



Platinum Package

\$20,000 & above



- ✓ **Three sponsored climbers or cyclists on the Kili Team.**
 - Your sponsorship will cover the registration of three climbers or cyclists in the Kili Challenge. You may decide to direct this sponsorship to three of the registered climbers or cyclists or decide to send three members of your organization to participate in either of the two activities for the Kili Challenge.
- ✓ **Top Banner representation on GGML Kilimanjaro Challenge website with link to Sponsor's website.**
 - Your organization will be acknowledged on our website and in our communications as one of our Official Platinum Sponsors with a link to your official website through your logo.
- ✓ **Invitation to actively participate at Launch Event, Flag-Off and Reception Event**
 - The Launch Event, Flag-Off and the Reception Events on the GGM Kili Challenge calendar are all unique opportunities for our Sponsors to interact with each other, the Kili Team, our VIP guests and the media. These events are also the ideal announce their involvement in and commitment to the Kili Challenge and associated initiatives. The Platinum Sponsorship gives your organization the opportunity to utilize these platforms to further elaborate to the public on your efforts in the fight against HIV and AIDS.
- ✓ **Logo placement on the Official climb and cycle banner that is taken to the mountain peak by the hikers and showcased throughout the cycle by the cyclists.**
 - The Official climb and cycle banner is the banner that the climbers unveil at the peak of the mountain for the "mission complete" photo and also the banner that the cyclists showcase in their photos throughout their cycle.
- ✓ **Subscription to Kili Challenge Newsletter**
 - The Kili Challenge Newsletter is shared with all Stakeholders, Partners and Sponsors in order to provide updates and information on all ongoing activities. The Newsletter will give your organisation an archive of information regarding the important work that your Sponsorship is helping to get done.
- ✓ **Full page advert in Kili Challenge Pack and Newsletter**
 - The Platinum Sponsorship will give your organization the opportunity to advertise a full page of your products, services and brand in the Kili Challenge Pack and Newsletter with acknowledgement of your Platinum Sponsor certification
- ✓ **Sponsor receives High Definition visual media (photographs and video) of the climb to use in Sponsor PR communications.**
 - The Platinum Sponsor will receive a vast selection of images and videos taken by our media team during the activities leading up to the climb and cycle and also all activities that follow. As a Platinum Sponsor you will have the rights to use this media in your Kili Challenge related Corporate Social Responsibility communications.
- ✓ **Official Platinum Sponsor certificate for display in offices and also acknowledge in CSR communications.**
 - The Official Platinum Sponsor certification is acknowledgement from GGM Kili Challenge and our stakeholders the Tanzanian Government and TACAIDS on your organization's commitment and dedication to the fight against HIV and AIDS in Tanzania through your Sponsorship of the Kili Challenge.
- ✓ **Sponsor logo to be included on all print and TV media adverts and Sponsor to be named in radio advertisements and communications**
 - Your organization will be acknowledged and mentioned as official Platinum Sponsor in all communications including TV, Radio and Newspaper adverts, interviews and features.
- ✓ **Invitation to actively participate in Kili Challenge HIV and AIDS awareness media initiatives such as TV, Radio and Print interviews, features and awareness spreading collaborations**
 - The Platinum Sponsorship will give your organization the opportunity to be a part of the ongoing awareness activities through the media where your spokespeople may speak on your behalf regarding your CSR position and your involvement in the fight against HIV and AIDS in Tanzania
- ✓ **Sponsor logo to be printed in top row on group sponsorship banner used at the Launch Event, Flag-Off and Reception of the Kili Challenge.**

The Group Sponsorship Banner is a major element of all the key activities of the Kili Challenge. It serves as the main "photobooth" for all our guests at our events and is the main backdrop for our press photos and media interviews with our VIP guests and spokes people.
- ✓ **Sponsor receives Brand Association Management Services provided by our Public Relations Agency**
 - Brand Association Management Services as provided by our PR Agency will ensure that you receive the full benefits of your association with the Kili Challenge including the alignment of your organizations existing CSR aspirations and goals to those of the Kili Challenge Trust
 - Your organization will receive detailed communications and updates on all activities during the build-up, execution and follow up stages of the Kili Challenge including PR tips and advice so you may plan your involvement accordingly
 - Your organization will be invited to collaborations with the GGM Kili Challenge social media posts on LinkedIn, Instagram and Facebook so as to further disseminate awareness information on HIV and AIDS to your online Followers
 - Your organization will have access to our PR Agency for all related media, communications information and Brand exposure strategy consultations throughout your 12 months Platinum Sponsorship of the GGM Kili Challenge
- ✓ **Sponsor welcome to participate in all Kili Challenge CSR initiatives**
 - The Kili Challenge Trust initiatives include community outreach programs, HIV and AIDS awareness workshops, public engagement and interaction exercises and many more initiatives in line with the mission to eradicate HIV and AIDS IN Tanzania.
- ✓ **Up to 5 banners displayed at the Launch, Flag - Off and Reception Events of the Kili Challenge.**
 - Beyond the Platinum Sponsor's representation on the Official Banners, your organization will be invited to place your banners in strategic locations at all the associated events of the GGM Kili Challenge.
- ✓ **Sponsor entitled to advertise themselves as official Platinum Sponsor of the event for 12 months.**
 - The sponsorship period is for 12 months and in that time as Platinum Sponsor your organization will have full partnership access to the ground activities of the GGM Kili Challenge beyond the climb and the cycle.