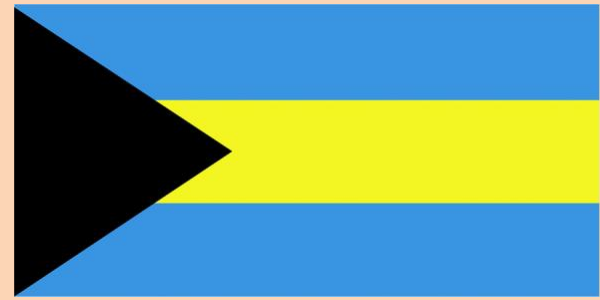




**Caribbean
Telecommunications
Union**



CTU ICT Week 2022 - The Commonwealth of Bahamas

05th to 09th September 2022

Leveraging Global Partnerships for Caribbean Connectivity

Sponsorship Prospectus

August 2022

Draft_1



Sponsorship Prospectus

for

CTU ICT Week 2022 - The Commonwealth of Bahamas

05th to 09th September, 2022

1 Invitation to Sponsor

The Caribbean Telecommunications Union (CTU) invites you to join our valued group of sponsors for **CTU ICT Week 2022 – The Bahamas**, which would be held in collaboration with and under the auspices of the Government of The Bahamas from 05th to 09th September 2022. CTU ICT Week 2022 is the CTU's signature event and will be convened in-person for the first time in just over 2 years.

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.

2 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 **CTU ICT Week 2022 – The Bahamas**. This event comprises ICT related activities, which will be held both virtually and in person and would also be streamed live over various social media platforms during the course of the week of 05th September 2022.

3 CTU ICT Week – The Bahamas

CTU ICT Week 2022 – The Bahamas will include the CTU’s 45th Executive Council Statutory Meeting; the 26th General Conference of Ministers; the 18th Caribbean Ministerial Strategic ICT Seminar; the 6th Regulators Forum, and two Technical Conferences, one on the Single Regulatory Framework and the other on Regulation of Over-the-top Services (OTT).

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

- **45th Executive Council (EC45):** This meeting is scheduled for the 6th 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 6th , 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.
- **26th General Conference of Ministers (GC25):** This meeting is scheduled for the 7th 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.

Ministerial Seminar Audience:

- ✓ 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:
 - Regional inter-governmental organizations,
 - Development agencies,
 - Civil Society and
 - Academia.
- ✓ Regional and global Internet institutions/agencies

- **18th Caribbean Ministerial Strategic ICT Seminar:** Scheduled for the 8th , 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 Seminar is designed to educate and promote understanding of ICT and its potential to advance the social and economic development agenda of Caribbean countries.

- **1st CTU Technical Conference on Single Regulatory Framework:** This closed session on the 5th will convene regulators, government policy officials and other invited officers to commence discussions on a conceptual single regional regulatory framework.
- **1st CTU Technical Conference on Regulation of Over-the-top Services (OTT).** This closed session on the 5th will convene regulators, government policy officials, network operators, OTTs and other invited officers to commence discussions on a possible framework for regulating OTTs in the Region.
- **6th Regulatory Forum:** This forum which will be convened on the 6th 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.

4 Why Sponsor?

CTU ICT Week – The Bahamas, represents a singular opportunity for your organization to demonstrate its commitment to ICT-enabled Caribbean development through support and sponsorship of the CTU's hybrid hosting of these important regional meetings in collaboration with the Government of The Bahamas.

The 18th 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 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 face- to- face networking, promoting and advancing your organization.

CTU ICT Week – The Bahamas offers:

- **Business development:** Target the right audience to maximise your return on investment
- **Thought leadership:** Showcase your innovative business solutions and strategies to senior Government officials and C-Level Executives
- **Integrity and prestige:** In addition to exposure via this high profile event, you also benefit from associating your brand through our alliances
- **Exposure:** Increase your company's profile through our high profile speakers and our structured marketing and public relations campaign.

5 Sponsorship Opportunities and Entitlements

Committing as a sponsor of CTU ICT Week 2022 – The Bahamas will open the door for unparalleled access to leaders in the Caribbean ICT Sectors and space. Sponsorship opportunities and entitlements are provided on Page 6 of this Prospectus.

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

Marketing and professional exposure

Direct response marketing

A combination of direct response marketing channels is employed to maximise awareness of CTU ICT Week 2022 – The Bahamas among the target audience. We leverage the Government’s global database as well as lists from relevant external sources such as private sector and business associations.

Advertising

We carefully select local, regional and international media for advertising in the weeks leading up to the event.

Online visibility

Online marketing will take place across a range of websites, including www.ctu.int and the Government of The Bahamas official websites. We will also promote the conference across relevant external websites and all social media platforms.

Media partnerships

We establish collaborative partnerships with key target media. The event is advertised in these media, and the media partners also give their endorsement of the conference by being publicized as a “Supporting Sponsor”.

PR campaign

Our Marketing team has developed an integral media strategy for the weeks leading up to the event. Several media releases are typically published during the campaign, prior to and after the event. The media release lists all sponsors of the event.

Strategic industry relationships

Through our Business Development Unit, we reach the target audience via relevant business associations which is also an important element of our campaign. This enables us to receive additional publicity for the event and reinforces its credibility.

Our obligation to you

We understand the goals that corporate sponsors set for event sponsorship. We believe in the need for continuous communication and creative collaboration to ensure that CTU ICT Week 2022 – The Bahamas offers a platform to meet your target audience and to provide a tangible return on investment.

Throughout the various stages of the event we will work closely with you.

Pre-event to:

- Understand your key promotional messages and target audiences, and how you want to position your company to these executives
- Shape the programme and the content
- Integrate your own promotional activities with our marketing campaign
- Engage with your key communications personnel to maximise press outreach

At the event to:

- Plan your involvement and integrate into the agenda
- Facilitate networking opportunities and introductions with key executives at the conference
- Advise on best practice regarding exhibition stand visuals, materials and networking

Post-event to:

- Provide relevant delegate feedback, where necessary.

CTU Contact

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

<p>Mr. Gary Kalloo Director Business Development and Implementation 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.kalloo@ctu.int Website: www.ctu.int</p>	<p>Ms. Francola John Stakeholder and Event Management Specialist Caribbean Telecommunications Union 4 Mary Street St Clair Port of Spain Trinidad and Tobago Tel: (868) 628 0281 Ext. 231 Mob: (868) 467 2864 E-Mail: francola.john@ctu.int Website: www.ctu.int</p>
---	--

CTU ICT Week 2022 - The Commonwealth of Bahamas

05th to 09th September 2022

Sponsorship Opportunities & Entitlements

Value of Sponsorship	Entitlements
Platinum US\$15,000 & over (Sector Exclusivity – 2 Maximum)	<ul style="list-style-type: none"> • Complimentary 10 x 10 exhibitor space with two (2) tables and two (2) chairs within the main meeting area. • Presentation/speaking opportunity and introduction of one speaker each at the Opening Ceremony and Ministerial Seminar • Signage – Logo on Sponsors banner in the Conference area and at Opening Ceremony • One (1) full page ad and listing in Digital Conference Brochure • Invitation for four (4) Executives to a Private Dinner (Networking Opportunity) • Distribution of promotional items and materials • One ad in the Conference Digital Brochure • Logo on regional electronic advertisements • Mention on all CTU ICT Week 2022 – The Bahamas advertorials pre and post-conference • Logo displayed on CTU’s Home Page and inclusion of logo and link on event page. • Mention and invitation to all pre and post-conference media events hosted by the CTU • Logo on local sponsors page in electronic Conference programme • Possible face-to-face meetings with Government Officials and Ministers based on their availability
Gold US\$10,000	<ul style="list-style-type: none"> • Complimentary 10 x 10 exhibitor space with two (2) tables and two (2) chairs within the main meeting area. • Presentation/speaking opportunity at Ministerial Seminar • Signage – Logo on Sponsors banner in the Conference area and at Opening Ceremony • One ½ page ad in the Conference Digital Brochure • Invitation for two (2) Executives to a Private Dinner (Networking Opportunity) • Distribution of promotional items • Logo on local/regional print advertisements • Mention on all ICT Week advertorials post and pre conference • Logo and link on event page • Mention and invitation to all pre and post conference media events hosted by the CTU • Logo on sponsors page in electronic Conference programme

Value of Sponsorship	Entitlements
<p style="text-align: center;">Silver US\$7,500</p>	<ul style="list-style-type: none"> • Complimentary 10 x 10 exhibitor space with two (2) tables and two (2) chairs within the main meeting area. Signage 6' x 3' • Presentation/speaking opportunity at Ministerial Seminar • Signage – Logo on Sponsors banner in the Conference area and at Opening Ceremony • One 1/4 page ad in the Conference Digital Brochure • Invitation for two (2) Executives to a Private Dinner (Networking Opportunity) • Distribution of promotional items • Logo on local/regional print advertisements • Mention on all ICT Week advertorials post and pre conference • Logo and link on event page • Mention at all pre and post conference media events hosted by the CTU • Logo on sponsors page in electronic Conference programme
<p style="text-align: center;">Bronze US\$3,500</p>	<ul style="list-style-type: none"> • Complimentary 10 x 10 exhibitor space with two (2) tables and two (2) chairs within the main meeting area. • Signage – Logo on Sponsors banner in the Conference area and at Opening Ceremony • Distribution of promotional items and materials Co-branding opportunity on Conference Material • Logo on local/regional print advertisements • Mention on all ICT Week advertorials post and pre conference • Logo and link on event page • Mention at all pre and post conference media events hosted by the CTU • Logo on local sponsors page in electronic Conference programme
<p style="text-align: center;">Luncheon Sponsor US \$4,000 (5 maximum)</p>	<ul style="list-style-type: none"> • Placement of table top signage • Signage in Luncheon area and at information table • One Half (1/2) Page ad and listing in ICT Week Digital Brochure • Invitation for three (3) Executives to Delegate Luncheon (Networking Opportunity) • Placement of One (1) Executive at Event Head Table • Sponsor Recognition (verbal) by Master of Ceremonies at luncheon commencement and conclusion • Logo on local/regional electronic and print advertisements • Mention on all CTU advertorials • Logo on CTU and The Bahamas host web page • Mention at all pre and post and media events hosted by CTU • Logo on local sponsors page in electronic Conference programme • Logo on sponsors banner in conference area and opening ceremony

Value of Sponsorship	Entitlements
<p style="text-align: center;">Coffee Break Sponsor US\$2,000 (5 maximum)</p>	<ul style="list-style-type: none"> • Information Display and distribution of promotional material during Coffee Break(s) • Placement of table top signage • Signage in Coffee Break area – two 6’x3’ standing banners • One Half (1/4) Page ad in Conference Brochure • Logo on sponsors banner in conference area and closing ceremony

Notes:

1. Only two Platinum Sponsorship will be selected, 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 Gold and Silver sponsorship level, a limited number of speaker positions are available, which will be offered 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 **CTU ICT Week 2022 - The Bahamas** sponsors will be permitted to share promotional materials 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

CTU ICT Week 2022 - The Commonwealth of Bahamas

05th to 09th September 2022

Commitment to Sponsor

Please complete and submit via email to the CTU for the attention of Ms. Francola John, e-mail: francola.john@ctu.int with a copy to Gary Kalloo, e-mail: gary.kaloo@ctu.int by **22nd August 2022**.

Organization: _____

Last Name : _____

First Name : _____

Designation: _____

Address: _____

City: _____ **State:** _____

Country: _____ **Fax:** _____

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

Categories of Sponsorship

Class	Amount (US\$)	Please Tick
Platinum	15,000+	
Gold	10,000	
Silver	7,5000	
Bronze	5,000	
Luncheon	4,000	
Coffee	2,000	
Other		

Signed _____
 Organization's Authorized Representative

Date _____



Sponsorship Prospectus

for

CTU ICT Week 2022 - The Commonwealth of Bahamas

05th to 09th September 2022

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 **22nd August 2022**.

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: tracy.akee-raymond@ctu.int or invoices@ctu.int
Telephone: (868) 628-0281 or 622-5871, ext. 225

Name of organization: _____

Country: _____

Date of Transaction: _____

Transaction Code: _____

Amount: _____

Purpose: _____

Name of Respondent: _____

Telephone: _____

Fax: _____

Email: _____

Signature _____