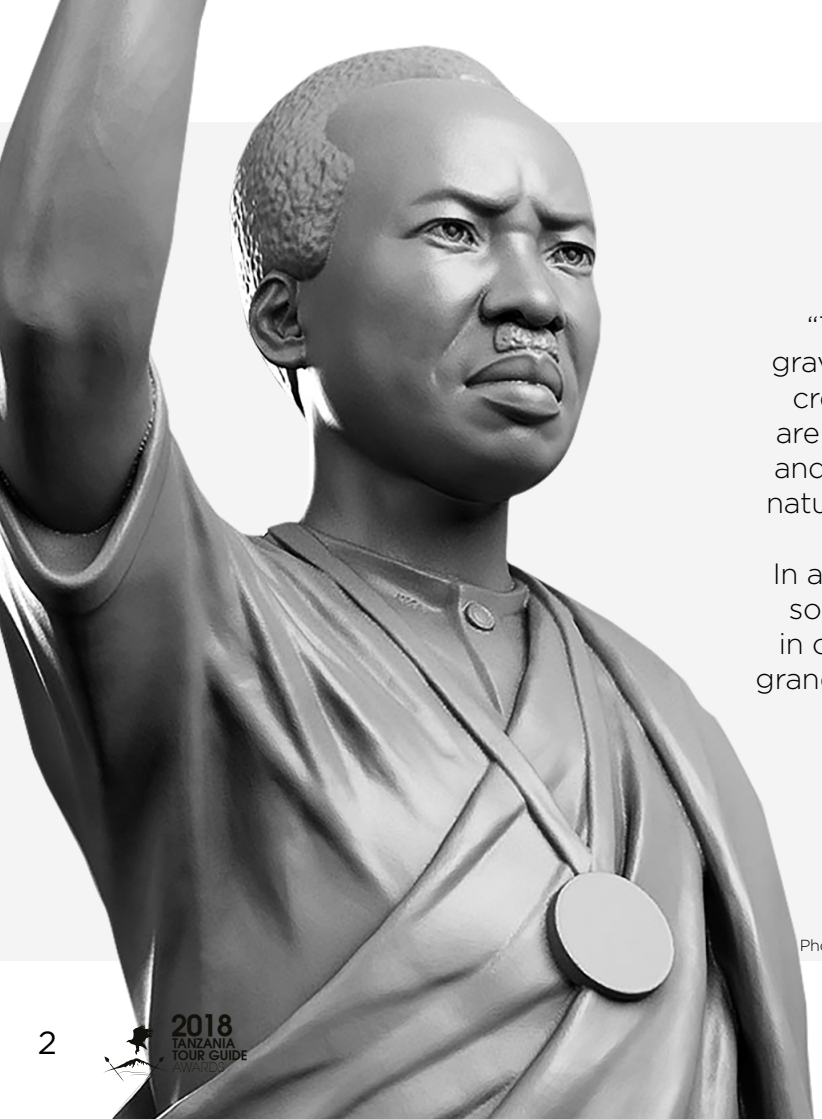
TANZANIA
TOUR GUIDE
AWARDS

Sponsorship Opportunities

Sponsorship rates and benefits for 2018





"The survival of our wildlife is a matter of grave concern to all of us in Africa. These wild creatures amid the wild places they inhabit are not only important as a source of wonder and inspiration, but are an integral part of our natural resources and our future livelihood and well being.
In accepting the trusteeship of our wildlife we solemnly declare that we will do everything in our power to make sure that our children's grand-children will be able to enjoy this rich and precious inheritance."

Mwl. Julius K. Nyerere, 1961

Photo courtesy of Nikolay Vorobyov / Voronart.com

So why support **awards** 2018?

Jambo!

It gives me great pleasure at this auspices time to introduce the third annual Tanzania Tour Guide Awards 2018 ceremony.

When tourists arrive in Tanzania, the guide is probably the first person they will meet. The guide will stay with them throughout their visit, not just driving, not just be finding animals, but be providing a complete window into the country, its people, its culture and, of course, its nature.The cook nurtures this experience by overseeing hospitality – drinks, snacks and meals. If a tourist chooses to climb one of Tanzania's mountains, the porter is the third side of the triangle bearing the burdens and acting out of sight to provide all the amenities of the trip.

For this reason, these "field service providers" are regarded as major ambassadors for the Tanzanian tourism industry. No other individuals have the same direct, personal impact on the experience of our guests.

Founded in 2016 to give field service providers the opportunity to recognize their own efforts and celebrate their achievements (Tanzania Tour Guide Awards) is committed to advancing the professional practice in the tourism industry. We are now in our third year, and already we are generating a lot of excitement and interest with more than 8.7K engaged followers on social media.

The next age of tourism is upon us. By supporting these hard-working ambassadors you are also supporting the entire conservation system.

Without well trained and well-motivated tour guides, porters and cooks, the whole conservation and tourism activities would simply fall apart.

Choosing the right organization partner with can make a meaningful difference in your marketing, branding, and strategic philanthropy efforts. Our sponsorship opportunities provide maximum exposure for individuals seeking to align with the business that cares about its people.

Nothing beats the local knowledge!

Ally Mtemvu
Awards Secretary

Tanzania Tour Guide Awards offers a wide range of sponsorship opportunities to increase the visibility of your brand beyond the exhibit hall.

By becoming a sponsor or supporter tourism stakeholders will:

- Remember your company, products & features
- See you as a supporter of Tanzania hospitality field service providers community
- Stand out in the crowd and present yourself as a power player in Tourism community
- See you as a partner and industry visionary
- Hold you above others in purchasing decisions

Platinum Sponsorship

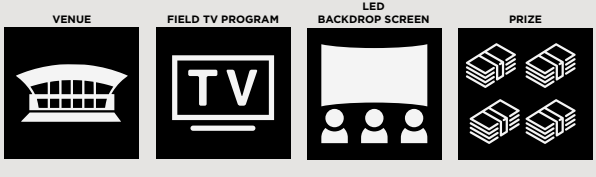
Sponsorship Benefits Include:
Logo with website link on Home page
Industry Exclusivity
10 Tickets for award ceremony
Plenary speaking opportunity
Premier seating
Access to exclusive VIP reception honoring award finalists
2 Tables at exhibition hall
One half-page ad on event program
Sponsorship Designation on all promotional advertising for the event, printed invitations, as well as online and print promotion
Banner and Signage placement (provided by sponsor)

TZS. 30,000,000

Our platinum sponsorship option will provide maximum impact for your business at Tanzania Tour Guide Awards 2018. If you are looking for something out of the ordinary to ensure your name resonates across the event, be the one to benefit from our truly sparkling platinum package.

The Tanzania Tour Guide Awards are one of the key highlights of National Tour Guide Annual Event and will provide a glittering finale to our 2018 event in Arusha. Stakeholders from across every corner of the tourism, conservation and travel industry will excitedly gather to find out who's the ambassador won a coveted Tanzania Tour Guide Awards.

Enjoy maximum exposure at our famous opening event, to include a final address to the delegates, and leave them with your brand fresh in their minds.



Gold Sponsorship

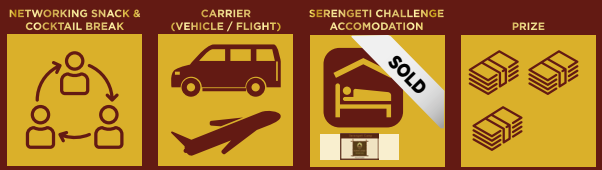
Sponsorship Benefits Include:
Logo with website link on Home page
5 Tickets for award ceremony
Plenary speaking opportunity
Premier seating
Access to exclusive VIP reception honoring award finalists
1 Table at exhibition hall
One quarter-page ad on event program
Sponsorship Designation on all promotional advertising for the event, printed invitations, as well as online and print promotion
Banner and Signage placement (provided by sponsor)

TZS. 20,000,000

Our gold sponsorship options are customised to deliver exceptional value and visibility before and during the event, including during our eagerly anticipated TV reality show programs.

With a flat price of TZS. 20,000,000 for each option, our gold sponsors will enjoy guaranteed visibility amongst all attendees – your clients and prospects alike.

We will work with your marketing department to develop a unique and memorable experience that promotes your brand in a highly effective way.



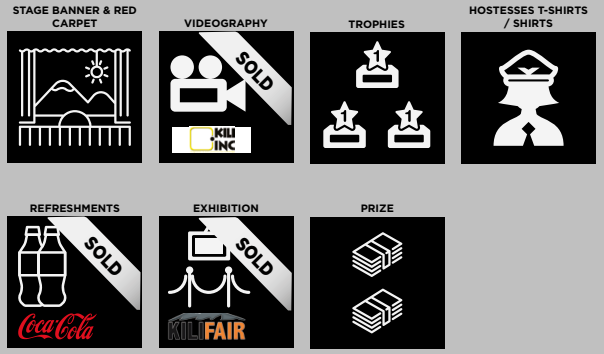
Silver Sponsorship

Sponsorship Benefits Include:
Logo with website link on Home page
5 Tickets for award ceremony
Presentation of one of the awards
Premier seating
Access to exclusive VIP reception honoring award finalists
1 Table at exhibition hall
One eight-page ad on event program
Sponsorship Designation on all promotional advertising for the event, printed invitations, as well as online and print promotion

TZS. 15,000,000

The silver level offers your company the opportunity to network and present to key decision makers.

Choose to sponsor one or more dedicated Tanzania Tour Guide Awards features or events for maximum publicity at a great value. TZS. 15,000,000 enables you to take advantage of one of these exciting opportunities.



2018 TANZANIA TOUR GUIDE AWARDS

Bronze Sponsorship

Sponsorship Benefits Include:
Logo with website link on Home page
1 Ticket for award ceremony
Premier seating
Access to exclusive VIP reception honoring award finalists
One-sixteenth page ad on event program
Sponsorship Designation on all promotional advertising for the event, printed invitations, as well as online and print promotion

TZS. 10,000,000

For TZS. 10,000,000 you can fly your brand's colours with our promotional badges, lanyards, bags, banners, message board etc.

We also have a range of other opportunities to make your brand stand out from the venue and for the annual coverage under our bronze sponsorship options.



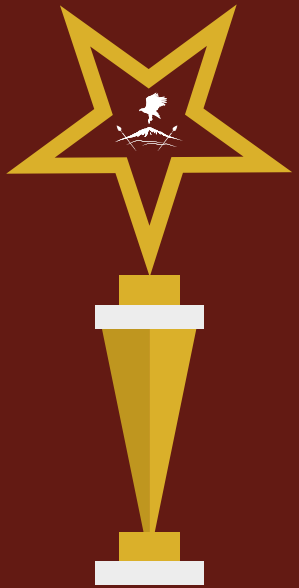
Benefits Sponsorship

Includes:	**Platinum** TZS 30,000,000	**Gold** TZS 20,000,000	**Silver** TZS 15,000,000	**Bronze** TZS 10,000,000
Logo on Home page	YES	YES	YES	YES
Industry Exclusivity	YES	-	-	-
Tickets for award ceremony	10	5	5	1
Plenary speaking opportunity	YES	YES	Presentation of prize	-
Premier seating	YES	YES	-	-
Access to exclusive VIP reception	YES	YES	YES	YES
Tables at exhibition hall	YES	YES	YES	-
Ad on event program	Half-page	Quarter-page	1/8th-page	1/16th-page
Sponsorship Designation	YES	YES	YES	YES
Banner and Signage placement	YES	YES	YES	-

What **you should know** about the awards

KEY STATISTICS

4 ROUNDS INVOLVED | **3** FINALISTS | **WINNERS** BY THE MAJORITY VOTES



1ST ROUND
NOMINATIONS

CANDIDATES RECOMMENDATION
- TOUR OPERATORS ASSOCIATIONS
- TOUR GUIDES' ASSOCIATIONS
- PORTERS' ASSOCIATIONS
- COOKS 'ASSOCIATIONS

Each tour operator nominates **1 person** from their company

Each Association nominates **5 people** of their member

2ND ROUND
JUDGES PANEL | INTERVIEWS

1st CUT - {Telephone}
2nd CUT - {Face 2 Face}

MAIN CRITERIA
- -Education
- -Skills
- -Customer feedback
- -Peers recognition
- -Language/Communication
- -Conservation

3RD ROUND
FIELD FINAL CHALLENGE

6 Judges with **15** candidates

The 15 candidates spent 4 weeks in the bush and 3to exit the challenge at the end of every week

The field challengeto be televised each week and make them known to Tanzanians priorto the final voting stage

BUSH CHALLENGE CAMP
- -Game drive puzzles
- -General knowledge on Fauna/Flora
- -Bush skills
- -Story telling
- -Guest delight
- -Selling/Marketing
- -Leadership
- -Cooking
- -Attitudes

4TH ROUND
VOTING

- TOUR OPERATORS
- PAST CLIENTS
- PEERS / COLLEAGUES
- TANZANIANS

WINNERS

All winnersreceive certificates and trophies

Even runner-ups win, taking home a certificate of pride

Find us on social media #tourguideawards

“We live where we work, and we love what we do. It takes incredible talent and dedication, decades of experience, and first-rate training to weave this reputation of professional service.”
Sadock - Founder, Tanzania Tour Guide Awards



Tanzania Tour Guide Awards

Magazine

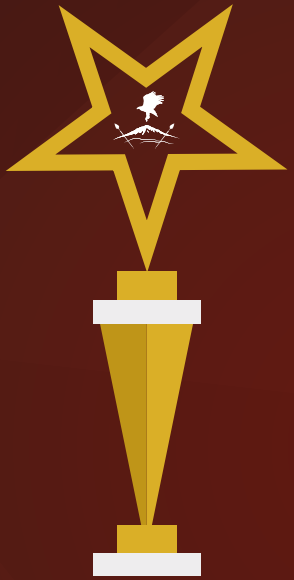
Our Awards Magazine is an essential tool for everyone in the tourism industry, proving useful information including the importance of tour guides, tour guide directory, stories from the bush, recommended safari accommodation by tour guides, conservation news, minister Q&A, guides profiles and tour guide contact information.

We certainly know that our delegates including tour guides will also use it as a handy directory of contact information throughout the year. This is a new-and-easy creative safari onboard Magazine and yet effective in reaching your targeted clients. All proceeds will directly go to support the Awards. We have colour advertising space available, so don't miss out.



Rates (in TZS.):

Back cover	**1,500,000**
Inside-front cover	**1,000,000**
Inside-back cover	**800,000**
Full page	**900,000**
Half page	**600,000**
Quarter page	**300,000**



TANZANIA TOUR GUIDE AWARDS

"Nothing beats Local knowledge"

SAFARI GUIDES | PORTERS | COOKS | MOUNTAIN GUIDES

AT MT MERU HOTEL ARUSHA

OCTOBER 14TH 2018

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