



NAMIBIAN STANDARDS INSTITUTION



# NATIONAL QUALITY AWARDS

**SPONSORSHIP FOR  
NAMIBIAN STANDARDS INSTITUTION (NSI)**

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**QUALITY AWARDS 2025**

## 1 Introduction

Welcome to the sponsorship proposal for National Quality Awards, a premier gala dinner event designed to commemorate World Standards Day and recognize organizations, enterprises and individuals who perform excellently on quality assurance.

This proposal highlights the mutual benefits of partnering with us, including brand exposure to a highly targeted audience and alignment with a forward-looking event.

## 2 About the Event

National Quality Awards will occur on World Standards Day commemoration (14 October yearly) at Windhoek in Namibia.

The aim of these awards is to recognize and appreciate organizations and individuals who are contributing to quality advancement in all sectors of Namibia, by having measurement and quality management systems, procedures and processes that are in line with local, regional and international practices and standards and who use quality principles to advance and support national and regional economic development and growth.

The event aims to attract attendees all over Namibia 14 regions across various socio-economic sectors. It will feature keynote speeches by Ministries, Agencies, MSMEs, Industries, panel discussions and startup showcases. Quality Awards includes announcement of winners in SADC Awards.

## 3 Sponsorship Opportunities

**We offer multiple ways for sponsors to engage with attendees:**

- **Keynote Sponsorships:** Associate your brand with high-profile keynote speakers.
- **Branded Panels:** Host discussions that align with your expertise and strategic goals.

## 4 Benefits of Sponsoring

**Sponsors of Quality Awards will gain:**

- Access to a diverse Quality Assurance Community, fostering potential partnerships and customer engagements.
- Enhanced brand visibility through logo placements on event materials, the NSI website, and social media channels
- Networking opportunities with organisations, industry leaders and decision-makers, positioning your brand as a Quality enthusiasts
- Media exposure through event press releases, live-streamed segments, and coverage in quality assurance-focused media outlets

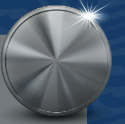
## 5 Sponsorship Packages

Below are the specific sponsorship packages for Quality Awards, each tailored to offer exposure and engagement for sponsors. Tiers include comprehensive benefits such as logo placement, promotional opportunities, and VIP access, ensuring sponsors receive optimal visibility and networking benefits.

## Sponsorship Packages

### PLATINUM SPONSORSHIP PACKAGE | N\$ 100 000

The platinum package includes title sponsorship of a keynote session, premium logo placement on all event materials and the website, dedicated social media features, include in meadia press releases, Sponsorship Award and exclusive invitations for **10 guests to the National Quality Awards networking gala.**



### GOLD SPONSORSHIP PACKAGE N\$ 75 000 | N\$ 50 000

The gold package offers significant logo placement on event banners and the website, Sponsorship Award, limited media features, mentions in press releases, and exclusive invitations for **6 guests to the National Quality Awards networking gala.**



### SILVER SPONSORSHIP PACKAGE | N\$ 50 000

The silver package provides logo placement on the event's banners and website, Sponsorship Award, mention in press release, and exclusive invitations for **4 guests to the National Quality Awards networking gala.**



### BRONZE SPONSORSHIP PACKAGE | N\$ 30 000

The bronze package includes logo placement in event programs, social media mentions, Sponsorship Award and Exklusive invitations for **2 guests to the National Quality Awards networking gala.**



## 6 Marketing and Promotion Plan

### Our comprehensive marketing strategy includes:

- **Pre-Event Promotions:** Social media campaigns, targeted email newsletters, Radio, and online advertisements
- **During-Event Engagement:** Live streaming on social platforms and real-time social media updates
- **Post-Event Highlights:** Recaps shared through press releases, event video packages, and follow-up emails

## 7 Marketing and Promotion Plan

The **NSI** serves as Namibia's only National Standards Body (NSB), Certification Body (CB), Legal Metrology Authority (LMA), and National Metrology Institute (NMI) with its main responsibility to coordinate all standardisation and quality assurance activities in the country as detailed in the Standards Act (Act No.18 of 2005) and Trade Metrology Act (Act No. 77 of 1973 as amended).

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