



ZITFT

Step into Great Partnerships

59th

**Zambia International
Trade Fair**

**2025 Sponsorship
Packages**



Zambia **20**
International
Trade Fair
Trust **25**



2024 Honourable Sponsors



Zambia International Trade Fair Trust **2025**

Theme

“Enhancing Business Resilience through Innovation and Trade”.

2025 Sponsorship Packages



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Sponsorship Privileges

**DIAMOND SPONSOR
Presidential Luncheon**

- Total Amount - K600,000
- Only 2 Slot Available
- K300,000 Per Slot

- **Official Sponsor of the Zambia International Trade Fair Trust (ZITFT)**
- **Six VIP Passes for the Presidential Luncheon including designated sitting areas for sponsors.**
- **Brand Three (3) Wall panel in the Main Arena.**
- **Display Promotional Material at the Presidential Luncheon Venue.**
- **Invite five (5) people to the official opening ceremony.**
- **Invite five (5) people to the Minister's Welcome Cocktail.**
- **Invite five (5) people to the Business Seminars.**
- **Announce Sponsorship on PA system during the Trade Fair.**
- **Exclusive press release and media mentions as major sponsor on various platforms to spotlight your brand.**
- **Live mentions on the stage at different intersection during the event and show case of your promotional reel in front of our online live audience.**
- **Premium branding of your organization's logo both virtually and in-person beginning with our dedicated event website to our main arena stage backdrop and physical banners in prominent event areas.**
- **An engaging social media promotional campaign with various influencers across Facebook LinkedIn and Instagram, with your company branding and logo.**
- **Acknowledgement as sponsor in pre & post event email campaigns to participants.**
- **Inclusion of the sponsor's promotional materials in the VIP event goodies bag to introduce the sponsor's services or product offering to the participants.**
- **Full page advert in the ZITFT Official Catalogue.**
- **Mount Pop-Ups in five (5) locations on the Trade Fair Grounds**
- **Invite five (5) people and give a 5 minutes speech to the stakeholders and sponsors dinner.**

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Sponsorship Privileges

**PLATINUM SPONSOR
Minister's Cocktail**

- Total Amount - K750,000
- Only 3 Slot Available
- K250,000 Per Slot

- *Five VIP Passes for the Presidential Luncheon, including Designated sitting for the sponsor.*
- *Official Co-Sponsor of the Zambia International Trade Fair Trust (ZITFT)*
- *Full Page Advert in the Zambia International Trade Fair Trust Official Catalogue.*
- *Brand two (2) Wall Panels in the Main Arena.*
- *Display promotional materials at the Ministers Welcome Cocktail.*
- *Invite Four (4) people to the Ministers Welcome Cocktail.*
- *Invite Three (3) people to the Presidential Luncheon.*
- *Nominate Two (2) people to be panelists or moderators of seminars.*
- *Invite Five (5) people to the Business Seminars.*
- *Announce sponsorship on the PA system during the Trade Fair.*
- *Exclusive Press release coverage and media mentions as our 'platinum Sponsor' on various platforms to enhance your brand visibility.*
- *Live mentions on stage at different intersections during the event and showcase of your video promotional reel to our audience.*
- *Premium Branding of your organization's logo both virtually and in-person beginning with our dedicated event website to main arena stage backdrop and physical banners in prominent event area.*
- *An engaging social social media promotional campaign with various influencers across all social media platforms.*
- *A sales post on your exclusive offer in pre and post-event e-mail campaign to participants.*
- *Inclusion of sponsor's promotional material in our VIP event goodie bags to introduce the sponsor's service or product offering to participants.*
- *Mount Pop-Ups in Three (3) locations in the Trade Fair Show Grounds.*
- *Invite Three (3) people and give 3 minutes speech to the stakeholders and sponsors dinner.*

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Sponsorship Privileges

GOLD SPONSOR
Business Seminars

- Total Amount - K600,000
- Only 3 Slot Available
- K200,000 Per Slot

- *Invite Two (2) people to the Presidential Luncheon.*
- *Invite Three (3) tyo the official Opening Ceremony.5*
- *Invite Three (3) people to the Minister's Welcome Cocktail.*
- *Nominate Two (2) people to be panelists or moderators of Business Seminars.*
- *Invite Three (3) people to the Business Seminars.*
- *Announce Sponsorship on PA system during the Trade Fair.*
- *Premium Branding of your organization's logo both virtually and physical beginning with our dedicated event website to our main arena stage backdrop and physical banners in prominent event areas.*
- *An engaging social media promotional campaign with various influencers across all social media platforms with your company branding and logo.*
- *A sales posts on the sponsors exclusive offers in pre and post-events e-mail campaigns to the participants.*
- *Inclusion of the sponsor's promotional materials in the VIP event goodie bags to introduce your service or product offerings to our participants.*
- *Half page advert in the Zambia International Trade Fair Trust official Catalogue.*
- *Display promotional materials in the business seminars.*
- *Display promotional materials at the Minister's welcome Cocktail.*
- *Mount Pop-Ups in Three (3) locations in the Trade Fair Grounds.*
- *Invite Three (3) people to the stakeholders dinner.*

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Sponsorship Privileges

SILVER SPONSOR
Judges Luncheon

- Total Amount - K500,000
- Only 5 Slot Available
- K100,000 Per Slot

- *Invite Two (2) people to the Presidential Luncheon.*
- *Invite Two (2) to the Official Opening Ceremony.*
- *Invite Two (2) people to the Minister's Welcome Cocktail.*
- *Nominate One (1) person to be panelist or moderators of Business seminars.*
- *Invite Three (3) people to the Business Seminars.*
- *Display Promotional materials in the Business Seminar Area.*
- *Premium Branding of your organization's logo both virtually and physical beginning with our dedicated event website to our main arena stage backdrop and physical banners in prominent event areas.*
- *An engaging social media promotional campaign with various influencers across Facebook, LinkedIn and Instagram platforms with your company branding and logo.*
- *A sales posts on your exclusive offers in pre and post-events e-mail campaigns to participants.*
- *Inclusion of the sponsor's promotional materials in the VIP event goodie bags to introduce the sponsor's services or products offerings to our participates.*
- *A product and service virtual sales catalogue on the sponsor's exclusive offers to be listed in our ZITFT website and promoted to our event attendees.*
- *Quarter page advert in the Zambia International Trade Fair Trust Official Catalogue.*
- *Announce sponsorship on PA system during the Trade Fair.*
- *Mount Pop-Ups in Three (3) locations in the Trade Fair Grounds.*
- *Invite Three (3) people to the stakeholder and sponsors dinner.*

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Sponsorship Privileges

BRONZE SPONSOR
Winners/Sponsors
Breakfast

- Total Amount - K500,000
- Only 10 Slot Available
- K50,000 Per Slot

- **Premium Branding of your organization's logo both virtually and physical beginning with our dedicated event website to the main arena stage backdrop and physical banners in prominent event areas.**
- **An engaging social media promotional campaign with various influencers across Facebook, LinkedIn and Instagram platforms with your company branding and logo.**
- **A sales posts the sponsor's exclusive offers in pre and post-events e-mail campaigns to participants.**
- **Display promotional materials in the Business Seminar Area.**
- **Invite Two (2) people to the Minister's Welcome Cocktail.**
- **Invite Two (2) people to moderator or participate of the discussion panel at the Business Seminar.**
- **Invite Two (2) people to the Business Seminars.**
- **Quarter page advert in the Zambia International Trade Fair Trust Official Catalogue.**
- **Announce sponsorship on PA system during the Trade Fair.**
- **Mount Pop-Ups in Two (2) locations in the Trade Fair Grounds.**
- **Invite Two (2) people to the stakeholders and sponsors dinner.**

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Sponsorship Privileges

**ENTERTAINMENT
SPONSOR**

- Total Amount - K400,000
- Only 1 Slot Available

- **Branding Designated sitting area during Presidential Luncheon and Official Opening.**
- **Branding the main arena wall panels.**
- **Branding the Entertainment stage.**
- **Full Page Advert in Zambia International Trade Fair Trust Official Catalogue.**
- **Brand Ambassadors to perform to the audience in the main arena .**
- **Invite Five (5) people to the Presidential Luncheon.**
- **Invite Two (3) people to the Minister's Welcome Cocktail.**
- **Display Pop-Ups at the information Centre and Main Arena.**
- **Dress Zambia International Trade Fair Ushers with the sponsor's corporate attire.**
- **Partner with ZITFT Entertainment Committee to bring Entertainment to the Main Arena.**
- **Invite Four (4) people to the Stakeholders dinner and give a 5 minutes speech.**

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Sponsorship Privileges

ITEM SPONSORSHIP

- Slot Availability according to the Chart Drawn

Items	Sponsorship per Slot	No. of Slots	Total Sponsorship
• Innovation Hub	K50,000	8	K400,000
• Fashion Night	K50,000	2	K100,000
• Majorettes	K50,000	5	K250,000
• Car Stickers	K15,000	6	K90,000
• Ushers and Gate Keepers	K60,000	2	K120,000
• Information Centre	K25,000	1	K25,000

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DEPOSITS CAN BE MADE TO THE BANK DETAILS BELOW

BANK NAME: Zambia Industrial Commercial Bank
BRANCH: Ndola Branch
ACCOUNT NAME: Zambia International Trade Fair Trust
ACCOUNT No. : 1010077254169
SWIFT CODE: 140001

BANK NAME: Zambia National Commercial Bank
BRANCH: Ndola West
ACCOUNT NAME: Zambia International Trade Fair Trust
ACCOUNT No. : 5940010300186
SWIFT CODE: ZNCOZMLU

For More Information Contact:
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