



# NATIONAL SALES LEADERS CONFERENCE

Powered by MGA Consulting

# PROPOSAL

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National Sales Leaders Conference - Accra, 2024

14th – 16th August, 2024

Accra International Conference Centre



WELCOME TO NSLC

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## NATIONAL SALES LEADERS CONFERENCE

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### WHERE TO FIND WHAT

WHY NSLC	1
ABOUT NSLC - ACCRA, 2024	2
NSLC ACTIVITIES	3
SPECIAL PROGRAM LAUNCH	3
KEY INDUSTRY ATTENDEE	3
KEY TOPICS INCLUDE	4
CONFERENCE ORGANIZER	5
WHY SPONSOR NSLC - ACCRA, 2024	6
SPONSORSHIP OPPORTUNITIES	7
CUSTOMIZED PACKAGES	8
BUDGET BREAKDOWN	13



**NATIONAL  
SALES LEADERS  
CONFERENCE**

Powered by MGA Consulting

**THEME:**

*“Innovative Selling:  
Unleashing The Power For Sustainable  
Competitive Advantage”*



## WHY NATIONAL SALES LEADERS CONFERENCE?

Sales and marketing development in Africa, particularly Ghana, has risen significantly as businesses face competition across all sectors. In our modern society, distinct challenges must be overcome to ensure success for enterprises. To tackle these barriers and boost organizational earning potential, departments handling the sales field must incorporate ingenious techniques into their processes.

Traditional selling practices have been supplanted with customer-centric methodologies, which reflect this transformative business landscape we encounter today.

A key aspect of succeeding in modern-day selling involves adopting a consumer-oriented approach while devising clear call-to-action mechanisms across the organization's marketing efforts.

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### THEME:

*"Innovative Selling: Unleashing The Power For Sustainable Competitive Advantage."*

# ABOUT NSLC - ACCRA 2024

**N**ational Sales Leaders Conference (NSLC) is a platform to learn and network with top experts in the sales industry to empower sales leaders to excel in their organizations utilizing modern technologies and strategies. The maiden NSLC seeks to gather revenue leaders from Ghana and worldwide to learn innovative, creative techniques to drive revenue growth, sales, and marketing.

Recognizing the challenges and opportunities available to businesses today, the conference is a dynamic space where leaders can share insights, explore cutting-edge strategies, and forge partnerships that transcend traditional boundaries. The 2024 NSLC is themed:

**“Innovative Selling: Unleashing The Power For Sustainable Competitive Advantage”**

Join us in this transformative journey as we redefine industry standards and collectively pave the way for a more prosperous and innovative future.

*THEME:*

*“Innovative Selling: Unleashing The Power For Sustainable Competitive Advantage.”*



## NSLC Activities



## Special Program Launch

01. Launch of the National Sales Academy
02. Launch of National Sales Achievers Awards

## Key Industry Attendee



## KEY TOPICS INCLUDE

- ▶ Beyond the Traditional Funnel: Innovative Sales Strategies for Success
- ▶ Unveiling the Impact of Sales Automation on Efficiency and Effectiveness of Sales Teams.
- ▶ Integrating Digital Technologies for Enhanced Sales Coaching and Accelerated Growth
- ▶ Elevating Sales Through Personalized Customer-Centric Experiences
- ▶ Anticipating Trends and Adapting to the Rapid Changes in the Digital Marketplace
- ▶ Building Partnerships for Collective Success in Sales
- ▶ Leadership 2.0: Nurturing the Future Sales Leaders
- ▶ The Art of Leading in a Digital Age
- ▶ Utilizing Sales Analytics for Deep Customer Behavior Insights and Enhanced Sales Performance
- ▶ Adaptability and Resilience in Sales: Thriving in a Dynamic Landscape
- ▶ Emerging Technologies: Shaping the Future of Sales
- ▶ The role of the modern salesperson in navigating change

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# CONFERENCE ORGANIZER

## CorEvents Solutions Limited

CorEvents Solutions is an event management company that believes in the transformative power of memorable events. We understand that a well-executed event has the potential to not only elevate businesses but also create lasting impressions on individuals. We are established with a passion for curating unparalleled experiences, and our company stands at the forefront of the event-organizing industry. We take pride in our ability to turn visions into reality, making each event unique and unforgettable. Whether it's a,



Our expertise encompasses the entire spectrum of corporate gathering. We understand businesses' specific needs and objectives, tailoring our services to meet and exceed expectations.



## WHY SPONSOR NSLC - ACCRA 2024

Sponsors are offered unique opportunities to elevate brand visibility, forge powerful connections, and gain unparalleled exposure among industry influencers and decision-makers.

### What is in for me

Sponsoring the NSLC:

- ▶ Elevates your brand recognition and market influence.
- ▶ Gives access to Sales Leaders, Industry experts, and decision-makers.
- ▶ Valuable Opportunities.
- ▶ Create opportunities to generate sales leads.

# SPONSORSHIP OPPORTUNITIES

Benefits		Headline GH\$300,000	Platinum GH\$200,000	Diamond GH\$150,000	Gold GH\$100,000	Silver GH\$50,000
<b>Conference Involvement</b>						
Speaking Opportunity (Keynote Address)	✓	*	*	*	*	*
Panel Discussion	✓	✓	*	*	*	*
Opportunity to Host a Session	✓	*	*	*	*	*
Host a Webinar Session (if interested)	✓	✓	✓	✓	✓	✓
<b>Exhibitor/Conference Passes</b>						
Conference Passes	20	15	10	5	1	
Exhibition Booths	Double Display (Prime Location)	Single Display (Prime Location)	Single Display	Single Display	Single Display	
Complimentary Registration to the dinner	8	6	4	3	2	
<b>Branding Opportunities</b>						
Pullup Banners on display at vantage places	✓	✓	✓	✓	✓	
Logo Inclusion on all conference Materials	✓	✓	✓	✓	✓	
Logo Placement on Stage setup (LED Wall)	✓	✓	✓	✓	✓	
Company AD placement in the conference brochure	Inside Back Cover	Half Page	Half Page	Quarter Page	Quarter Page	
Logo ticker appears on the screen throughout the event.	✓	✓	✓	✓	✓	
Banner advertisement on the conference website (Six Months)	✓	*	*	*	*	
Company Logo on the conference Social Media	✓	✓	✓	*	*	
Listing on the NSLC Website (Six Months)	✓	✓	✓	✓	✓	
Acknowledgements of sponsorships during the conference, including opening and closing address	✓	✓	✓	✓	✓	
Continued acknowledgment and visibility in post-event materials, such as thank-you notes, newsletters, and social media posts.	✓	✓	✓	✓	✓	
<b>Traditional Advertisement</b>						
Radio Mentioning	✓	✓	✓	✓	✓	
TV Mentioning	✓	✓	✓	✓	✓	
Newspaper Advertisement	✓	✓	✓	✓	✓	
<b>Networking Opportunities</b>						
Access to Conference attendee's data	✓	*	*	*	*	
VIP Networking opportunities	✓	✓	*	*	*	
Networking Opportunities/Lead Generation	✓	✓	✓	✓	✓	



## CUSTOMIZED PACKAGES

### Launch Sponsorship

1. Recognition during opening and closing remarks
2. Placement of the sponsor's logo on all promotional materials for Launch sponsorship
3. Conference Passes (2)
4. Deliver a presentation during the launch event.
5. Featured in pre-event marketing campaigns, press releases, and social media promotions
6. Continued acknowledgment and visibility in post-event materials, such as thank-you notes, newsletters, or social media posts

Investment - GHC 10,000.00

#### THEME:

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## Hosted Breakfast Sponsorship

1. The logo is prominently featured on event signage, banners, and promotional materials in the breakfast area
2. Recognition as the Hosted Breakfast sponsor during the opening remarks or announcements
3. Conference Passes (2)
4. Branded conversation areas or designated spaces for networking may be included
5. Distribute promotional materials or branded giveaways during breakfast
6. Product samples or literature can be included in breakfast areas
7. Exclusive access for sponsor representatives to engage with attendees during breakfast
8. The sponsor's branding is integrated into food and beverage stations
9. Continued acknowledgment and visibility in post-event materials, such as thank-you notes, newsletters, and social media posts

Investment - GHC 10,000.00

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*As we look ahead into the next century, leaders will be those who empower others.”*

*— Bill Gates*





*The key to successful leadership today is influence, not authority.”*

*— Kenneth Blanchard*

## Hosted Lunch Sponsorship

1. The logo is prominently featured on event signage, banners, and promotional materials in the breakfast area
2. Recognition as the Hosted Breakfast sponsor during the opening remarks or announcements
3. Conference Passes (2)
4. Branded conversation areas or designated spaces for networking may be included
5. Distribute promotional materials or branded giveaways during breakfast
6. Product samples or literature can be included in breakfast areas
7. Exclusive access for sponsor representatives to engage with attendees during breakfast
8. The sponsor's branding is integrated into food and beverage stations.

Investment - GHC 10,000.00

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## Hosted Dinner Sponsorship

1. The logo is prominently featured on event signage, banners, and promotional materials in the dinner area
2. Recognition as the Hosted Dinner sponsor during the opening remarks and announcements
3. Opportunity for a representative from the sponsor to speak briefly
4. Distribute promotional materials or branded giveaways during breakfast
5. Product samples or literature can be included in breakfast areas
6. Conference Passes (1)
7. Dinner Passes (1)
8. Exclusive access for sponsor representatives to engage with attendees during breakfast
9. The sponsor's branding is integrated into food and beverage stations
10. Continued acknowledgment and visibility in post-event materials, such as thank-you notes, newsletters, and social media posts
11. Radio Mentioning
12. TV Mentioning
13. Newspaper Advertisement

Investment - GHC 30,000.00

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## Breakout Session Sponsorship

1. Recognition as the Breakout Session sponsor during the opening remarks or announcements
2. Placement of the sponsor's logo on all promotional materials
3. Recognition as the Breakout Session sponsor during the opening remarks and announcements
4. Conference Passes (2)
5. Branded conversation areas or designated spaces for networking may be included
6. Product samples or literature can be included in breakfast areas
7. Exclusive access for sponsor representatives to engage with attendees
8. The sponsor's branding is integrated into food and beverage stations
9. Continued acknowledgment and visibility in post-event materials, such as thank-you notes, newsletters, and social media posts

Investment - GHC 10,000.00

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## Souvenir Sponsorship

1. Recognition as the Souvenir sponsor during the opening remarks or announcements
2. Conference Passes (5)
3. Placement of the sponsor's logo on all souvenirs
4. Placement of the sponsor's logo on all promotional materials
5. Networking Opportunities/ Lead Generation
6. Company Logo on the conference's Social Media
7. Listing on the NSLC Website (Six Months)
8. Logo Placement on Stage setup (LED Wall)
9. Pullup Banners on display at vantage places
10. Acknowledgements of sponsorships during the conference, including opening and closing addresses
11. Continued acknowledgment and visibility in post-event materials, such as thank-you notes, newsletters, and social media posts
12. Radio Mentioning
13. TV Mentioning
14. Newspaper Advertisement

Investment - GHC 50,000.00

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## LED Sponsorship

1. Recognition as the LED sponsor during the opening remarks or announcements.
2. Conference Passes (1)
3. Placement of the sponsor's logo on all souvenirs
4. Placement of the sponsor's logo on all promotional materials.

Investment - GHC 5,000.00

## Conference Brochure AD Placement

Full Page - GHC 5,000.00

Half Page - GHC 3,000.00

Middle Spread - GHC 8,000.00

### Special Interest

For specific sponsorship, kindly contact us at  
**+233 (0) 244524129** email: [info@nslcaccra.org](mailto:info@nslcaccra.org)



# BUDGET BREAKDOWN

## A section of NSLC Budget Operations

Online Streaming and Website – GHC 130,000.00

Logistics and Related Cost – GHC 500,000.00

Catering – GHC 800,000.00

Venue and Branding – GHC 300,000.00

Marketing and Public Relations – GHC 700,000.00

Overall Budget – GHC 2,430,000.00

# BOOK YOUR SPONSORSHIP PACKAGE



Use the link or scan the QR Code to access the NSLC Sponsorship Form:

<https://nslcaccra.org/become-a-sponsor/>

## Sponsorship Form

Organization Name

Contact Name

Position

Postal Address

Phone

Email

## I would like to sponsor the following tier

- Headline Sponsorship (GHC 300,000.00)
- Platinum Sponsorship (GHC 200,000.00)
- Diamond Sponsorship (GHC 150,000.00)
- Gold Sponsorship (GHC 100,000.00)
- Silver Sponsorship(GHC 50,000.00)
- Launch Sponsorship(GHC 50,000.00)
- Hosted Breakfast Sponsorship (GHC 20,000.00)
- Hosted Lunch Sponsorship (GHC 20,000.00)
- Hosted Dinner Sponsorship (GHC 30,000.00)
- Breakout Session Sponsorship (GHC 10,000.00)
- Souvenir Sponsorship (GHC 10,000.00)
- Conference Brochure – Full Page (GHC 5,000.00)
- Conference Brochure – Half Package (GHC 3,000.00)
- Conference Brochure – Spread (GHC 8,000.00)



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Thank you for supporting the  
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NSLC - ACCRA, 2024

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CONTACT INFORMATION

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[www.nslcaccra.org](http://www.nslcaccra.org)

NSLC Social Media Links

@nslcaccra



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