



**DEVAN PR AND  
EVENT MANAGEMENT**

Victoria Place, Bagamoyo Road  
P.O.Box 72129,  
Kinondoni, Dar Es Salaam  
+255778626022  
info@devanpragency.co.tz  
www.devanpragency.co.tz



## TANZANIA WOMEN IN COMMUNICATION FORUM 2026 (TWCF)

### STRATEGIC SPONSORSHIP CATEGORIES, BENEFITS & VISIBILITY OPPORTUNITIES

In anticipation of International Women's Day 2026, Devan PR & Management is organizing a national forum for women professionals in the fields of communication, public relations, media, and digital engagement titled the Tanzania Women in Communication Forum 2026. The Forum is scheduled to be held on **14<sup>th</sup> March 2026** at Julius Nyerere International Convention Center (JNICC) in Dar Es Salaam under the theme: **"Give to Gain: Elevating Women in Communication, Public Relations and Media"** where by 500 participants are expected to convene.

To ensure broad sector engagement and maximize visibility for strategic partners, the Tanzania Women in Communication Forum 2026 has developed a structured Sponsorship Categories Framework. Under this framework, we will have Main Sponsors in key industry sectors whose leadership and investment will be highly visible and closely aligned with the Forum's objectives and national development priorities.

Each Main Sponsor category represents a sector with strategic impact on communication, public engagement, economic empowerment, youth participation, and national narrative shaping. Our sponsorship packages begin with Main Sponsor for each sector, followed by supporting and component sponsorship categories with tailored benefits.

We have categorized companies or institution to attract Sectorial Main Sponsors as follows; Banking & Financial Services, Telecommunications & ICT, Media & Broadcasting, Insurance & Investment Services, Extractive Industries, Transport & Logistics, Tourism & Hospitality, Technology & Digital Innovation, Education & Professional Development, CSR, Foundations & Development Partners, Event Management, Health & Wellness and Real Estate.

On this occasion, Tanzania Women in Communication Forum 2026 is delighted to invite your esteemed organization to partner with us through one of the following sponsorship packages and levels.

#### **1. Special Package (Main Sponsor) - TZS. 100,000,000**

This is the top-tier category as mentioned above with exclusive positioning. Only one Main Sponsor per sector.



## DEVAN PR AND EVENT MANAGEMENT

Victoria Place, Bagamoyo Road  
P.O.Box 72129,  
Kinondoni, Dar Es Salaam  
+255778626022  
info@devanpragency.co.tz  
www.devanpragency.co.tz



### Strategic Value

- i. Prime brand alignment with national development & gender empowerment
- ii. Highest visibility to government, private sector, media and civil audiences
- iii. Association with national agenda (Vision 2050 + IWD 2026 theme)

### Benefits

- i. Title Recognition: "Official Main Sponsor — [Sector]" on all platforms
- ii. Exclusive Branding: Premium logo placement on stage backdrop, banners, programmes & digital campaigns
- iii. Speaking Opportunity: Keynote or panel position relevant to sponsor sector
- iv. Exhibition Space: Best-in-class booth in prime location
- v. Media Exposure: Mention in press releases, livestreams (1 minute relevant video ads developed by sponsor), interviews and inclusion on event highlights and documentaries
- vi. Custom Activation: Branded engagement zone or feature session
- vii. Delegate Access: VIP networking with government, private sector leaders & partners
- viii. Digital Package: Feature on event website, social media campaigns & post-event report
- ix. Women in Communication or PR Department Complimentary Delegate Passes
- x. Full-page color advertisement in the official program & notebook
- xi. Digital Posters display (you can create digital advert to champion your agenda or business)
- xii. Thought leadership spaces where sponsors can host VIP focused mini-discussions, product showcases or expert Q&A sessions.
- xiii. You can choose to full sponsor a certain panel topic and host it
- xiv. Speaking Opportunities: 10 minutes
- xv. Mention by moderator at least 10 times per event
- xvi. High-profile and executive status recognition such as Trophy, executive gift & Certificate of Appreciation
- xvii. Double Booth Exhibition Space + VIP Status to;
  - ❖ Direct brand engagement with delegates, entrepreneurs, media professionals and panelists.
  - ❖ Live demonstrations, consultations and product showcases aligned with sponsor offerings.
  - ❖ Networking and lead generation within targeted sessions and delegate pathways.



**DEVAN PR AND  
EVENT MANAGEMENT**

Victoria Place, Bagamoyo Road  
P.O.Box 72129,  
Kinondoni, Dar Es Salaam  
+255778626022  
info@devanpragency.co.tz  
www.devanpragency.co.tz



## 2. Platinum Sponsor – TZS. 50,000,000

Top visibility tier for organizations supporting the whole event or high-impact sessions or strategic event components.

### Strategic Value

- i. Significant presence in key event segments
- ii. Association with empowerment, visibility and brand credibility

### Benefits

- i. Co-Branding of Conference, on stage banners, printed & digital materials
- ii. 8 minutes speaking slot opportunity
- iii. Exhibition booth (priority placement after main sponsor)
- iv. Recognition and mentioning at least 5 times during opening, during the panel discussion or closing sessions
- v. 4 Complimentary Women in Communication Delegate Passes
- vi. One Digital Posters to be displayed at the venue digital banner
- vii. Half-page color advertisement in program & notebook
- viii. Double Booth Exhibition Space
- ix. Feature in event media & social campaigns
- x. Access to delegate networking
- xi. Trophy & Certificate of Appreciation

## 3. Gold Sponsor TSHS 30,000,000

High-impact visibility with strong branding across event programmes.

### Strategic Value

- i. Boosted brand credibility aligned with women & youth development in communications
- ii. Good media and digital visibility

### Benefits

- i. Logo on programme & event signage
- ii. Recognition and mentioning at least 3 times during opening, during the panel discussion or closing sessions



- iii. 1 Complimentary Women in Communication Delegate Passes
- iv. One Digital Posters to be displayed at the venue digital banner
- v. Quarter- page color advertisement in program & notebook
- vi. Feature in event media & social campaigns
- vii. Trophy & Certificate of Appreciation
- viii. Exhibition space (standard placement)
- ix. Acknowledgement in opening/closing remarks
- x. Social media recognition
- xi. Trophy & Certificate of Appreciation

#### **4. Silver Sponsor TSHS 15,000,000**

Supports specific tracks, e.g. opening, interactive segments. Or a single session on the program

##### **Strategic Value**

- i. Positioning as a supporter of sector skills and professional pathways
- ii. Valuable engagement with targeted delegates

##### **Benefits**

- i. Logo in programme & session signage
- ii. Exhibition space
- iii. Recognition during designated session
- iv. Social media acknowledgment
- v. Logo Placement in program & notebook
- vi. Trophy & Certificate of Appreciation
- vii. Acknowledgement in opening/closing remarks

#### **5. Bronze Sponsor (TSHS 5,000,000)**

Enables targeted support for sessions, refreshments or delegate services. Ideal for SMEs, local businesses and organisations seeking visibility at a focused level.

##### **Strategic Value**

- i. Brand visibility to niche audiences
- ii. Affiliation with empowerment initiatives



**DEVAN PR AND  
EVENT MANAGEMENT**

Victoria Place, Bagamoyo Road  
P.O.Box 72129,  
Kinondoni, Dar Es Salaam  
+255778626022  
info@devanpragency.co.tz  
www.devanpragency.co.tz



## Benefits

- i. Logo in event stage banner, programme & digital materials
- ii. Exhibition showcase (small booth or table)
- iii. Recognition during selected session
- iv. Inclusion in networking spaces
- v. Social media mention
- vi. Logo recognition in website

For sponsorship opportunities and partnership discussions, please contact: Managing Director via [md@devanpragency.co.tz](mailto:md@devanpragency.co.tz), 0778626022 or Head of Finance, Admin and Resource Mobilization via [finance@devanpragency.co.tz](mailto:finance@devanpragency.co.tz), 0783 46 46 08.

All financial transactions should be channeled through the below bank details:

**Bank:** CRDB Bank Plc  
**Branch:** Tower  
**A/C Name:** Devan PR and Management  
**A/C No:** 0150961364600  
**Currency:** TZS

Join us as we shape the future of Tanzania's Communication narratives. Together, we can build resilience, drive innovation, and create lasting impact.

Yours Sincerely,

**Salima Mseta**

**Managing Director.**