Dear Friends,

The year 2014 marks the University of Gondar’s 60th Anniversary – our Diamond Jubilee!

The University will mark this momentous anniversary by running a series of celebration events throughout the year 2014. The keynote celebrations are due to be held from July 4th - 8th, 2014 in Gondar and will include an alumni graduation ceremony, the inauguration of a newly built 1000 bed hospital, a high profile music concert and a next steps conference.

Our celebrations will attract thousands of participants and will be attended by a high profile national and international audience. including the University’s current staff and student population of 30,000, a large percentage of its 30,000 past graduates (based here and abroad), representatives of our many national and international partners, the ambassadors of various countries and various high level Government officials.

We would like to take this opportunity to invite you to sponsor our Diamond Jubilee Celebrations and become a crucial part of this exciting occasion. Opportunities are available to sponsor the full year of events or to sponsor a specific event and sponsors will be able to receive a wide range of benefits. Do not miss the opportunity to make your mark on this momentous occasion.!

Best Wishes

Professor Mengesha Admassu
President, University of Gondar
DIAMOND JUBILEE CELEBRATIONS

EVENTS CALENDAR

January 2014  Launch of 60th Anniversary Year (Science & Technology Conference; Diamond Jubilee Run)
February - May 2014  Cross Faculty Sports Olympics
                     Faculty Celebration Days
                     Creativity and Innovation Competition
                     Community Service Days
April 2014  Diamond Jubilee Bazaar
June 2014  Sports Olympics Final
           Creativity and Innovation Finals
           Research Day
4th July 2014  Celebration Week
              Registration of participants
5th July 2014  Alumni Graduation (am)
              Diamond Jubilee Exhibition Opening (pm)
              Special Celebration Dinner (pm)
6th July 2014  Hospital Inauguration (am)
              Music Concert (pm)
7th July 2014  Next Steps Conference
8th July 2014  Visits to University of Gondar sites
4th October 2014  ‘Growth, Development & Innovation’ National Conference
DIAMOND JUBILEE CELEBRATIONS

EVENTS SPONSORSHIP PACKAGES

In order to help fund the Diamond Jubilee Celebration events due to take place throughout 2014, the University of Gondar is seeking funding from interested parties.

Potential sponsors are able to choose from the following range of attractive sponsorship packages.

PACKAGE 1:
Sponsor the overall Diamond Jubilee Celebration Events (year round)

PACKAGE 2:
Sponsor a Specific Event

PACKAGE 3:
Make a Small Donation
PACKAGE 1: SPONSOR OVERALL DIAMOND JUBILEE

CELEBRATION EVENTS (YEAR ROUND)

Parties can sponsor the overall Diamond Jubilee Celebrations – i.e. all the celebration events due to take place throughout the celebration year of 2014.

Sponsorship can be offered at the following levels:

Inauguration of New 1000 bed Referral Hospital

<table>
<thead>
<tr>
<th>Sponsorship Level</th>
<th>Price</th>
</tr>
</thead>
<tbody>
<tr>
<td>1. Official or Diamond Sponsor</td>
<td>minimum 2,000,000 birr</td>
</tr>
<tr>
<td>2. Gold Sponsor</td>
<td>1,000,000 birr</td>
</tr>
<tr>
<td>3. Silver Sponsor</td>
<td>500,000 birr</td>
</tr>
<tr>
<td>4. Bronze Sponsor</td>
<td>100,000 birr</td>
</tr>
</tbody>
</table>

All parties providing sponsorship will be able to receive a wide range of benefits. The details are contained in following table.
## PACKAGE 1: SPONSORS’ BENEFITS

<table>
<thead>
<tr>
<th>Benefits</th>
<th>Official / Diamond Sponsor</th>
<th>Gold Sponsor</th>
<th>Silver Sponsor</th>
<th>Bronze Sponsor</th>
</tr>
</thead>
<tbody>
<tr>
<td>Sponsor name and logo on all events of the Diamond Jubilee celebrations as specific level sponsor</td>
<td>YES</td>
<td>YES</td>
<td>YES</td>
<td>YES</td>
</tr>
<tr>
<td>Sponsorship banner displayed on prominent locations of all Diamond Jubilee events as specific level sponsor</td>
<td>YES</td>
<td>YES</td>
<td>YES</td>
<td>YES</td>
</tr>
<tr>
<td>Verbal recognition during all Diamond Jubilee events</td>
<td>YES [time difference]</td>
<td>YES</td>
<td>YES</td>
<td>YES</td>
</tr>
<tr>
<td>Sponsors’ own advertising on all major Diamond Jubilee events (verbal, banners &amp; stalls)</td>
<td>YES [verbal, banners &amp; stalls]</td>
<td>YES [verbal &amp; banners]</td>
<td>YES [verbal]</td>
<td>N/A</td>
</tr>
</tbody>
</table>
## PACKAGE 1: SPONSORS’ BENEFITS

<table>
<thead>
<tr>
<th>Benefits</th>
<th>Official / Diamond Sponsor</th>
<th>Gold Sponsor</th>
<th>Silver Sponsor</th>
<th>Bronze Sponsor</th>
</tr>
</thead>
<tbody>
<tr>
<td>Sponsor name and logo in all media releases</td>
<td>YES</td>
<td>YES</td>
<td>YES</td>
<td>N/A</td>
</tr>
<tr>
<td>Sponsor company name and logo displayed on Diamond Jubilee homepage website as specific level sponsor</td>
<td>YES [large]</td>
<td>YES [medium]</td>
<td>YES [small]</td>
<td>YES [name, no logo]</td>
</tr>
<tr>
<td>Sponsor name and logo on Diamond Jubilee t-shirts</td>
<td>YES</td>
<td>N/A</td>
<td>N/A</td>
<td>N/A</td>
</tr>
</tbody>
</table>
PACKAGE 2: SPONSOR A SPECIFIC EVENT

PARTIES INTERESTED IN SPONSORING A SPECIFIC EVENT CAN:
1. Contribute the full cost of the event and become an official sponsor
2. Contribute 50% of the event and become a Gold sponsor
3. Contribute 25% of the event and become a Silver sponsor

BENEFITS:

For Events:
- Acknowledgment on all event related media releases as specific level sponsor
- Sponsorship banner displayed on prominent locations of DJ events as specific level sponsor
- Verbal recognition during the event as specific level sponsor
- Sponsor name and logo on all event specific printed materials as specific level sponsor

For Publications
- Acknowledgement as a specific level sponsor, with name and logo on the magazine
- Advertising space on the magazine:
  - Official Sponsor back page advert space + extra 2 page inside magazine
  - Gold Sponsor inside cover page advert space + extra 1 page inside magazine
  - Silver Sponsor back inside cover 1 page advert + extra ½ page inside magazine
### PACKAGE 2: SPECIFIC EVENT SPONSORSHIP DETAILS

The following events are all available for sponsorship.

<table>
<thead>
<tr>
<th>Event</th>
<th>Date</th>
<th>Event Sponsorship Package</th>
</tr>
</thead>
<tbody>
<tr>
<td>Easter Bazaar</td>
<td>April 2014</td>
<td>Official Event Sponsor: 300,000 birr</td>
</tr>
<tr>
<td></td>
<td></td>
<td>Gold Event Sponsor: 150,000 birr</td>
</tr>
<tr>
<td></td>
<td></td>
<td>Silver Event Sponsor: 75,000 birr</td>
</tr>
<tr>
<td>Music concert</td>
<td>6th July 2014</td>
<td>Official Event Sponsor: 200,000 birr</td>
</tr>
<tr>
<td></td>
<td></td>
<td>Gold Event Sponsor: 100,000 birr</td>
</tr>
<tr>
<td></td>
<td></td>
<td>Silver Event Sponsor: 50,000 birr</td>
</tr>
<tr>
<td>Growth, Innovation &amp; Development – National Conference</td>
<td>4th October 2014</td>
<td>Official Event Sponsor: 100,000 birr</td>
</tr>
<tr>
<td></td>
<td></td>
<td>Gold Event Sponsor: 50,000 birr</td>
</tr>
<tr>
<td></td>
<td></td>
<td>Silver Event Sponsor: 25,000 birr</td>
</tr>
<tr>
<td>Community Service Days</td>
<td>February – May 2014</td>
<td>Official Event Sponsor: 60,000 birr</td>
</tr>
<tr>
<td></td>
<td></td>
<td>Gold Event Sponsor: 30,000 birr</td>
</tr>
<tr>
<td></td>
<td></td>
<td>Silver Event Sponsor: 15,000 birr</td>
</tr>
<tr>
<td>Creativity &amp; Innovation Competition</td>
<td>February – June 2014</td>
<td>Official Event Sponsor: 50,000 birr</td>
</tr>
<tr>
<td>Inter Faculty Sports Olympics</td>
<td>February – June 2014</td>
<td>Official Event Sponsor: 40,000 birr</td>
</tr>
<tr>
<td></td>
<td></td>
<td>Gold Event Sponsor: 20,000 birr</td>
</tr>
<tr>
<td></td>
<td></td>
<td>Silver Event Sponsor: 10,000 birr</td>
</tr>
<tr>
<td>Publications</td>
<td>Publication Date</td>
<td>Sponsorship Package</td>
</tr>
<tr>
<td>-----------------------------------------------------------------------------</td>
<td>------------------</td>
<td>------------------------------------------</td>
</tr>
<tr>
<td>Special Edition – Diamond Jubilee Magazine (18,000 copies)</td>
<td>July 2014</td>
<td>Official Sponsor: 400,000</td>
</tr>
<tr>
<td></td>
<td></td>
<td>Gold Sponsor: 200,000</td>
</tr>
<tr>
<td></td>
<td></td>
<td>Silver Sponsor: 100,000</td>
</tr>
<tr>
<td>Student Graduation Magazine for the special 60th Anniversary graduating class of 2014</td>
<td>July 2014</td>
<td>Official Sponsor: 200,000</td>
</tr>
<tr>
<td></td>
<td></td>
<td>Gold Sponsor: 100,000</td>
</tr>
<tr>
<td></td>
<td></td>
<td>Silver Sponsor: 50,000</td>
</tr>
</tbody>
</table>

Further details about the events and publications listed above can be found in the following pages.
EVENT: DIAMOND JUBILEE BAZAAR
Date: April 2014
Details: As part of its Diamond Jubilee celebrations the University will organize an Easter Bazaar in Gondar Town. The Bazaar will be attended by a wide range of local and national traders who will be able to sell their products. There will also be a small exhibition showcasing the University of Gondar and Gondar City.
Audience: Gondar City residents & regional community

EVENT: DIAMOND JUBILEE MUSIC CONCERT
Date: 6th July 2014
Details: As a climax of the key note celebration weekend, the University will host a large, high profile music concert on its grounds. The concert will host a range of national high profile singers and acts and will be attended by invited high profile guests as well as by members of the university and wider Gondar community.
Audience: past students and their families (national and international); past staff & supporters; current UoG community (staff, students, partners); NGO & government representatives; high profile guests; graduating batch of 2014 and their family and friends; Gondar City residents; media agencies
EVENT: GROWTH, INNOVATION & DEVELOPMENT CONFERENCE

Date: 4th October 2014

Details: As an academic institution committed to contributing to the socio-economic development of the nation, the University has been and remains committed to carrying out teaching and research to further development and growth. In order to showcase this commitment and to stimulate a national dialogue the University will host a national conference on the issues of growth, innovation and development.

Audience: academics, researchers, NGOs Government bodies and policy makers

EVENT: COMMUNITY SERVICE DAYS

Date: February – May 2014

Details: Community service is a core area of work within the University. It currently runs over 12 ongoing community services and annually funds a wide range of community service projects. As part of its Diamond Jubilee celebrations the University will run 2 community service days in the center of Gondar City. During these days the various community service projects of the University will set up stalls and deliver services directly to the community.

Audience: Gondar city community; partners; regional, national and international stakeholders; regional media
EVENT: CREATIVITY & INNOVATION COMPETITION
Dates: February - June 2014
Details: With the overarching theme of ‘Growth Development Innovation’ the Diamond Jubilee Celebrations seek to foster ongoing creativity and innovation. Therefore the University will run a creative arts (art, photography, film & sculpture) and technical & scientific innovation competition. The competition will be open to all Gondar city residents & the University community. There will be a nationally publicized judgment process with the winning pieces getting regional, national and international publicity. Pieces will be judged and winning pieces showcased during a ceremony in June. There will also be cash prizes available winners, as well as smaller prizes for shortlisted candidates.
Audience: University of Gondar staff and students, Gondar City residents, local, national and international media

EVENT: CROSS FACULTY SPORTS OLYMPICS
Dates: February – June 2014
Details: In order to create a festive atmosphere across the campuses and to build on and celebrate the various faculties, the University will organize a cross faculty sports Olympics. Each Faculty will put forward a team of competitors (a mix of staff and students) who will compete in a range of different games. February – May will be spent picking teams & training. The Olympics style competition will be held over 1 week in June.
Audience: large part of University staff and student community (total 30,000); local and regional media
Publication: Special Edition – Diamond Jubilee Magazine
Publication Date: 4th of July 2014
Details: The special edition Diamond Jubilee Magazine will showcase the history, current work and future vision of the University. It will showcase the University’s range of undergraduate, postgraduate and PhD programs as well as its research and community service work. It will also have content regarding the University’s past graduates and its past and current long serving staff members. The magazine will be available in print and electronically so as to enable circulation amongst a wide range of audiences.
Audience: Large part of the University staff and student community (total 30,000), large part of the university’s past graduates (total of 30,000), NGO & government representatives; high profile guests of key note celebrations; regional, national and international partner agencies; Gondar City residents

Publication: Student Graduation Magazine for the special 60th Anniversary graduating class of 2014
Date: 5th of July 2014
Details: In order to commemorate the Diamond Jubilee year, the University is preparing a special 60th Anniversary graduation magazine for the graduating class of 2014. This graduation magazine will showcase the graduates of the 4 Colleges, 2 Faculties and 3 Schools of the University. The magazine will be printed and made available to the graduating class.
Audience: graduating batch of 2014 and their family and friends (approximately 4000 copies)
PACKAGE 3: MAKE A SMALL DONATION

Parties interested in making a small donation, outside of the previous packages, are encouraged to do so. They will receive a special certificate of recognition from the University of Gondar.

NEXT STEPS

If you are interested in becoming a sponsor please complete the enclosed Expression of Interest form and return to:

Diamond Jubilee Celebrations Coordination Office

University of Gondar

P.O. Box 196 Gondar, Ethiopia

Fax: +251 581141240

Email: uogyear60@gmail.com

FURTHER INFORMATION

If you have any queries or require further information please contact:

Ato Tazebachew Demelash or W/ro Mekdes Alemayehu

Tazebachew@yahoo.com Mekdes.uog@gmail.com

0932217782 0925759468