



**GOAL:**  
**Advocate the Value of Public Relations  
as a Leadership Tool**

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The Nigerian Institute of Public Relations (NIPR) was established in 1963 and Chartered through Decree No. 16 of 1990 (now CAP N114 LFN). Therefore, the Institute attained the diamond age in 2023. Accordingly, the Council has designed series of special activities all through the month of June 2024 to commemorate this milestone. You are invited to leverage these unique opportunities to promote your brand.

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**Prime Brand Exposure Network:**  
**Leverage NIPR's extensive media partnerships to amplify your brand message.**



**Create & Sell Branded Memorabilia:**

Partner with us to Design and sell anniversary merchandise like shirts, mugs, and more to a captive audience of over 24,000 members across Nigeria.



## Shine in the Diamond Anniversary Compendium:

Be featured in this prestigious publication showcasing leading brands and PR experts.



## NIPR Diamond Walk for Economic Transformation:

Showcase your brand during a nationwide street walk happening simultaneously in all 36 states and Abuja on 1st June 2024.

## Green Nigeria Initiative:

Partner with NIPR to plant 60 trees in designated Green Nigeria Gardens in major Nigerian cities, promoting environmental responsibility.

## Engage Diverse Audiences:

Sponsor or brand special NIPR radio & TV shows across national and state networks, reaching a wide audience.





## National Colloquium on Public Relations, Value Orientation & Economic Transformation:

Participate in insightful discussions with global leaders and captains of industries on the future of PR holding at the State and National levels

## Diamond Dinner & Awards:

Celebrate excellence in PR at the grand finale, receiving recognition amongst industry leaders.



## NIPR DIAMOND ANNIVERSARY SPONSORSHIP OPTIONS

**Diamond Partner:**  
**15,000,000**

- i. Speaking Opportunities at Prime Events like Dinner & Awards
- ii. Tailored engagement opportunities based on your business objectives.
- iii. Logo placement in all event materials, including banners, brochures, website and social media channels
- iv. Access to exclusive VIP events during the anniversary celebration
- v. Centre page, Back/front cover page feature in the Diamond Anniversary Compendium
- vi. Connect with industry leaders, professionals, and potential clients
- vii. Exclusive networking reception with key public figures and media leaders
- viii. Recognition as "Official [Industry Category]" of the NIPR Diamond Anniversary
- ix. Ten complimentary registrations for all NIPR events throughout the year
- x. Deliberate and Dedicated Mentions by the MC during the events
- xi. Prime branding in all communications materials for the summit
- xii. Prime space for 10 Branding materials (Roll up banners) within the venue and its surroundings
- xiii. Inclusion of brand promotional materials in participants packs

**Gold Partner:**  
**10,000,000**

- I. Five minutes speaking opportunity at the opening ceremony
- ii. Logo placement on the Diamond Anniversary website and social media channels
- iii. Branding of specific Venues of activities of the Diamond Anniversary initiative
- iv. Insidepage feature in the Diamond Anniversary Compendium
- v. Opportunity to address the audience during key sessions
- vi. Networking opportunities during the colloquium
- vii. Recognition as an Official partner of NIPR
- viii. Five minutes speaking opportunity at the opening ceremony
- ix. Six complimentary registrations for all NIPR events throughout the year
- x. Prime space for 8 Branding materials (Roll up banners) within the venue and its surroundings

**Silver Partner:**  
**7,000,000**

- I. Logo placement on the Diamond Anniversary website and social media channels
- ii. Full-page feature in the Diamond Anniversary Compendium
- iii. Networking opportunities during the colloquium
- iv. Recognition as an Official partner of NIPR
- v. Four complimentary registrations for all NIPR events throughout the year
- vi. Prime space for 4 Branding materials (Roll up banners) within the venue and its surroundings
- vii. Constant digital display of the organisation's logo and branding materials
- viii. Deliberate and Dedicated Mentions by the MC during the Colloquium
- ix. Logo streaming on the Institute's website as a partner for three months

**Bronze Partner:**  
**5,000,000**

- i. Inclusion of the organisation's logo on the partners page of the Diamond Anniversary Compendium
- ii. Prime branding in all communications materials for the summit
- iii. A Page corporate/product advert inside the Programme Brochure
- iv. Three complimentary registrations for all NIPR events throughout the year
- v. Prime space for 2 Branding materials (Roll up banners) within the venue and its surroundings
- vi. Constant digital display of the organisation's logo and branding materials
- vii. Opportunity to send a branded float during the street walk for Economic Transformation

**Partner:**  
**3,000,000 & below**

- i. Opportunity to distribute branded promotional items during the street walk for Economic Transformation
- ii. Two complimentary registrations for all NIPR events throughout the year
- iii. Opportunity to purchase additional event registrations at a discounted rate
- iv. Inclusion of the organisation's logo on the official programme of some of the activities of the Anniversary
- v. Half-page corporate/product advert inside the Programme Brochure
- vi. Space for 1 Branding material (Roll up banners) within the venue and its surroundings