



April 25, 2006

DEAR FRIENDS OF AFRICA:

The African Diplomatic Corps (ADC) in Washington, D.C. will host its first inaugural Africa Week Celebrations May 22 – 25, 2006 with a succession of events specifically designed to bring about a more positive awareness to the achievements, and aspirations of the African continent. We want to build the future of Africa together with you and your company.

The following events are being planned:

- Meet the Press
- Open House at the 48 African Embassies in Washington, DC
- Lectures Series – “Africa – A Reliable Energy Source – Realizing Your Future Energy Needs”
- Community Outreach Program
- 1ST Annual Africa Day Celebration Dinner & Ball

In the future, all annual proceeds from the Africa Day Celebrations will be donated to a specific African cause identified by the African Group of Ambassadors in Washington. We rely heavily on your continued support to make this ambitious objective a reality.

AFRICA DAY. Thursday, May 25, 2006 is the day when all Africans on the continent, the Diaspora and their friends everywhere celebrate the vision and a more positive future for all. That is the reason the African Diplomatic Corps in Washington, DC is inviting you to share in this celebration.

AFRICA DAY. The highlight of Africa Week is the 1st Annual Africa Day Dinner & Ball on Thursday, May 25, 2006 at Union Station.

Invited as our guest of honor is President Ellen Johnson-Sirleaf, the President of Liberia and the first woman to hold this position in Africa. Expected to attend are prominent African leaders, United Nations' Secretary General, Kofi Annan, top officials of the US government, members of the Diplomatic Corps, business leaders, the Diaspora, US media and civil society.

3051 Massachusetts Ave, NW, Washington, DC 20008

Tel: (202) 745-6604 Fax: (202) 232-5387 E-mail: africaweek@saembassy.org

We know you can help us. We know you can help us promote the positive image of Africa. **We know you can help us** enrich our mission to secure investments and other opportunities for Africa.

Come. Initiate. Renew. And Strengthen your relationships with Ambassadors of Africa during the Celebrations.

Please review the attached documents to help you decide how you can be a part of these momentous events. Our Events Coordinator, **Rosana Wright**, is available to answer any questions you may have in this regard. You may contact her at:

Africa Week Celebrations
Tel: (202) 745-6604 fax: (202) 232-5387
Email: africaweek@saembassy.org

We will follow-up this letter with a personal telephone call to you later in the week. We welcome your participation and will do our best to help facilitate a good and profitable relationship between you and your choice of countries to do business with.

We eagerly await to hear from you.

ADC Image and Communications Committee

Committee Members:

South Africa – H.E. Barbara Masekela, Ambassador & Chairperson – Image & Communications Committee
Eritrea – H.E. Girma Asmerom, Ambassador & Co-Chairman – Image & Communications Committee
Cape Verde – H.E. Jose Brito, Ambassador
Botswana – H.E. Lapologang Leko, Ambassador
Democratic Republic of the Congo – H.E. Faïda M. Mitifu, Ambassador
Gabon – H.E. Jules Maurius Ogoebanja, Ambassador
Gambia – H.E. Dodov Bammy Jagne, Ambassador
Liberia- H.E. Charles Minor, Ambassador
Tunisia – H.E. Mohamed Nejib Hachana, Ambassador
Zambia – H.E. Dr. Inonge Mbikusita-Lewanika, Ambassador
Zimbabwe – H.E. Machivenyika Tobias Mapranga, Ambassador

Africa Week 2006

May 22 - 25, 2006

"AFRICA BUILDING THE FUTURE TOGETHER"

African Diplomatic Corps, 3051 Massachusetts Avenue, NW, Washington, D.C. 20008

African Week sponsorship allows you to use public relations, promotional and advertising dollars in a multi-level, combined marketing or single targeted approach. Whichever approach your company chooses when selecting a sponsorship package, keep in mind that all of the packages were developed to provide your company with maximum exposure for minimum dollars. Dollar for dollar, these packages offer the possibility of a monetary return value that far exceeds the sponsorship cost. Plus, a variety of options are available to fit your budget.

1st Annual Africa Day Dinner & Ball • The Union Station, 50 Massachusetts Avenue, NE, Washington, D.C. 20002

Presenting Sponsor - \$100,000.00

- Seating at VIP (special dignitaries) table for two (2)
- Two (2) VIP reserved tables for Twenty (20)
- Invitation to VIP Reception for twenty (20) guests
- Ten (10) valet parking passes
- Full page color ad in Souvenir Journal
- Sponsorship signage during event
- Recognition as Sponsor in all Africa Week Literature
- Welcome Remarks by Sponsor or Representative
- Corporate logo displayed on IMAG screens during event
- Opportunity for product placement in gift bags

Premier Sponsor - \$50,000.00

- One VIP reserved table for ten (10)
- Invitation to VIP Reception for ten (10) guests
- Five (5) valet parking passes
- Full page color ad in Souvenir Journal
- Recognition as Sponsor in all Africa Week Literature
- Sponsorship signage during event
- Corporate logo displayed on IMAG screens during event
- Opportunity for product placement in gift bags

Gold Sponsor - \$25,000.00

- One priority reserved table for ten (10) guests
- Invitation to VIP Reception for six (6) guests
- Four (4) valet parking passes
- Full page color ad in Souvenir Journal
- Recognition in all Africa Week Literature
- Corporate logo displayed on IMAG screen during event
- Opportunity for product placement in gift bags

Patron Sponsor - \$10,000.00

- One special reserved table for ten (10) guests
- Invitation to VIP Reception for four (4) guests
- Two (2) valet parking passes
- Reception as sponsor in all Africa Week Literature
- One full-page Black & White ad or one half-page color ad in Souvenir Journal
- Opportunity for product placement in gift bags

Supporter Sponsor - \$2,500.00

- One reserved table for ten (10) guests
- Recognition as sponsor in all Africa Week Literature
- One (1) valet parking pass
- Recognition as sponsor in Souvenir Journal

Other Sponsorship Opportunities

Embassies Open House - \$10,000.00

- Recognition as sponsor strategically placed in all participating embassies
- Refreshments for guests
- One (1) priority reserved table for ten (10) guests at Dinner & Ball
- Four (4) valet parking passes
- Recognition as sponsor in all Africa Week Literature
- Full page color ad in Souvenir Journal

Volunteers Reception - \$7,500.00

- Recognition as sponsor during reception
- One reserved table for ten (10) guests at Dinner & Ball
- Two (2) valet parking passes
- Half page black & white ad in Souvenir Journal

Please reserve _____ seat(s) at a Patron Table at \$250 each

AFRICA WEEK May 22 - 25, 2006

SPONSORSHIP OPPORTUNITIES "AFRICA BUILDING THE FUTURE TOGETHER"

Please check appropriate box:

- | | | |
|---|---|---|
| <input type="checkbox"/> Presenting Sponsor | <input type="checkbox"/> Premier Sponsor | <input type="checkbox"/> Other Sponsors |
| <input type="checkbox"/> Gold Sponsor | <input type="checkbox"/> Patron Sponsor | |
| <input type="checkbox"/> Embassies Open House | <input type="checkbox"/> Volunteers Reception | |

Company Name _____

Address _____ City _____ State _____ Zip _____

Telephone _____ Fax _____ e-mail _____

Contact Person _____

The enclosed check covers _____ Sponsorship Package.

Authorized Signature _____

Please make check payable to: African Diplomatic Corps, 3051 Massachusetts Ave., NW, Washington, D.C. 20008
(202) 745-6604 • Fax (202) 232-5387 • e-mail: africaweek@saembassy.org

Africa Week 2006

May 22 - 25, 2006

"AFRICA BUILDING THE FUTURE TOGETHER"

African Diplomatic Corp Souvenir Journal Advertising Opportunities

The Souvenir Journal is designed to provide sequential, current and fact-based information on Africa, its people and its determination to positively affect change on the Continent.

Advertising in the Souvenir Journal is an excellent marketing tool to further enhance your company's image and indicate to those who influence change your interest in doing business on the continent.

The Journal offers a colorful and exciting tour of the cultures, the differences, and the variations that make Africa the unique metaphor and image it enjoys. The Journal is a keepsake. A conversation piece. And, a historical first.

Space Reservation Deadline: May 1, 2006
Artwork Deadline: May 10, 2006

The advertising placement rates and available sizes are as follows:

INSERTION SPACE	RATE
Inside Front Cover (Full Page Color)	\$5,000
Inside Back Cover (Full Page Color)	\$5,000
Center Spread (Two Page Color)	\$5,000
Full Page (Color)	\$3,000
Full Page (Black & White)	\$2,000
Half Page (Horizontal Only/Black & White)	\$1,000
Quarter Page (Black & White)	\$ 500
Business Card	\$ 300

Payment must be made at the time of reserving the advertising space. Space contracts, once received and duly acknowledged cannot be canceled. Please send artwork two ways: Negative film, right reading emulsion side down, minimum 133 to maximum 150 line screen or a high resolution pdf accompanied by appropriate proof. (See Ad Dimensions on the reverse side of this sheet for exact size requirements). For further information, please call (202) 745-6604, fax: (202) 232-5387 or e-mail: africaweek@saembassy.org. For all deliveries please send to: African Diplomatic Corp, 3051 Massachusetts, SW, Washington, D.C. 20008

AFRICA WEEK May 22 - 25, 2006

Souvenir Journal OPPORTUNITIES "AFRICA BUILDING THE FUTURE TOGETHER"

Company Name _____
Address _____ City _____ State _____ Zip _____
Telephone _____ Fax _____ e-mail _____
Ad Size _____ Color _____ Black & White _____
Contact Person _____
Authorized Signature _____

Please make check or money order to: African Diplomatic Corp, 3051 Massachusetts Ave., NW, Washington, D.C. 20008
(202) 745-6604 • Fax (202) 232-5387 • e-mail: africaweek@saembassy.org

THANK YOU FOR YOUR SUPPORT!