



DEEP LEARNING INDABA

25-31 August 2019, Nairobi, Kenya

Sponsorship Request 2019

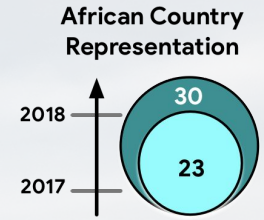
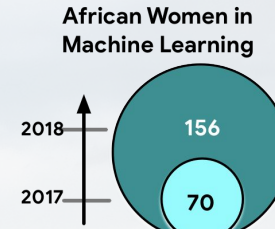
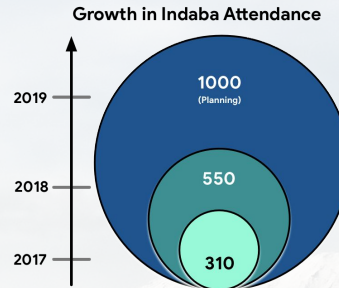


DEEP LEARNING INDABA

Our work and effort
Strengthens African Machine Learning
by building communities, creating
leadership, and recognising excellence
in research and applications
by African innovators.

Key Facts:

- 21 Sponsors in 2018
- Sponsors included world's **leading technology firms**.
- Sponsors included continental **banks, startups, and government**.
- **No registration fees** for students and post-docs, thanks to sponsors.
- **200 student travel awards** made in 2018.



CELEBRATE

Your support builds Africa's largest gathering (indaba) on AI and ML.

The 2018 Indaba brought together 550 of the brightest Africans, selected from 1300 applicants. The Indaba represented 30 African countries, comprised 30% women, 31% Masters and 14% PhD candidates, and 26% industry professionals.

CONNECT

Recruit from the most energetic candidates from countries across our continent, speak in one-on-one sessions and gain access to our CV database.

INSPIRE

Your sponsorship removes barriers to participation: there are no registration fees for students. In addition, student travel awards are given to support travel.

Showcase your organisation's technical expertise at our poster and exhibition sessions.

Act as a mentor, panelists on strategic directions, or as prize-judges.

LEARN

Meet and engage with world-leading experts: from within our continent, and beyond. Participate fully in the Indaba's developmental programme..

Suggested Tiers

	NILE KES 5m/USD 50k	CONGO KES 3m/USD 30k	ZAMBEZI KES 1.5m/USD 15k	LIMPOPO KES 500k/USD 5k	TANA KES 250k/USD 2.5k
Participate	x10	x6	x3	x2	x1
Named scholarships	x10	x5	x3	x1	x1
Named faculty travel	x3	x2			
Recognition	●	●	●	●	●
Demonstration	●	●	●		
Access CVs	25 July	5 Aug	15 Aug	20 Aug	
Brochures	●	●	●	●	●
Interview	●	●	●		
Stash and swag	●	●	●	●	●
Stand	●	●	●	●	●
Branding	●	●	●	●	●
Info	●	●	●	●	●
Social Media	●	●	●	●	●
Judge	●	●	●		
Evening event sponsorship	●	●	●		

We are always open to discussion of tier structures.

Benefits explained on the next page.

We welcome any innovative ideas that you might have for us to work together to strengthen machine learning in Africa. We are open to discussing modifications or additional sponsorship opportunities as well.

For further enquiries: sponsorship@deeplearningindaba.com

Budget Allocation

Your sponsorship contributes to the overall budget of the Indaba.

Categories	Budget	Notes
Events and catering	33.1%	All catering, networking events, cleaning, etc.
Student support and travel awards	44.1%	Expected: travel for 100 sponsored students from host country, 50 students from the rest of Africa, and 50 academics (using 2018 awards)
Materials and facilities	6.3%	Facilities, poster boards, AV, transport, assuming our venue is sponsored
Teaching support	0.4%	Cloud computing, networking, prizes
Community and programmes	7.0%	IndabaX and Annual awards
Administration	9.1%	Legal, finance, risk, paramedics, comms

Benefits Explained

- **Participate.** Guaranteed places for team members from your organisation to participate in the Indaba.
- **Named scholarships.** Student attendance scholarships named after your organisation.
- **Named faculty travel.** Travel sponsorship for academics named after your organisation.
- **Access CVs.** Access the CVs of candidates that have given us permission to share them.
- **Stand.** A marketing stand at the Indaba throughout the week. Size of the stand varies with sponsorship tier.
- **Demo.** Have an interactive technology demonstration at stand or poster and exhibition sessions.
- **Brochures.** Distribute brochures, pamphlets or recruitment material in the welcome packs.
- **Interview.** Access to an interview room to conduct initial interviews or screenings on site.
- **Stash.** Distribute stash (i.e. swag, branded items) in welcome packs.
- **Branding.** Your logo on the Indaba website, newsletters and official reports.
- **Info.** A company description (i.e., boilerplate), typically a paragraph of around 150 words, in the Deep Learning Indaba conference booklet, and website.
- **Panel.** A representative from your organisation is a panellist in our main mentorship panel.
- **Judge.** Be a judge at the Indaba's poster/exhibition sessions.
- **Recognition.** Offer a prize of your choosing to high-performing students from the poster sessions.
- **Evening event.** Sponsors at this tier are able to additionally sponsor an evening event focussed on mentorship, community and growth. Slots for this opportunity are limited.



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2018 Indaba Participants

