



National ICT Summit and Awards 2026 Sponsorship Package

Dates: 30th October 2026 | Venue: Gaborone

Theme: "Empowering the Digital Economy: Innovation,
Inclusion, and Impact"



National ICT Summit and Awards 2026



Mr. Tshepho Bathai
President
BITS

Welcome from the Botswana IT Society (BITS)

The Botswana Information Technology Society (BITS) is proud to host the National ICT Summit and Awards 2026, a premier event that brings together industry leaders, policymakers, innovators, and professionals to shape Botswana's digital future. This summit will be the cornerstone event for driving Botswana's digital transformation agenda. It will gather over 500 key stakeholders, including government leaders, industry pioneers, C-suite executives, entrepreneurs, academics, and ICT professionals from across the nation and beyond.

Your sponsorship is not just an investment in an event; it's an investment in the future of Botswana's digital economy, fostering a skilled workforce, enabling groundbreaking innovation, and ensuring widespread digital inclusion. As a sponsor, your brand will gain unparalleled visibility, demonstrate thought leadership, and connect directly with the influencers and decision-makers who are shaping the nation's technological landscape.

We look forward to welcoming you as a pivotal partner in this national endeavor.

Sincerely,

Mr. Tshepho Bathai
President
Botswana Information Technology Society (BITS)

National ICT Summit and Awards 2026

Category 1: Financial Sponsorship Tiers

We offer various sponsorship tiers designed to provide maximum value and exposure, tailored to different levels of commitment.

SPONSORSHIP LEVEL	FINANCIAL CONTRIBUTION (BWP)	KEY BENEFITS
DIAMOND	P350,000. 00	· Naming Rights (e.g., "The [Your Company Name] National ICT Summit") · Keynote Speaker slot (Senior Executive) · Platinum Gala Awards seating (20 Pax) · Exclusive VIP lounge access · 2 Dedicated email blasts to attendee database · Custom branding opportunities (stage, registration)- Large exhibition stand (e.g., 6m x 6m) in prime location. · Logo prominently on all promotional materials, website, social media, press releases, delegate bags, lanyards, event signage, and pre/post-event video productions. Full-page advert in event programme. Dedicated company profile in delegate materials.

SPONSORSHIP LEVEL	FINANCIAL CONTRIBUTION (BWP)	KEY BENEFITS
PLATINUM	P200,000.00	· Plenary session speaking slot (Senior Executive) · Platinum Gala Awards seating (15 Pax) · VIP lounge access · 1 Dedicated email blast to attendee database · Prominent branding on major event elements, · Large exhibition stand (e.g., 6m x 3m) in a prime location. · Large logo on all promotional materials, website, social media, press releases, delegate bags, lanyards, and event signage. Half-page advert in event programme. Company profile in delegate materials.
GOLD	P100,000.00	· Speaking slot in a concurrent session · Gold Gala Awards seating (10 Pax) · Priority exhibition stand (e.g., 3m x 3m) · Branding on select event materials. · Medium logo on website, social media, press releases, event signage, and delegate bags. Quarter-page advert in event programme. Company listing in delegate materials.

SPONSORSHIP LEVEL	FINANCIAL CONTRIBUTION (BWP)	KEY BENEFITS
SILVER	P50,000. 00	· Silver Gala Awards seating (5 Pax), · Standard exhibition stand (e.g., 3m x 3m) · Logo on a website and select promotional materials. Recognition during opening/closing remarks. Company listing in delegate materials.
BRONZE	P20,000. 00	· Bronze Gala Awards seating (2 Pax) · Logo on event website and in the event programme. General recognition during the summit.

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Category 2: Sponsorship In-Kind

In-kind sponsorships are invaluable contributions of goods or services that help reduce overall event costs while providing significant brand exposure for your organization. The monetary value of your in-kind contribution will determine the equivalent sponsorship benefits (e.g., an in-kind contribution valued at P100,000 will receive Gold Sponsor benefits).

ITEM / SERVICE	DESCRIPTION	ESTIMATED VALUE (BWP)	KEY BENEFITS
ACCOMMODATION PARTNER	Providing complimentary accommodation for [e.g., 20-30] VIP speakers, international delegates, or BITS organizing committee members for the duration of the summit	P80, 000.00 - P150,000. 00	Gold to Platinum Sponsor benefits (based on value)
INTERNET & CONNECTIVITY PARTNER	Providing high-speed, reliable Wi-Fi and internet connectivity for all attendees, speakers, and exhibitors throughout the entire summit venue for both days.	P70, 000.00 - P120,000. 00	Gold to Platinum Sponsor benefits (based on value)
AWARDS PRIZES PARTNER	Sponsoring the prizes for the National ICT Awards (e.g., tech gadgets, vouchers, training scholarships, cash prizes). The sponsor can choose specific award categories to attach their name to.	P50, 000.00 - P100,000. 00	Silver to Gold Sponsor benefits (based on value)
AUDIOVISUAL (AV) PARTNER	Providing state-of-the-art AV equipment (screens, projectors, sound systems, microphones), technical support, and staging for all plenary and breakout sessions.	P150, 000.00 - P300,000. 00	Platinum to Diamond Sponsor benefits (based on value)

ITEM / SERVICE	DESCRIPTION	ESTIMATED VALUE (BWP)	KEY BENEFITS
CATERING PARTNER	Sponsoring specific catering elements such as all networking breaks (coffee/tea/snacks), lunches, or the Gala Dinner.	P100, 000.00 - P400,000. 00	Gold to Diamond Sponsor benefits (based on value)
TRANSPORTATION PARTNER	Providing VIP transport services for keynote speakers and special guests from the airport/hotel to the venue during the summit period.	P30, 000.00 - P60,000. 00	Bronze to Silver Sponsor benefits (based on value)
DELEGATE BAG/ MATERIAL PRINTING PARTNER	Sponsoring the printing of delegate bags, conference programs, notepads, and pens. Your logo would be prominently displayed on all items.	P40, 000.00 - P70,000. 00	Silver to Gold Sponsor benefits (based on value)
PHOTOGRAPHY & VIDEOGRAPHY PARTNER	Providing professional photography and videography services for both days of the summit and the Awards Gala, including post-production and final deliverables.	P60, 000.00 - P100,000. 00	Silver to Gold Sponsor benefits (based on value)
MEDIA PARTNER	Providing extensive media coverage before, during, and after the event through TV, radio, print, and online channels, including interviews, news segments, and advertorials.	Negotiable Value	Custom benefits (high visibility)

Custom Sponsorship Opportunities:

We are open to discussing custom sponsorship packages tailored to your specific marketing objectives and budget. This could include exclusive naming rights for specific summit features (e.g., "Innovation Hub powered by [Your Company Name]", "Networking Lounge by [Your Company Name]", or "Summit Mobile App Sponsor").



**To discuss sponsorship opportunities us for
further information, please contact:**

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**LET'S BUILD BOTSWANA'S DIGITAL
FUTURE TOGETHER!**

