



NIGERIA
INTERNATIONAL
AIRSHOW



In collaboration with



FEDERAL MINISTRY OF AVIATION
AND AEROSPACE DEVELOPMENT

NIA 2025
4 - 6 FEBRUARY
LAGOS, NIGERIA



NIA SPONSORSHIP BROCHURE

FIRSTLY, THANK YOU FOR YOUR SPONSORSHIP



The Nigeria International Airshow (NIA) is aimed to stimulate Aviation as a positive tool for economic development in Africa spanning sectors such as Trade, Transport, Tourism, Cargo, Medical Evacuation, Avionics, Aerospace, Defence amongst others.

The maiden edition of NIA scheduled to hold on the 4th - 6th February 2025 in Lagos, Nigeria will feature key industry leaders in panel discussions and would include a world class airshow, Aircraft Tour, Panel Sessions, a Themed Ball, Industry Awards, an aviation deal desk, exhibition of services & products, emerging technologies, and start-up Innovations.

This bi-annual conference; a foremost event in Nigeria is set to bring together the pillars and relevant stakeholders in the industry to their desired audience. The 3-Day conference is geared towards facilitating investments into the industry and is in alignment with global and continental initiatives such as IATA, AfBAA etc. where these investments are expedited through industrialization and awareness creation on the massive potentials in the industry.

NIA 2025 is set to connect players to new markets and opportunities whilst also driving policy review to improve and grow the industry.

Thank you for your support.

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WHY SPONSOR?



Raise your corporate profile by positioning your brand in front of key stakeholders, industry experts and attendees. By becoming one of our sponsors, you get to create the ultimate visibility for your service by putting your brand at the forefront of NIA 2025 events. Your business will gain access to key new prospects and projects and build B2B partnerships. Take advantage of the various sponsorship and advertising opportunities available

We have designed sponsorship packages to help your business take advantage of the following opportunities during the conference:

- ⊕ Networking
- ⊕ Lead Generation
- ⊕ Brand Awareness
- ⊕ Showcasing your Services
- ⊕ Giving Back

CORE SPONSORSHIP

We have curated exclusive packages guaranteed to provide the highest visibility and acknowledgement of your brand. These packages come with select perks reserved for core sponsors only.

BENEFITS	DIAMOND	PLATINUM	GOLD
	\$500,000	\$350,000	\$250,000
EVENT PERKS			
Recognised as NIA Core Partner	✓	x	x
Airshow Participation (as applicable)	✓	x	x
Free access to exclusive welcome dinner with Mr President and other dignitaries	5	3	1
NIA hosting credit (Anchor mentions in ALL event and at theme ball)	✓	✓	x
Complimentary exhibitor booth	Double	Single	Single
Complimentary aircraft parking at the aircraft display	2	1	x
Executive accommodation	5	3	1
Lunch and all Networking events	✓	✓	✓
Front VIP table	10	5	2
SPEAKING AND LEADERSHIP OPPORTUNITIES			
Panel speaking opportunity	2	1	1
Opportunity to sit on the competition and jury judging panel	2	1	1
Complimentary conference passes	10	5	3
Discount on additional conference passes	25%	15%	10%
MARKETING AND MEDIA COVERAGE			
Logo on NIA TVC International and Local campaign	✓	x	x
Company promotional video played during event	Twice	Once	x
Logo included on marketing collateral (where applicable)	✓	✓	✓

Logo on the website with hyperlink to company website	✓	✓	✓
Digital advert (provided by sponsor) near entrance and registration area	✓	x	x
Logo inclusion in direct email campaigns	✓	✓	✓
Profile listing on the website	✓	✓	✓
Preshow and onsite social media coverage	✓	✓	✓
Mention in press releases (where applicable)	✓	✓	✓
Pre and post event mentions as a lead sponsor in all media platforms, prints and social media	✓	x	x
Opportunity to provide guest invite wish-list	5	3	2
ONSITE BRANDING			
Branding on startups stage	✓	✓	✓
Branding within the investor lounge	✓	✓	x
Inclusion on the sponsor thank you board	✓	✓	✓
Logo on directional signage where investor lounge mentioned	✓	x	x
Suggested to be included in VIP tour	✓	✓	x
Logo included on the front page of the show guide	✓	x	x
Inclusion as a sponsor within the show guide and event app	✓	✓	✓




MODULE SPONSORSHIP

These specially designed packages have been created allowing you flexibility to select what best aligns with your brand. They can be purchased separately or combined to make your own package.

GRAPHIC	ITEM	AREAS	STATUS	2025 EXHIBITOR LIST PRICE (\$)	2025 NON-EXHIBITOR LIST PRICE (\$)	SPONSORSHIP BENEFITS
Media & Press						
	NIA Media/Press	<ul style="list-style-type: none"> • Media luncheon (Invitation only) • Press Conferences • Refreshments • Media Center • Outdoor TV Tower 	Available	95,000	100,000	<ul style="list-style-type: none"> • Sponsor logo at the top of the press center. • Onsite area signage/branding. • Sponsor is recognized at all events • Sponsor may provided branded napkins and cups.
Aircraft Display						
	Static Aircraft Display	<ul style="list-style-type: none"> • Photobooth/Viewing Platform 	Available	19,000	20,000	<ul style="list-style-type: none"> • Visibility. sponsor logo/branding of photobooth/viewing platform placed in a strategic location.
		<ul style="list-style-type: none"> • Branded Flags on Display 	Available	23,750	25,000	<ul style="list-style-type: none"> • Sponsor logo printed on display flags at entrance along the red carpet on aircraft display.
		<ul style="list-style-type: none"> • Site Rest Rooms(Executive/Standard) 	Available	9,500	10,000	<ul style="list-style-type: none"> • Sponsor logo/colors on aircraft display rest rooms and area.
		<ul style="list-style-type: none"> • Red Carpet 	Available	14,250	15,000	<ul style="list-style-type: none"> • Visibility for sponsor with company logo on brochure/marketing materials.
		<ul style="list-style-type: none"> • Directional Banners • Security Entrance 	Available	14,250	15,000	<ul style="list-style-type: none"> • Let your brand be seen by attendees and VIPs as they approach and navigate the aircraft display area with sponsor branded security entrance and directional banners.

Entertainment						
	NIA Events Entertainment	• Cultural Performances/Music Groups	Available	4,750	5,000	• Sponsor acknowledgement and recognition.
		• Live Music Performances (3)	Available	190,000	200,000	
		• DJ • Fill in Music	Available	14,250	15,000	
Transportation/Parking						
	Transportation coverage for NIA. This also includes Car park facilities and Dropoff/Pickup Area.	• Daily Shuttle Buses/Coaches	Available	47,500	50,000	• Shuttles customised with sponsor logo and brand colors.
		• Daily Shuttle Cars	Available	47,500	50,000	
		• VIP Cars	Available	71,250	75,000	• Customisation of VIP complimentary cars provided by sponsor with logo and brand colors.
		• VIP Buggy (Aircraft Display) • VIP Golf Carts (Golf Tournament)	Available	14,250	15,000	• Get your brand in front of industry leaders and top decision makers with Vip golf carts customised with sponsor logo and colors.
		• Visitor and VIP Car Park • Shuttle Buses Pickup/Drop Off Platform	Available	9,500	10,000	• Visitor/VIP parking area customised with sponsor logo and brand colors • Pickup/Dropoff platform customised with sponsor Logo/brand colors.
Branded Conference Materials/Gifts						
	Conference Materials	• Attendee/Visitor Badges • Priority/VIP Badges • Exhibitor Badges	Available	19,000	20,000	• Sponsor logo on badges.
		• Branded Lanyards	Available	14,250	15,000	• Sponsor logo printed on both sides of lanyard alternating with NIA logo
		• Branded Gifts: Notepads/Organizers, Conference/Trade Bags, Hats, Water etc	Available	33,250	35,000	• Sponsor will enjoy visibility by providing branded gifts to attendees.
Conference Banner Advertisements						
	Conference Area (Internal)	• Signages Advertising Opportunities	Available	47,500	50,000	• Sponsor logo on space/signage
	Conference Area (External)	• Lampost Banners • Entrance Banners • Static Fence Banners	Available	71,250	75,000	• Sponsor logo on banners.

Conference/Exhibition Utilities




	Bundle 1	<ul style="list-style-type: none"> Information Desks 	Available	19,000	20,000	<ul style="list-style-type: none"> Highlight your organization's support of the annual conference by sponsoring the information desk
	Bundle 2	<ul style="list-style-type: none"> Security Entrances Priority/VIP Entrance 	Available	14,250	15,000	<ul style="list-style-type: none"> Branded priority entrance for VIPs. Align your brand with our VIPs and welcome our priority guests at their dedicated entrance.
	Bundle 3	<ul style="list-style-type: none"> Mobile Rest Rooms Charging Station Branded Hand Sanitizer Stations 	Available	14,250	15,000	<ul style="list-style-type: none"> Highlight your organization's support of the annual conference by sponsoring charging stations, mobile restrooms and information desks with sponsor logo.

Catering

	Bundle 1 (NIA Conference)	<ul style="list-style-type: none"> Tea/Coffee Service 	Available	4,750	5,000	<ul style="list-style-type: none"> Branded elements/Sponsor logo on signage within specified area.
	Bundle 2 (NIA Conference)	<ul style="list-style-type: none"> Breakfast Lunch Greenroom (Catering, Space, Utilities) 	Available	95,000	100,000	<ul style="list-style-type: none"> Sponsor logo on signage or other branded elements throughout the specified areas. Ability for sponsor to give branded items Sponsoring the green room will create visibility for your brand in front of key industry stakeholders and decision makers. Area customised with sponsor logo. Sponsor may brand crockery, tissues etc.
	Bundle 3 (NIA Ball & Awards)	<ul style="list-style-type: none"> Dinner 	Available	71,250	75,000	<ul style="list-style-type: none"> Acknowledgement as sponsor in the ball Promote your company with a 30 second video aired in the ball Opportunity to present an award.
	Bundle 4 (NIA Welcome Dinner)	<ul style="list-style-type: none"> Cocktail hour 	Available	28,500	30,000	<ul style="list-style-type: none"> Acknowledgement as sponsor in the dinner Sponsor logo on area signage/branding.
	Bundle 5	<ul style="list-style-type: none"> Golf Tournament 	Available	23,750	25,000	<ul style="list-style-type: none"> Acknowledgement as sponsor Branded Food Area Area customised with sponsor logo. Sponsor may brand crockery, tissues etc.

Mobile App						
	NIA Mobile App	<ul style="list-style-type: none"> • Mobile App-Sole Sponsor 	Available	23,750	25,000	<ul style="list-style-type: none"> • Increase in brand visibility and awareness. • Presence on the mobile app navigation. • Banner ads at the bottom of each page on the mobile app (with link to the sponsor's website)
Exhibition Hall						
	Innovation Pavilion	<ul style="list-style-type: none"> • Innovation Pavilion • Refreshments • Banners • Stickers 	Available	19,000	20,000	<ul style="list-style-type: none"> • Align your company and place your brand at the forefront of innovation by being the exclusive sponsor of the innovation pavilion.
	Carpet	<ul style="list-style-type: none"> • Exhibition Floor Carpeting 	Available	14,250	15,000	<ul style="list-style-type: none"> • Acknowledgement as sponsor
	Exhibition Area signage/ information board (Internal)	<ul style="list-style-type: none"> • Floor Stickers • Aisle Signage Banner • Interactive Show & Static Display Map 	Available	47,500	50,000	<ul style="list-style-type: none"> • Sponsor logo on directional /Aisle signages and floor stickers. • Sponsor logo on interactive information board and static display map
	Exhibition Area Advertising (External)	<ul style="list-style-type: none"> • Lampost Banners • Entrance Banners • Static Fence Banners 	Available	14,250	15,000	<ul style="list-style-type: none"> • Sponsor logo on banners
Connectivity						
	Conference & Exhibition Connectivity	<ul style="list-style-type: none"> • Wifi 	Available	95,000	100,000	<ul style="list-style-type: none"> • Help attendees stay connected by sponsoring free wifi in the conference and exhibition halls. • Be the first company attendees will see as they login into the venue Wifi page. • Signage with sponsor logo and wifi login information will be across the conference/ exhibition area and at the registration point.
Sustainability						
	Sustainability & Environmental Partner	<ul style="list-style-type: none"> • Sustainability & Environmental Initiatives 	Available	47,500	50,000	<ul style="list-style-type: none"> • An opportunity to showcase your company's commitments towards being environmentally friendly. Be in the forefront and align your brand with the NIA sustainability initiatives.
		<ul style="list-style-type: none"> • Sustainable Aviation Fuel Sponsor 	Available	95,000	100,000	<ul style="list-style-type: none"> • Showcase your brand as the number one choice when it comes to Sustainable Aviation Fuel with the option to partner with all companies bringing aircraft to the event.

Delegates BluePrint						
	Delegates BluePrint	<ul style="list-style-type: none"> The NIA Delegates Blueprint is an avenue for high level sponsors and delegates to engage, network and have rewarding conversations. 	Available	47,500	50,000	<ul style="list-style-type: none"> Visibility for sponsor with branded delegate pack and branded complimentary gifts
Lounges/Networking Areas						
	Investor Lounge	<ul style="list-style-type: none"> Investor Lounge Space & Utilities 	Available	33,250	35,000	<ul style="list-style-type: none"> Sponsoring the investor lounge will create visibility for your brand in front of high level investors, HNI's and key industry stakeholders. Access to NIA networking events
	VIP Lounge	<ul style="list-style-type: none"> VIP Lounge Space & Utilities 	Available	47,500	50,000	<ul style="list-style-type: none"> Enjoy visibility and align your brand with our VIPs and priority guests at this exclusive lounge. Access to NIA networking events
	Green Bar	<ul style="list-style-type: none"> Eco friendly Space & Utilities 	Available	4,750	5,000	<ul style="list-style-type: none"> Area customised with sponsor logo. Sponsor may brand crockery, tissues etc.
	I-Café	<ul style="list-style-type: none"> Café Space & Utilities 	Available	7,125	7,500	<ul style="list-style-type: none"> Area customised with sponsor logo. Sponsor may brand crockery, tissues etc.
Events						
	The TIBA Award	<ul style="list-style-type: none"> 360 Video Booth(Award night/Aircraft Display) 	Available	4,750	5,000	<ul style="list-style-type: none"> Area branded with sponsor logo and colours.
		<ul style="list-style-type: none"> Event Space & Utilities. 	Available	47,250	50,000	<ul style="list-style-type: none"> Sponsor logo in key areas of event space/hall. Sponsor logo included in the event backdrop.
		<ul style="list-style-type: none"> Award Plaques Cash Gift 	Available	19,000	20,000	<ul style="list-style-type: none"> Acknowledgment as sponsor of plaques with opportunity to present a 30 second video and opening award. NIA & Sponsor logo on plagues.
	Golf Tournament	<ul style="list-style-type: none"> Space & Utilities 	Available	47,500	50,000	<ul style="list-style-type: none"> Area branded with sponsor logo and colours. Acknowledgement as one of the tournament sponsors. Sponsor may provided branded items for distribution. Sponsor logo included in the event backdrop.

	Golf Tournament	<ul style="list-style-type: none"> • Trophies 	Available	4,750	5,000	<ul style="list-style-type: none"> • Acknowledgement as one of the tournament sponsors. • Opportunity to present key trophy. • Sponsor may provide branded items for distribution. • Sponsor logo included in the event backdrop.
Giving Back (Monetary/Cash)						
	NIA Female Grant	<ul style="list-style-type: none"> • Category Sponsorships 	Available	95,000	100,000	<ul style="list-style-type: none"> • Acknowledgement as sponsor of female grant. • Opportunity to present opening category of grant with sponsor and NIA logo on grant cheques.
	The Pitch	<ul style="list-style-type: none"> • Category Sponsorships 	Available	95,000	100,000	<ul style="list-style-type: none"> • Sponsor may produce a 30second video plus branded items for distribution. • Sponsor and NIA logo on top contender cheques. • Acknowledgement as sponsor of the pitch. • Opportunity to present one of the top contenders/prize.

HAVE AN IDEA?



We will also be providing access to a virtual environment and audiences; expanding your reach.

Got any ideas on new opportunities and what else you'd have us consider; then do share and together we'll explore them, doing our best to ensure optimal returns on your investment.

THANK YOU

To Our NIA 2025 Sponsors

CONTACT THE TEAM

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