

# LIBERIA BUSINESS AWARDS 3.0 PARTNERSHIP OPPORTUNITIES BROCHURE

**"Recognizing Local Excellence,  
Celebrating National Impact"**

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## 10. EXECUTIVE SUMMARY

The Liberia Business Awards (LBA) 3.0 represents the premier platform for celebrating business excellence in Liberia.

With our third edition, we project to engage:

**10K+**

Entrepreneurs Nationwide

**500+**

Businesses Recognized

**15**

Award Categories

**35+**

Strategic Partners

**2M+**

National Media Reach

Partnering with LBA 3.0 positions your organization at the forefront of Liberia's economic development narrative.

# 1. ABOUT LIBERIA BUSINESS AWARDS

## 2.1 Our Mission

To recognize, celebrate, and inspire business excellence while fostering a vibrant ecosystem of entrepreneurship and innovation in Liberia.

## 2.2 Our Vision

To become the most prestigious and impactful business recognition platform in West Africa.

## 2.3 Our Impact (2024 Achievements)

- 1,500+ entrepreneurs engaged
- 500+ businesses recognized
- 15 counties represented
- 6 strategic partners
- 95% participant satisfaction rate

# 1. PARTNERSHIP BENEFITS



## 3.1 Brand Exposure

- National media coverage
- Digital marketing reach
- Event branding visibility
- Social media mentions



## 3.2 Networking Opportunities

- Access to Liberia's business elite
- Networking with government officials
- Connection with international partners
- Industry-specific networking events



## 3.3 Business Development

- Lead generation opportunities
- Brand association with excellence
- Market intelligence insights
- Potential client acquisition



## 3.4 Corporate Social Responsibility

- Support for Liberian entrepreneurship
- Community development impact
- Youth empowerment initiatives
- Economic development contribution

# 1. PARTNERSHIP TIERS



## 4.1 PLATINUM PARTNER - \$10,000

**Exclusive positioning as the premier partner**

**INCLUDES:**

- Prime branding at all events (30% visibility)
- Keynote speaking opportunity (10 minutes)
- Full-page ad in awards ceremony book
- 10 VIP tickets to awards gala
- Dedicated exhibition space (5x5 meters)
- Featured in all press releases
- Social media spotlight (10 posts)
- Logo placement on all marketing materials
- Exclusive interview opportunities
- Year-round brand association



## 4.2 GOLD PARTNER - \$5,000

**Prominent partnership with significant visibility**

**INCLUDES:**

- Prominent branding at events (20% visibility)
- Panel speaking opportunity
- Half-page ad in awards ceremony book
- 6 VIP tickets to awards gala
- Exhibition space (3x3 meters)
- Social media recognition (6 posts)
- Logo on website and printed materials
- Media mention in selected press releases



## 4.3 SILVER PARTNER - \$2,500

**Strategic partnership with quality exposure**

**INCLUDES:**

- Recognition at events (10% visibility)
- Exhibition space (2x2 meters)
- Quarter-page ad in awards book
- 4 tickets to awards gala
- Social media mention (3 posts)
- Logo on event materials
- Website recognition



## 4.4 BRONZE PARTNER - \$1,000

**Supporting partnership with basic benefits**

**INCLUDES:**

- Logo on event backdrop
- 2 tickets to awards gala
- Social media mention
- Listing in event program
- Website recognition

# 1. CUSTOM PARTNERSHIP OPPORTUNITIES



## 5.1 Category Sponsorship

- Exclusive naming rights to award categories
- Present award to category winner
- Category-specific branding
- Targeted marketing to category participants



## 5.2 Media Partnership

- Content creation opportunities
- Exclusive interviews
- Media coverage guarantees
- Cross-promotional activities



## 5.3 Technology Partnership

- Digital platform branding
- App development collaboration
- Online voting system sponsorship
- Tech innovation showcase



## 5.4 Hospitality Partnership

- Event venue provision
- Catering services
- Accommodation for guests
- Transportation services

# 1. EVENT OVERVIEW & STATISTICS

## 6.1 Awards Ceremony (May 30, 2026)

- Venue: Prestigious Monrovia location
  - Attendees: 500+ business leaders
  - Format: Black-tie gala dinner
  - Program: Awards presentation, networking, entertainment
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## 6.2 Pre-Event Activities

- Nomination launch event
- Regional roadshows (5 counties)
- Business workshops (10 sessions)
- Media briefings

## 6.3 Post-Event Engagement

- Winner showcase campaign
- Success stories publication
- Partner recognition features
- Planning for LBA 4.0

# 1. MARKETING & BRAND EXPOSURE

## 7.1 Digital Reach

- Website: 50,000+ monthly visitors
- Social Media: 100,000+ combined followers
- Email Database: 10,000+ subscribers
- Mobile App: 5,000+ downloads

## 7.2 Traditional Media

- National television coverage
- Radio partnerships (5 stations)
- Print media features
- Outdoor advertising

## 7.3 Duration of Exposure

- Pre-event: 4 months of promotion
- Event: Peak visibility during ceremony
- Post-event: 2 months of follow-up coverage
- Year-round: Website and archive presence

# 1. INVESTMENT PACKAGES



## 8.1 Complete Partnership Suite

**PLATINUM + Category Sponsorship:**  
\$15,000

- All Platinum benefits
- Exclusive category sponsorship
- Enhanced media coverage
- Additional speaking opportunities

## 8.2 Regional Engagement Package

**GOLD + Regional Roadshow:** \$7,000

- Gold partnership benefits
- Branding in regional events
- Local media coverage
- Community engagement

## 8.3 Digital Focus Package

**SILVER + Digital Amplification:**  
\$4,000

- Silver partnership benefits
- Enhanced digital presence
- Social media campaign
- Email marketing features

# 1. CONTACT INFORMATION

## PARTNERSHIP TEAM

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## PARTNERSHIP DEPARTMENT

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## ADDRESS

Liberia Business Awards Secretariat  
123 Broad Street, Monrovia, Liberia  
Website: [www.liberiabusinessawardslr.com](http://www.liberiabusinessawardslr.com)

## NEXT STEPS

1. Schedule a partnership meeting
2. Receive customized proposal
3. Finalize partnership agreement
4. Begin activation planning

"Join us in celebrating excellence and driving Liberia's economic growth forward."