



INVITATION TO  
SPONSOR THE LIA **10<sup>TH</sup>** ANNUAL CONFERENCE

# SPONSORSHIP PROSPECTUS

THEME

**"ACCELERATING PUBLIC  
SECTOR PERFORMANCE  
IN DEVELOPING  
COUNTRIES"**

DATE

**23<sup>RD</sup> - 25<sup>TH</sup> OCTOBER  
2019**

VENUE

**AVANI MASERU**



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*Dear Prospective Sponsor,*

The Lesotho Institute of Accountants (LIA) is delighted to announce that it will be hosting the 10th Annual Conference. The theme of the conference is **"ACCELERATING PUBLIC SECTOR PERFORMANCE DEVELOPING COUNTRIES"**. The Conference will be held from 23rd -25th October 2019. The conference is LIA's flagship event. This year we are estimating to attract 250 or more delegates at the most senior levels from government ministries, parastatals private sector and international organizations.

In the past LIA has hosted conferences with different themes which have brought together academics, professionals, regulatory authorities, governmental and non-governmental organizations and other credible stakeholders involved in various aspects of the work place. The 10th LIA conference is no exception.

The 10th conference aims at sharing with the participants the experience, knowledge and new solutions that will enable organisations and government to improve on their performance. Under this year's theme, key thematic sessions have been identified as Strong Institutions underpinning Public Sector Performance, Integrated Thinking as a tool for managing resources, Public Sector Reporting Framework & Performance Measurement, Professionalization Initiative and Corporate Governance.

These sessions are meant to discuss and give solutions on the pillars of strong and sustainable performance of both public sector and private sector. This will be an opportunity for all professionals with different backgrounds to share ideas, experiences and discuss solutions for a better performance.

Expected to attend the conference are Accountants, Auditors, Chief Executive Officers, Managing Directors, All Professionals, Board of Directors, Shareholders, Assets managers, Finance providers, Lawyers, Legal advisors, government ministries, parastatals, the Judiciary and the public.

Partnerships with relevant, like-minded organizations such as yours are critically important to ensure the participation of a wide range of stakeholders (including but not limited to those mentioned above) and the ultimate success of the conference. We, therefore, have the great pleasure of inviting your organization to be a sponsor for the LIA 10th Annual Conference.

Kindly peruse and review the attached sponsorship prospectus to determine which opportunity will best fit your organization's needs and reserve as soon as possible to ensure your participation in the conference. Alternatively, we can discuss any custom-designed sponsorship if you have more specific requirements.

Should you have any questions regarding this, please do not hesitate to contact us at  
**Tel: 22312115, Cell: 62382115, email: [talima.thaabe@lia.org.ls](mailto:talima.thaabe@lia.org.ls).**

We look forward to working with you to ensure an exciting, successful and mutually beneficial conference.

**Monyaola Mosoloane**  
**Chief Executive Officer**

# WHY SHOULD YOU SPONSOR THE 10TH LIA ANNUAL CONFERENCE?

The global network of decision makers in academia, business, government and non-governmental organizations is being targeted to ensure a highly qualified and influential audience. Our sponsors will have an opportunity to network face-to-face with the leading names in the field of accountancy, to build brand awareness, establish new partnerships, enhance relationships, form alliances and communicate their message to a highly qualified and influential community.

For recent updates and information regarding the conference, please visit the website (<http://www.lia.org.ls>) or like us on facebook (Lesotho Institute of Accountants)

## SPONSORSHIP OPPORTUNITIES

We invite you to communicate your commitment to LIA 10th Annual Conference through one of the following sponsorship opportunities:

*Sponsorship is available for a small number of key partners and includes the following:*

3 x A4 size, full colour advertisements placed within the conference booklet. Only high resolution advertisements should be provided by the sponsor.

3 x pull-up banners to be placed in and around the conference area. Sponsor should supply the banners. Final positioning of the banners to be determined by the organizer.

4 x complimentary registrations to the conference and gala dinner.

Sponsor logo on the conference bag together with the conference logo.

Sponsor logo to be placed on the sponsor electronic screens that will be displayed during breaks in the conference venue.

Maximum 10 pages, A4 size I inserts in the delegates bags – sponsor to supply inserts.

Sponsor's logo to be placed on the conference website with the direct link to the sponsor website.

Sponsor will be acknowledged on the general sponsor electronic banner on site at the conference.

Promotional presentation for 10 minutes on two days of the conference.

Full page, full colour advertisement in the LIA electronic newsletter. Only high resolution advertisements should be provided by the sponsor.



## KEY PARTNER SPONSORSHIP

# PLATINUM PACKAGE: M50,000.00 and Above

*Sponsorship is available for a small number of key partners and includes the following:*

2 x A4 size, full colour advertisements in the conference booklet. Only high resolution advertisements should be provided by the sponsor.

2 x pull-up banners in and around the conference area. Sponsor should supply the banners. Final positioning of the banners to be determined by the organizer.

2 x complimentary registrations to the conference and gala dinner.

Sponsor logo on the conference bag.

Sponsor logo to be placed on the general sponsor electronic screens that will be displayed during breaks in the conference venue.

Maximum 7 pages, A4 size inserts in the delegates bags – sponsor to supply inserts.

Sponsor's logo on the conference website with the direct link to the sponsor website.

Sponsor will be acknowledged on the general sponsor electronic banner on site at the conference.

¾ page, full colour advertisement in the LIA electronic newsletter. Only high resolution advertisements should be provided by the sponsor.



## KEY PARTNER SPONSORSHIP

**DIAMOND PACKAGE:**  
M40,000.00 - M49,000.00

*Sponsorship is available for a small number of key partners and includes the following:*

1 x A4 size, full colour advertisement in the conference booklet. Only high resolution advertisements should be provided by the sponsor.

1 x pull-up banners in and around the conference area. Sponsor should supply the banners. Final positioning of the banners to be determined by the organizer.

1 x complimentary registration to the conference and gala dinner.

Sponsor logo to be placed on the general sponsor electronic screens that will be displayed during breaks in the conference venue.

Maximum 5 pages, A4 size inserts in the delegates bags – sponsor to supply inserts.

Sponsor's logo to be placed on the conference website with the direct link to the sponsor website.

Sponsor will be acknowledged on the general sponsor electronic banner on site at the conference.

½ page, full colour advertisement in the LIA electronic newsletter. Only high resolution advertisements should be provided by the sponsor.



## KEY PARTNER SPONSORSHIP

**GOLD PACKAGE:**  
M30,000.00 – M39,000.00

*Sponsorship is available for a small number of key partners and includes the following:*

1/2 page, full colour advertisements in the conference booklet. Booklet to be A4 size. Only high resolution advertisements should be provided by the sponsor.

1 x pull-up banner in and around the conference area. Sponsor should supply the banners. Final positioning of the banners to be determined by the organizer.

1 x complimentary registrations to the conference and gala dinner.

Sponsor logo to be placed on the general sponsor electronic screens that will be displayed during breaks in the conference venue.

Maximum 3 pages, A4 size | inserts in the delegates bags – sponsor to supply inserts.

Sponsor's logo to be placed on the conference website with the direct link to the sponsor website.

Sponsor will be acknowledged on the general sponsor electronic banner on site at the conference.

1/4 page, full colour advertisement placed within the LIA electronic newsletter. Only high resolution advertisements should be provided by the sponsor.



## KEY PARTNER SPONSORSHIP

# SILVER PACKAGE:

M20,000.00-M29,000.00

# ADDITIONAL SPONSORSHIP OPPORTUNITIES

## SPONSORING INTERNATIONAL SPEAKERS

R19,000.00 p.p. /M19, 000.00 p.p. and below

Sponsorship is per person, includes economy return flight, 4 nights' accommodation in the hotel where conference will be held, Breakfast, dinner for duration of their stay and airport shuttle. \*Subject to flight prices at the time of booking.

### Entitlements include:

- Sponsor logo on general sponsor banner.
- Acknowledgement on sponsor page in final program.
- Sponsor logo on general sponsor page on the conference website with a link to the sponsor's website.
- A2 page, A4 or equivalent brochure in the delegate bags (to be provided by the sponsor).
- Sponsor logo within the LIA electronic newsletter.

## SPECIAL REQUESTS AND ACKNOWLEDGEMENTS

We are aware that the sponsorships of any of the above items may not suit your current needs. In this case, we are open for you to approach us with a specific idea you might have in mind.

### Please note that all sponsorship opportunities include:

- The publication of the sponsor logos on the conference website.
- Acknowledgement on the general sponsor banner on-site.
- Acknowledgement in the sponsor list in the final conference program.
- Acknowledgement in the sponsor list in the LIA newsletter for quarters of the year

