

# 2020 Support Prospectus



DEEP  
LEARNING  
INDABA

Tunis, Tunisia, 23–28 August 2020





# DEEP LEARNING INDABA

Our mission is to Strengthen African Machine Learning and AI by building communities, creating leadership, and recognising excellence in research and applications by African innovators.

**Having been to Southern and East Africa, the 4th Indaba travels to North Africa.**

## Key Facts:

- 21 Sponsors in 2018, 34 in 2019.
- **No registration fees** for students and postdocs, thanks to donors.
- **200 student travel awards** made in 2018 and 2019.
- Donors included world's **leading technology firms**.
- Donors include continental **banks, startups, and government**.

## Why Tunisia?

Tunisia today represents one of the centres of high technical talent in Africa (and MENA region). Like South Africa and Kenya before, Tunis makes an ideal location for this next Indaba. Tunisia has a young population, progressive social relations, and with support from the Tunisian government through programmes like the Startup Act, is home to a highly entrepreneurial community of technologists and developers.

## Support Global Diversity in AI

Your support directly supports greater inclusion in the global landscape of AI, directly enabling wider participation and contribution to advanced technology design. Your partnership enables local expertise and development in countries across the Africa.

## More about the Indaba

From OneZero: [Africa Is Building an A.I. Industry That Doesn't Look Like Silicon Valley](#)  
Recording our learnings: [Past Indaba Annual Reports](#)

## What you can expect?

Like previous years, you can expect to inspire, meet, engage, and interview candidates from across the African continent. Attendees come from across the spectrum, from undergraduates, Masters and PhD students, to those already industry and startups.

You can expect our teams to work with you to find ways to help you engage with our communities in different ways

## The Indaba Foundation

Your support funds the Indaba's missions to Strengthen African Machine Learning and AI, by enabling the Foundation to build communities, creating leadership and recognising excellence. The Indaba is a non-profit organisation registered in the UK as company limited by guarantee.

# Support Tiers

	<b>NILE</b> DT 144k/USD 50k	<b>CONGO</b> DT 86k/USD 30k	<b>ZAMBEZI</b> DT 43k/USD 15k	<b>LIMPOPO</b> DT 15k/USD 5k	<b>ZITOUN*</b> DT 7.2k/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	27 July	31 July	7 Aug	14 Aug	
Brochures	●	●	●	●	●
Interview	●	●	●		
Stash and swag	●	●	●	●	●
Stand	●	●	●	●	●
Branding	●	●	●	●	●
Info	●	●	●	●	●
Social Media	●	●	●	●	●
Judge	●	●	●		
Evening event sponsorship	●	●	●		

All amounts exclude applicable taxes.  
Benefits explained on the next page.  
\* For Africa-based companies.

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 support opportunities as well. All support complies with our anti-money laundering and policy.

For further enquiries: [sponsorship@deeplearningindaba.com](mailto:sponsorship@deeplearningindaba.com)

## Budget Allocation

Your support funds to the overall mission and 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, 70 students from the rest of Africa, and 30 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

## 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.

# Moving forward with Support

Any questions: [sponsorship@deeplearningindaba.com](mailto:sponsorship@deeplearningindaba.com)

## Partnership and Engagement

Our preferred approach is to have your organisation and teams agree to the *Indaba's Charter and Statement of Mutual Commitments*, which is a low overhead, but official and legal documentation for records, auditing and tracking. We will share this with you as soon as we have your engagement.

If your organisation prefers to have more detailed sponsorship contracts in place, please put us in contact with your teams as soon as you can, and we will work to get these agreed as soon as possible.

## Vendor Onboarding

Please let us know what timelines and details are needed to have our accounts set up within your internal finance and vendor systems.

## Banking Details

We will provide banking details as soon as we can.

### Deep Learning Indaba Charter



#### Principles

By signing this Charter, we express our commitment to the [Deep Learning Indaba ("Indaba")] principles:

1. African participation and contribution to the advances in artificial intelligence and machine learning
2. Diversity and transformation of the fields of artificial intelligence and machine learning.

#### Mission

We and the Indaba have made certain commitments to each other for the advancement of the Indaba principles, as documented in the Statement of Mutual Commitments.

We commit to supporting Indaba in pursuing its principles. Some of the ways in which it may achieve this is by:

1. identifying machine learning experts and knowledge clusters across Africa;
2. fostering links and building a community of machine learning experts across Africa; and
3. recognising the achievements and e learning.

#### The Board of Trustees

Indaba believes in meaningful and ongoing working with you. The Board of Trustees, w Indaba's mission and runs all Indaba-branded appropriate.

We hereby adopt this Charter a

### Statement of Mutual Commitments



The Board of Trustees of Indaba values the involvement of [partner] in the Indaba project.

This Statement records the mutual commitments of Indaba and [partner] in the development of the Indaba Principles, as defined in the Indaba Charter.

This Statement is in force from [start date] to [end date]. Both parties will act in accordance with the Indaba Charter and under the direction of the Indaba Trustees in the interests of the Indaba Principles.

#### Our mutual commitments:

##### [insert name of partner]

[To insert the partner's specific obligations/restrictions here]

[resources to be committed to Indaba - this can be money, people, skills, or anything else that contributes to Indaba]

##### Indaba

To consult its partners meaningfully and as appropriate

To insert Indaba's commitments to a partner. We have suggested some possible options below, but these can be tailored however the Board of Trustees sees fit]

[To make [■] a voting member of Indaba's Board of Trustees]

[To make [■] a non-voting member of Indaba's Board of Trustees]

[To place [■] on Indaba's [global/regional/country/project] advisory board]

[Named scholarships / access to CVs / job ads etc.]

[insert name of partner]

Indaba

Date:

Date:



# DEEP LEARNING INDABA

Attendees at the 2019 Indaba  
Kenyatta University  
Nairobi, Kenya





# DEEP LEARNING INDABA

Attendees at the 2018 Indaba  
Stellenbosch University  
Stellenbosch, South Africa





# DEEP LEARNING INDABA

Attendees at the 2017 Indaba  
University of the Witwatersrand  
Johannesburg, South Africa

