



THE UNITED REPUBLIC OF TANZANIA

## MINISTRY OF NATURAL RESOURCES AND TOURISM

The Serengeti is a premier recognition platform that celebrates Tanzania's private sector in excellence and innovation in Tanzania's tourism, conservation, and cultural heritage matters. Following are the Sponsorship Opportunities/Packages under the Serengeti Awards 2025.

# SPONSORSHIP PACKAGE FOR THE SERENGETI AWARDS 2025

SN	CATEGORY	PRICE/UNIT (Tsh.)	BENEFITS
1.	Tanzanite Sponsorship ((Limited to 1 Sponsors)	200,000,000	<ul style="list-style-type: none"><li>• Premium exhibition booth at The Serengeti Awards venue.</li><li>• Exclusive networking with government leaders, tourism stakeholders, investors, and award nominees.</li><li>• Branding at the venue entrance, red carpet area, and official media wall.</li><li>• Inclusion on all official printed materials (tickets, certificates, brochures, and programs).</li><li>• Extensive media visibility through TV, radio, press releases, and digital platforms.</li><li>• Recognition in official speeches and acknowledgments.</li><li>• Prominent logo placement on The Serengeti Awards website (homepage and sponsors' carousel).</li><li>• Featured mention in post-event publicity and media interviews.</li><li>• Opportunity to <b>present an award</b> on stage.</li><li>• <b>5-minute speaking slot</b> during the main event.</li><li>• Up to 10 VIP invitations with exclusive seating.</li><li>• One promotional video (up to 60 seconds) on main event screens.</li></ul>

2.	Platinum Sponsorship (Limited to 2 Sponsors)	150,000,000	<ul style="list-style-type: none"> <li>Branding on digital screens and official media wall.</li> <li>Media exposure through social media, website, and event publications (logo + hyperlink).</li> <li>Recognition in official speeches and acknowledgments.</li> <li>Inclusion on official printed materials (tickets, brochures, and certificates).</li> <li>Networking with government leaders, tourism stakeholders, and investors.</li> <li>Prominent logo placement on The Serengeti Awards website and digital materials.</li> <li>Opportunity to <b>present an award</b> during the ceremony.</li> <li><b>3-minute speaking slot</b> during the event.</li> <li>6 VIP invitations with preferred seating.</li> <li>One corporate video featured in the screen rotation during the event.</li> </ul>
3.	Gold Sponsorship (Limited to 5 Sponsors)	100,000,000	<ul style="list-style-type: none"> <li>Recognition in official speeches and acknowledgments.</li> <li>Networking with government leaders, tourism stakeholders, and investors.</li> <li>Logo inclusion on the official media wall and event website.</li> <li>Appearance in official printed materials (programs and certificates).</li> <li>Opportunity to <b>present an award</b> to a winner.</li> <li>4 VIP invitations with reserved seating.</li> </ul>
4.	Silver Sponsorship	50,000,000	<ul style="list-style-type: none"> <li>Recognition in official speeches and acknowledgments.</li> <li>Media exposure through social media and website (sponsor logo + link).</li> <li>Logo inclusion in official printed and digital materials.</li> <li>Networking with government leaders, tourism stakeholders, Nominees and investors.</li> <li>Opportunity to <b>present an award</b> to a winner.</li> <li>2 VIP invitations.</li> </ul>
5.	Bronze Sponsorship	25,000,000	<ul style="list-style-type: none"> <li>Recognition in official speeches and acknowledgments.</li> <li>Media exposure through social media and website (sponsor logo + link).</li> <li>Logo inclusion in official printed and digital materials.</li> <li>Networking with government leaders, tourism stakeholders, Nominees and investors.</li> <li>Opportunity to <b>present an award</b> to a winner.</li> <li>1 VIP invitations.</li> </ul>
<b>Other Sponsorship</b>			
6.	Official Media partner	Service	<ul style="list-style-type: none"> <li>Recognition in official speeches and acknowledgments;</li> <li>Media exposure through social media and website (sponsor logo + collaboration/featuring);</li> </ul>

			<ul style="list-style-type: none"> <li>• Distribution of your company's promotional materials at the venue;</li> <li>• Logo recognition in all printed electronic materials distributed via the organizers</li> <li>• Interaction opportunities with government leaders, tourism stakeholders, investors, and award nominees</li> </ul>
7.	Accommodation Partners for Award (4-5 star)	05 complementary rooms on full board basis with 2 nights	<ul style="list-style-type: none"> <li>• Recognition in official speeches and acknowledgments</li> <li>• Logo placement on The Serengeti Awards website</li> <li>• Your contact details will be given first priority and shared with the participants</li> <li>• Logo recognition in all printed electronic materials distributed via the organizers</li> </ul>
8.	Ground Transport	20 Coasters	<ul style="list-style-type: none"> <li>• Logo placement on The Serengeti Awards website</li> <li>• Your contact details will be given first priority and shared with the participants</li> <li>• Logo recognition in all printed electronic materials distributed via the organizers</li> </ul>
9.	500 PCS of Caps & Hats with QR Code	10,000,000	<ul style="list-style-type: none"> <li>• The branded caps/huts will be given participants once they have gained access to the award ground</li> </ul>
10.	500 Woven Bags Co-Branding with QR Code	27,000,000	<ul style="list-style-type: none"> <li>• The branded bags will be given to each delegate/business visitors once they have gained access to the award ground</li> </ul>
11.	250 PCS of Shirt (Co-Branding) with QR Code	13,500,000	<ul style="list-style-type: none"> <li>• Logo placement on The Serengeti Awards website</li> <li>• Your contact details will be given first priority and shared with the participants</li> <li>• Logo recognition in all printed electronic materials distributed via the organizers</li> </ul>
12.	200 PCS of Wheel Covers and Car stickers Co-Branding with QR Code	10,000,000	<ul style="list-style-type: none"> <li>• Branded wheel covers will be given to each participating organizations and other private and government institutions who will put them right away on their vehicles some days before the event, during and after the event</li> </ul>
13.	Drinks (alcoholic and non-alcoholic)	Service	<ul style="list-style-type: none"> <li>• Logo placement on The Serengeti Awards website</li> <li>• Your contact details will be given first priority and shared with the participants</li> <li>• Logo recognition in all printed electronic materials distributed via the organizers</li> </ul>
14.	International business class tickets (05) and Domestic (30) Air tickets (Economy & Business)	Service	<ul style="list-style-type: none"> <li>• Logo placement on The Serengeti Awards website</li> <li>• Your contact details will be given first priority and shared with the participants</li> <li>• Logo recognition in all printed electronic materials distributed via the organizers</li> </ul>

**For further information and clarifications, kindly contact our Sponsorship Coordinator through: E-mail: [maria.nyamsekela@maliasili.go.tz](mailto:maria.nyamsekela@maliasili.go.tz), Tel: +255 777 907777**