



**Caribbean
Telecommunications
CTU Union**

ICT Week
20th to 24th September 2021

Regional Imperatives for Digital Transformation Post-COVID-19

Sponsorship Prospectus

August 2021

Final



Sponsorship Prospectus

for
ICT Week
20th to 24th September 2021

1 Invitation to Sponsor

The Caribbean Telecommunications Union (CTU) invites you to join our valued group of sponsors for ICT Week which would be held from **20th to 24th September 2021 and convened virtually, via videoconferencing.**

2 Introduction to the Caribbean Telecommunications Union (CTU)

Established by Caribbean Heads of Government in 1989, the CTU's mandate is to create an environment in partnership with members to optimise the returns from Information and Communication Technologies (ICT) resources for the benefit of stakeholders. A multi-stakeholder inter-governmental ICT organisation, the CTU's membership includes 20 Caribbean countries, and private sector and civil society organisations. The CTU is the region's foremost proponent of ICT-enabled development, committed to fostering the Caribbean's development through the effective use of ICT.

Working collaboratively with its member governments, telecommunication operators and regulators, technology companies, academia, regional and international ICT organizations and civil society, the CTU regularly brings together diverse communities of stakeholders in executing its work.

The CTU operates on principles of integrity, transparency and accountability and is committed to excellence in the execution of its work. On this basis, the CTU attracts globally recognized strategic partners and supporters for its work and its activities have been endorsed regionally and internationally.

3 Purpose of this Document

This document presents to you the opportunities for brand building, lead generation, business enhancement and demonstrating corporate leadership and social responsibility in the Caribbean ICT sector through sponsorship of **ICT Week**. This event comprises ICT related activities which will be held virtually over the course of the week of **20th September 2021**.

4 ICT Week

ICT Week will include the CTU's 43rd Executive Council Statutory Meeting; the 24th General Conference of Ministers; the 17th Caribbean Ministerial Strategic ICT Seminar; the 5th Regulators Forum and an ICT Technical Collaboration Forum.

Details of the many activities scheduled for ICT Week are as follows:

- **43rd Executive Council (EC43):** This meeting is scheduled for the 20th and will **only be open to** the CTU’s Permanent Secretaries and Technical Officers. This statutory meeting is intended to discuss and progress the work of the CTU Secretariat.
- **Joint Meeting of the Executive Council and General Conference of Ministers.** This open session on the afternoon of the 20th is your opportunity to learn more on the work of the CTU and to receive updates on ongoing and planned projects. The session will feature presentations of the projects and initiatives of the CTU Secretariat and Members. It would also provide insights on how organizations may participate in the CTU’s work.
- **24th General Conference of Ministers (GC24):** This meeting is scheduled for the 21st and will be attended by CTU ICT Ministers, Permanent Secretaries and Technical Officers. Additional participation is by invitation. This statutory meeting will progress, discuss and make decisions on the business and operations of the CTU, including receiving resolutions and recommendations from the Executive Council.

- **17th Caribbean Ministerial Strategic ICT Seminar:** Scheduled for the 22nd, this Seminar will feature presentations by various ICT industry leaders and is designed to bring policy-makers up to speed with new and emerging technology trends that may require public policy interventions. The seminar is open and targeted in particular to senior ICT Stakeholders. The Seminars are designed to educate and promote understanding of ICT and its potential to advance the social and economic development agenda of Caribbean countries.

<p>Ministerial Seminar Audience:</p> <ul style="list-style-type: none"> ✓ Caribbean Government Ministers ✓ Senior Government policy makers ✓ Heads/Senior members of ICT Regulatory Authorities ✓ CEOs/Senior Officials of private sector ICT Organizations ✓ Executive representatives of: <ul style="list-style-type: none"> • Regional inter-governmental organizations, • Development agencies, • Civil Society and • Academia. ✓ Regional and global Internet institutions/agencies
--

- **ICT Technical Collaboration Forum:** This forum which is open to all CTU Members is aimed at providing a space for collaboration, by technical advisors on ICT projects of regional significance. The forum will also afford the private sector partners an opportunity to recommend or propose holistic solutions to address such issues/problems, collectively and through regional approaches, where appropriate.
- **5th Regulatory Forum:** This forum which is spread over two half day sessions on the 23rd and 24th is open only to ICT Regulators and specially invited guests. This year's round-table discussion will address regulation for digital transformation to prepare the region for the 4th Industrial Revolution. Additionally, issues related to the feasibility of establishing a single regional regulator and or a harmonized regulatory framework would also be an area of focus.

5 Why Sponsor?

ICT Week represents a singular opportunity for your organization to demonstrate its commitment to ICT-enabled Caribbean development through support and sponsorship of the CTU's virtual hosting of these important regional meetings.

The 17th Caribbean Ministerial Strategic ICT Seminar for example, will bring together in one place ICT and Telecommunications Ministers, and other Ministers of Government from across the region. Participation in the Seminar will provide an opportunity to interact at this ministerial level to gain insights into regional problems and propose and showcase your organization's solutions. Additionally, sponsorship will allow for one on one virtual breakout sessions with Ministers to pitch ideas and possible remedial action to address national or regional issues. The Ministerial Seminar will also attract Caribbean Regulators, senior executives from regional ICT organizations, International ICT Agencies, the private sector and civil society, making it a unique opportunity for virtual networking, promoting and advancing your organization.

6 Sponsorship Opportunities and Entitlements

Committing as a sponsor of **ICT Week** will open the door for unparalleled access to leaders in the Caribbean ICT Sectors and space. Sponsorship opportunities and entitlements are provided on Page 5 of this Prospectus.

Once you have made a selection, please complete the commitment form and return it to the CTU Secretariat in accordance with the instructions provided.

7 CTU Contact

For more information on being a sponsor of these important and exciting events, please contact:

Mr. Gary Kalloo
ICT Consultant
Caribbean Telecommunications Union
4 Mary Street,
St Clair,
Port of Spain,
Trinidad and Tobago

Tel: (868) 628 0281 Ext. 230

Mob: (868) 678 5073

E-Mail: gary.kaloo@ctu.int

Website: www.ctu.int

ICT Week

20th to 24th September 2021

Sponsorship Opportunities & Entitlements

Value of Sponsorship	Entitlements
Platinum US\$12,000 & over (Sector Exclusivity)¹	<ul style="list-style-type: none"> • Speaking opportunities at both the Opening Ceremony and the Ministerial Seminar • Logo recognition on CTU's event website with link to Sponsor's website • Prominent recognition and display on event virtual banners • Prominent display of Sponsor's virtual banner at the event and via the hosting platform • Opportunity to distribute promotional materials via hosting platform • Recognition in all event documentation • Use of a virtual exhibition booth on conference hosting platform for exposition of materials and interaction with attendees • Use of virtual meeting space during the event when possible • Virtual breakout room meetings of 15 minutes with each of 5 CTU ministers
Gold US\$8,000	<ul style="list-style-type: none"> • Speaking opportunity in one of either the Opening Ceremony or the Ministerial Seminar • Logo recognition on event banner • Prominent display of Sponsor's virtual banner at the event and via the hosting platform • Recognition in all event documentation • Recognition on the CTU's Web site with link back to Sponsor's Web site • Virtual breakout room meetings of 15 minutes with each of 3 CTU ministers
Silver US\$5,000	<ul style="list-style-type: none"> • Logo recognition on event banner • 1 Tech Brief speaking position in the Ministerial Seminar² • Recognition in all event documentation, including banners • Recognition on the CTU's Web site with link back to the Sponsor's Web site • Virtual breakout room meetings of 15 minutes with each of 2 CTU ministers

Value of Sponsorship	Entitlements
<p style="text-align: center;">Bronze US\$2,500</p>	<ul style="list-style-type: none"> • Recognition in all event documentation • Recognition on event banners with link back to the Sponsor's Web site

Notes:

1. For the Platinum sponsorship level, only one organization will be selected as a sponsor, determined on a first-come/first-served basis by the date of receipt to the Secretariat of the signed and completed Sponsorship Commitment form, included at page 8 below.
2. For the Silver sponsorship level, a limited number of speaker positions are available, which will be offered to sponsors on a first come, first served basis.

Other Notes

- The CTU may also accept sponsorship outside of the levels described above, which may also take the form of services and goods to help support the event. All sponsorship and virtual exhibit opportunities on the hosted platform are offered on a first-come, first-served basis.
- Only **ICT Week** sponsors will be permitted to share promotional materials virtually at the event.
- All materials will be reviewed to ensure that they are appropriate for a multi-stakeholder event that includes the CTU, its supporting organizations, community members or any of the event sponsors.



Sponsorship Prospectus

for
ICT Week
20th to 24th September 2021
Commitment to Sponsor

Please complete and submit via email to the CTU for the attention of Ms. Brenda Julien, Manager Administration, e-mail: brenda.julien@ctu.int with a copy to Gary Kalloo, e-mail: gary.kalloo@ctu.int by **2nd September 2021**.

Organization: _____

Last Name : _____

First name : _____

Designation: _____

Address: _____

City: _____ **State:** _____

Country: _____ **Fax:** _____

Telephone: _____ **E-Mail:** _____

Categories of Sponsorship

Class	Amount (US\$)	Please Tick
Platinum	12,000+	
Gold	8,000	
Silver	5,000	
Bronze	2,500	
Other		

Signed _____

Date _____

Organization's Authorized Representative



Sponsorship Prospectus

for
ICT Week
20th to 24th September 2021

Instructions to Sponsors

1. Commitment Form

Organizations wishing to sponsor are required to complete the attached Commitment Form and return it to the CTU Secretariat as soon as possible but no later than **2nd September 2021**.

2. Payment Information

Please make cheques payable to: **Caribbean Telecommunications Union**. If a Wire Transfer is preferred, instructions are provided below.

3. Passes

For administrative purposes, all Sponsor's Personnel who will attend the sessions are required to register. Registration information will be provided via the CTU's website.

4. Artwork and Logos

In order to ensure your organization benefits from the full exposure possible, your Artwork and marketing materials must be submitted with the Sponsorship Commitment Form. Details on the technical requirements will be provided on request.



Caribbean Telecommunications Union

WIRE TRANSFER INFORMATION

NAME OF BANK:	Scotiabank
ADDRESS:	# 1 Frederick Street Port of Spain Trinidad & Tobago
SWIFT CODE:	NOSCTPS
TRANSIT NO:	90035
CTU ACCOUNT NO:	211227
INTERMEDIARY BANK:	BANK OF AMERICA 701 Brickell Ave Miami FL 33131 Swift Code: BOFAUS3M ABA No: 026009593

IMPORTANT

Please advise the Secretariat of the Caribbean Telecommunications Union when the transaction has been executed by completing the lower portion of this page and returning a copy by fax or Email to:

Fax: (868) 622 6523
Email: Brenda.Julien@ctu.int
Telephone: (868) 628-0281 or 622-5871, ext. 221

Name of organization: _____

Country: _____

Date of Transaction: _____

Transaction Code: _____

Amount: _____

Purpose: _____

Name of Respondent: _____

Telephone: _____

Fax: _____

Email: _____

Signature _____