ Logo placement in all event materials, including banners, brochures, website and social media channels.
- ✓ Access to exclusive VIP events during the anniversary celebration.
- ✓ Connect with industry leaders, professionals, and potential clients.
- ✓ Exclusive networking reception with key public figures and media leaders.
- ✓ Recognition as "Official Diamond Anniversary Sponsor".
- ✓ Ten complimentary registrations for all NIPR events throughout the year.
- ✓ Deliberate and Dedicated Mentions by the MC during the events.
- ✓ Prime branding in all communications materials for the summit.
- ✓ Prime space for 10 Branding materials (Roll-up banners) within the venue and its surroundings.
- ✓ Inclusion of brand promotional materials in participants' packs.
- ✓ Prime branding in all communications materials for the summit

## GOLD SPONSOR

N15,000,000.00 (FIFTEEN MILLION NAIRA ONLY)

- ✓ Five minutes speaking opportunity at the opening ceremony.
- ✓ Logo placement on the Diamond
- ✓ Anniversary website and social media channels.
- ✓ Branding of specific Venues of activities of the Diamond Anniversary initiative.
- ✓ Inside page feature in the Diamond Anniversary Compendium.
- ✓ Five minutes speaking opportunity at the opening ceremony.
- ✓ Opportunity to address the audience during key sessions.
- ✓ Networking opportunities during the colloquium.
- ✓ Recognition as an Official partner of NIPR.
- ✓ Five minutes speaking opportunity at the opening ceremony.
- ✓ Six complimentary registrations for all NIPR events throughout the year.
- ✓ Prime space for 8 Branding materials (Roll-up banners) within the venue and its surroundings.

## SILVER SPONSOR

N7,000,000.00 (SEVEN MILLION NAIRA ONLY)

- ✓ Logo placement on the Diamond Anniversary website and social media channels
- ✓ Full-page feature in the Diamond Anniversary Compendium.
- ✓ Networking opportunities during the colloquium.
- ✓ Recognition as an Official partner of NIPR.
- Four complimentary registrations for all NIPR events throughout the year.
- Prime space for 4 Branding materials (Roll-up banners) within the venue and its surroundings.
- Constant digital display of the organisation's logo and branding materials.
- Deliberate and Dedicated Mentions by the MC during the Colloquium.
- Logo streaming on the Institute's website as a partner for three months.

## **BRONZE SPONSOR**

**N5,000,000.00 (FIVE MILLION NAIRA ONLY)**

- Ⓐ Inclusion of the organisation's logo on the partners page of the Diamond Anniversary Compendium.
- Ⓐ Prime branding in all communication materials for the summit.
- Ⓐ Inclusion of the organisation's logo on the partners page of the Diamond Anniversary Compendium.
- Ⓐ A Page corporate/product advert inside the Programme Brochure.
- Ⓐ Three complimentary registrations for all NIPR events throughout the year.
- Ⓐ Prime space for 2 Branding materials (Roll up banners) within the venue and its surroundings.
- Ⓐ Constant digital display of the organisation's logo and branding materials.
- Ⓐ Opportunity to send a branded float during the street walk for Economic Transformation.

## **NIPR PARTNER**

**N3, 000,000.00 (THREE MILLION NAIRA ONLY)**

- Ⓐ Opportunity to distribute branded promotional items during the street walk for Economic Transformation.
- Ⓐ Two complimentary registrations for all NIPR events throughout the year.
- Ⓐ Opportunity to purchase additional event registrations at a discounted rate.
- Ⓐ Inclusion of the organisation's logo on the official programme of some activities of the Anniversary.
- Ⓐ Half-page corporate/product advert inside the Programme Brochure.
- Ⓐ Space for 1 branding material (Roll-up banner) within the venue and its surroundings.

**Don't miss these unique once-in-60-year opportunities to elevate your brand and connect with strategic audiences. Contact us today to become a Diamond Anniversary Partner! Limited Spots Available!**

### **Diamond Anniversary Committee**

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### **Contact Us :**

