



“Building Bridges, Breaking Barriers”
21st – 25th November 2016 - Nairobi, Kenya
Africa Human Computer Interaction (HCI) Conference
www.africhi.net

Re: Conference Sponsorship

We are pleased to announce that we will host the inaugural AfriCHI Conference between 21st and 25th November 2016, in Nairobi, Kenya. The objective of this letter is to officially seek your partnership or sponsorship for the AfriCHI conference. AfriCHI is a pan-African conference in Human Computer Interaction (HCI), interaction design and related fields that will bring together researchers, academics, practitioners, industry professionals and students who are African, are based in Africa or undertake or collaborate on projects about Africa. It is therefore important that as the industry leader, it would be our special honour to have you as one of our partners in this important conference.

Conference Aim

AfriCHI seeks to attract participants from a range of disciplines, sectors and knowledge heritages. These include User Experience Designers, Mobile Application designers, Information Architects, Software Engineers, Human Factors experts, Information Systems analysts, social scientists, digital designers, artists and architects, engineers, planners, managers and scholars and practitioners in creative industries and science and technology studies. They also include elders, NGO practitioners, grassroots activists and entrepreneurs.

Through AfriCHI, we aim to inspire African researchers, practitioners, students and teachers to deepen and extend interaction design and HCI research on Africa. AfriCHI also aims to make research, design, methods, tools and pedagogies already being carried out in Africa more visible to the international HCI community, and to widen participation of Africans in international HCI fora.

The conference follows related regional HCI conferences, such as APCHI (Asia-Pacific Conference on Computer Human Interaction), NordiCHI (Nordic Conference on Human-Computer Interaction), OZCHI (Computer-Human Interaction Conference of the Human Factors and Ergonomics Society of Australia) and CHINZ (Conference of the New Zealand Chapter of the ACM Special Interest Group on Computer-Human Interaction) as a hub to promote and advance regional excellence in Human-Computer Interaction and Interaction Design. AfriCHI will increase geographical, cultural and linguistic access to those who cannot easily participate in HCI conferences beyond Africa. It will also serve as a way for those beyond the continent to engage deeply with perspectives located in Africa

In inaugurating the conference, we hope to build a network of people across Africa, AfriCHI'ers, to develop and sustain AfriCHI annually or bi-annually.



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Conference Theme “Breaking Barriers – Building Bridges”

In keeping with the letter and spirit of our conference theme, we aim to break down participation barriers and instead build bridges within and between African and international HCI communities. Such efforts include building collaborations, networks, exchange and mentorships within and between African and international communities.

We will use different strategies to ensure broad access to the conference programme. In this regard, we are making plans to provide internet streaming of the conference to a number of universities across Africa. We are also broadening our forms of participation such as allowing multi-lingual access, different submission types and involving local communities, governmental and non-governmental organizations, industry practitioners, African Institutions of Higher Education, Science and Technology.

Why sponsor or support?

This is the first Africa-wide research conference of its kind and magnitude and we are very excited to have an organizing team from across Africa working hard to make it a success. However, we also realize that HCI and Interaction Design is in its infancy across Africa and many universities simply do not have the means to send participants, especially students, to such a conference. We thus need you to partner with us in making this dream for the conference a reality. Your partnership can be financial support or in-kind contributions that will help drive down conference costs for our participants and enable us to provide scholarships to students and local participants.

Below you find information on types of sponsorship packages and benefits.

We are looking forward to a successful collaboration. Should you have any further questions please do not hesitate to contact us at sponsor@africhi.net.

Appendices:

Sponsorship packages

Sponsorship agreement



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Sponsorship Packages BENEFITS	LION SPONSOR US\$ 10 000 upwards	ELEPHANT SPONSOR US\$7 500 upwards	LEOPARD SPONSOR US\$ 5 000 upwards	BUFFALO SPONSOR US\$ 3 000 upwards	RHINO (A LA CARTE)
Sponsor logo displayed on conference website home and sponsor page (link to sponsor website)	x	x	x	x	x
Sponsor publicly acknowledged by conference organisers at opening and closing session	x	x	x		
Sponsor speaking opportunity at conference	x				
Sponsor banner and signage at conference	x	x	x		
Sponsor logo displayed in conference programme	x	x	x	x	x
Sponsor advert in conference programme	1 page	1/2 page	1/4 page		
Booth/table at conference for sponsor's promotional materials	x	x	x	x	
Sponsor insert in conference bag	x	x	x	x	x
Complimentary attendee registrations	3	2	1	1	
Press Releases	x	x	x	x	
Sponsor logo displayed on conference banner	x	x	x	x	x
Sponsor logo lower displayed “a la carte item”					x



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A La Carte Items	ESTIMATED COST (US\$)
Keynote speaker	2000 - 6000
Transport	800 – 2000
Student registration/sponsorship	500 – 2000
Complimentary drinks at dinner/reception	800 - 1800
Sound and light equipment, and/or internet connection	500 – 5000
Printing of Proceedings	6000
Kenyan promotional craft work for participants’ conference bags	800 – 3000
Pads/Pens/Folders	150 - 300
Welcome Reception/Dinner	3000
Student Volunteer and/or organizer T-shirts	500 – 1500
Cultural performance	500 – 1500
Translation Equipment and Services	500 - 5000
Mobile Airtime/ Phones	100 – 2000
USB Drives / Flash drive containing Conference Proceedings(8G)	250X\$4 = \$1000



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Conference Sponsorship Agreement

Organisation Name: _____

We agree to sponsor Africhi'16 as (please check one)

- Lion Sponsor (US\$10 000 or greater contribution)
- Elephant Sponsor (US\$7 500 or greater contribution)
- Leopard Sponsor (US\$5 000 or greater contribution)
- Buffalo Sponsor (US\$3 000 or greater contribution)
- Rhino Sponsor (A la carte sponsor)

Amount/Value: US\$ _____ A la carte item(s) _____

Description: _____

Authorised Representative:

Full Names: _____

Signature: _____

Date: _____

Organisation Address: _____

Telephone: _____

Fax: _____

E-mail: _____

Please email this form to: sponsors@africhi.net