



NIGERIA
INTERNATIONAL
AIRSHOW



NIA 2025
2 - 4 December
Lagos, Nigeria



NIA SPONSORSHIP BROCHURE

In collaboration with



FEDERAL MINISTRY OF AVIATION
AND AEROSPACE DEVELOPMENT

and



NIGERIAN AIR FORCE

FIRSTLY, THANK YOU FOR YOUR SPONSORSHIP



The Nigeria International Airshow (NIA) is aimed to stimulate Aviation as a positive tool for economic development in Africa spanning sectors such as Trade, Transport, Tourism, Cargo, Medical Evacuation, Avionics, Aerospace, Defence amongst others.

The maiden edition of NIA which will take place in Lagos, Nigeria will feature key industry leaders in panel discussions and would include a world class airshow, Aircraft Tour, Panel Sessions, a Themed Ball, Industry Awards, an aviation deal desk, exhibition of services & products, emerging technologies, and start-up Innovations.

This bi-annual conference; a foremost event in Nigeria is set to bring together the pillars and relevant stakeholders in the industry to their desired audience. The 3-Day conference is geared towards facilitating investments into the industry and is in alignment with global and continental initiatives such as IATA, AfBAA etc. where these investments are expedited through industrialization and awareness creation on the massive potentials in the industry.

NIA 2025 is set to connect players to new markets and opportunities whilst also driving policy review to improve and grow the industry.

Thank you for your support.

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WHY SPONSOR?



Raise your corporate profile by positioning your brand in front of key stakeholders, industry experts and attendees. By becoming one of our sponsors, you get to create the ultimate visibility for your service by putting your brand at the forefront of NIA 2025 events. Your business will gain access to key new prospects and projects and build B2B partnerships. Take advantage of the various sponsorship and advertising opportunities available

We have designed sponsorship packages to help your business take advantage of the following opportunities during the conference:

- ⊕ Networking
- ⊕ Lead Generation
- ⊕ Brand Awareness
- ⊕ Showcasing your Services
- ⊕ Giving Back

CORE SPONSORSHIP

We have curated exclusive packages guaranteed to provide the highest visibility and acknowledgement of your brand. These packages come with select perks reserved for core sponsors only.

BENEFITS	DIAMOND	PLATINUM	GOLD
	\$250,000	\$200,000	\$150,000
EVENT PERKS			
Recognised as NIA Core Partner	✓	x	x
Airshow Participation (as applicable)	✓	x	x
Free access to exclusive welcome dinner with Mr President and other dignitaries	5	3	1
NIA hosting credit (Anchor mentions in ALL event and at theme ball)	✓	✓	x
Complimentary exhibitor booth	Double	Single	Single
Complimentary aircraft parking at the aircraft display	2	1	x
Executive accommodation	5	3	1
Lunch and all Networking events	✓	✓	✓
Front VIP table (Theme Ball)	10	8	5
SPEAKING AND LEADERSHIP OPPORTUNITIES			
Panel speaking opportunity	2	1	1
Opportunity to sit on the competition and jury judging panel	2	1	1
Complimentary conference passes	10	8	5
Discount on additional conference passes	25%	15%	10%
MARKETING AND MEDIA COVERAGE			
Logo on NIA TVC International and Local campaign	✓	x	x
Company promotional video played during event	Twice	Once	x
Logo included on marketing collateral (where applicable)	✓	✓	✓

Logo on the website with hyperlink to company website	✓	✓	✓
Digital advert (provided by sponsor) near entrance and registration area	✓	x	x
Logo inclusion in direct email campaigns	✓	✓	✓
Profile listing on the website	✓	✓	✓
Preshow and onsite social media coverage	✓	✓	✓
Mention in press releases (where applicable)	✓	✓	✓
Pre and post event mentions as a lead sponsor in all media platforms, prints and social media	✓	x	x
Opportunity to provide guest invite wish-list	5	3	2
ONSITE BRANDING			
Branding on startups stage	✓	✓	✓
Branding within the investor lounge	✓	✓	x
Inclusion on the sponsor thank you board	✓	✓	✓
Logo on directional signage where investor lounge mentioned	✓	x	x
Suggested to be included in VIP tour	✓	✓	x
Logo included on the front page of the show guide	✓	x	x
Inclusion as a sponsor within the show guide and event app	✓	✓	✓

MODULAR SPONSORSHIP

These specially designed packages have been created allowing you flexibility to select what best aligns with your brand. They can be purchased separately or combined to make your own package.

GRAPHIC	ITEM	AREAS	STATUS	2025 EXHIBITOR LIST PRICE (\$)	2025 NON-EXHIBITOR LIST PRICE (\$)	SPONSORSHIP BENEFITS
Media & Press						
	NIA Media/Press	<ul style="list-style-type: none"> Media luncheon (Invitation only) Press Conferences Refreshments Media Center Outdoor TV Tower 	Available	95,000	100,000	<ul style="list-style-type: none"> Free access to Breakfast meeting with the Honourable Minister of Aviation 4 Complimentary conference passes 5% Discount on additional conference passes Access to networking events Access for 4 to the themed ball Company logo on NIA website Inclusion on the sponsor thank you board Exposure as Media hub sponsor Branding of the media hub
Aircraft Display						
	Static Aircraft Display	Photobooth/Viewing Platform	Available	19,000	20,000	<ul style="list-style-type: none"> 1 Complimentary conference pass Inclusion on the sponsor thank you board Branding of photobooth/viewing platform
		Branded Flags on Display	Available	23,750	25,000	<ul style="list-style-type: none"> 1 Complimentary conference pass Inclusion on the sponsor thank you board Sponsor logo on display flags at entrance along the red carpet
		Site Rest Rooms(Executive/Standard)	Available	9,500	10,000	<ul style="list-style-type: none"> Inclusion on the sponsor thank you board Sponsor logo on aircraft display rest rooms and area.



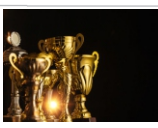


	Static Aircraft Display	• Red Carpet	Available	14,250	15,000	• Inclusion on the sponsor thank you board
		• Directional Banners • Security Entrance	Available	14,250	15,000	• Inclusion on the sponsor thank you board • Sponsor logo on security entrances and directional banners
Entertainment						
	NIA Events Entertainment	• Cultural Performances/Music Groups	Available	4,750	5,000	• Inclusion on the sponsor thank you board
		• Live Music Performances (3 Slots)	Available	47,500	50,000	• 2 Complimentary conference passes • Access for 2 to the themed ball • Inclusion on the sponsor thank you board
		• DJ • Fill in Music	Available	14,250	15,000	• Inclusion on the sponsor thank you board
Transportation/Parking						
	Transportation coverage for NIA. This also includes Car park facilities and Dropoff/Pickup Area.	• Daily Shuttle Buses/Coaches	Available	47,500	50,000	• 2 Complimentary conference passes • Access for 2 to the themed ball • Inclusion on the sponsor thank you board • Shuttles customised with sponsor logo
		• Daily Shuttle Cars	Available	47,500	50,000	
		• VIP Cars	Available	71,250	75,000	• Free access to Breakfast meeting with the Honourable Minister of Aviation • 3 Complimentary conference passes • Access to networking events • Access for 3 to the themed ball • Inclusion on the sponsor thank you board
		• VIP Buggy (Aircraft Display) • VIP Golf Carts (Golf Tournament)	Available	14,250	15,000	• Inclusion on the sponsor thank you board • Get your brand in front of industry leaders and top decision makers with VIP golf carts customised with sponsor logo and NIA logo.
		• Visitor and VIP Car Park • Shuttle Buses Pickup/Drop Off Platform	Available	9,500	10,000	• Inclusion on the sponsor thank you board • Area customised with sponsor banner and flags.

Branded Conference Materials/Gifts						
	Conference Materials	<ul style="list-style-type: none">• Attendee/Visitor Badges• Priority/VIP Badges• Exhibitor Badges	Available	19,000	20,000	<ul style="list-style-type: none">• 1 Complimentary conference pass• Inclusion on the sponsor thank you board
		<ul style="list-style-type: none">• Branded Lanyards	Available	14,250	15,000	<ul style="list-style-type: none">• Inclusion on the sponsor thank you board• Sponsor logo on both sides of lanyard alternating with NIA Logo
		<ul style="list-style-type: none">• Branded Gifts: Notepads/Organizers, Conference/Trade Bags, Hats, Water etc	Available	33,250	35,000	<ul style="list-style-type: none">• 1 Complimentary conference pass• Inclusion on the sponsor thank you board• Branding of gifts.
Conference Banner Advertisements						
	Conference Area (Internal)	<ul style="list-style-type: none">• Signages Advertising Opportunities	Available	47,500	50,000	<ul style="list-style-type: none">• 2 Complimentary conference passes• Access for 2 to the themed ball• Inclusion on the sponsor thank you board
	Conference Area (External)	<ul style="list-style-type: none">• Lampost Banners• Entrance Banners• Static Fence Banners	Available	71,250	75,000	<ul style="list-style-type: none">• Free access to Breakfast meeting with the Honourable Minister of Aviation• 3 Complimentary conference passes• Access to networking events• Access for 3 to the themed ball• Inclusion on the sponsor thank board
Conference/Exhibition Utilities						
	Bundle 1	<ul style="list-style-type: none">• Information Desks	Available	19,000	20,000	<ul style="list-style-type: none">• 1 Complimentary conference pass• Inclusion on the sponsor thank you board• Branding of the information desks
	Bundle 2	<ul style="list-style-type: none">• Security Entrances• Priority/VIP Entrance	Available	14,250	15,000	<ul style="list-style-type: none">• Inclusion on the sponsor thank you board• Branded priority entrance for VIPs.
	Bundle 3	<ul style="list-style-type: none">• Mobile Rest Rooms• Charging Station• Branded Hand Sanitizer Stations	Available	14,250	15,000	<ul style="list-style-type: none">• Inclusion on the sponsor thank you board• Branded priority entrance for VIPs• Sponsor logo on charging stations, mobile restrooms and hand sanitizer stations strategically placed in high traffic area.

Catering						
	Bundle 1 (NIA Conference)	<ul style="list-style-type: none"> • Tea/Coffee Service 	Available	4,750	5,000	<ul style="list-style-type: none"> • Inclusion on the sponsor thank you board
	Bundle 2 (NIA Conference)	<ul style="list-style-type: none"> • Breakfast • Lunch • Greenroom (Catering, Space, Utilities) 	Available	95,000	100,000	<ul style="list-style-type: none"> • Free access to Breakfast meeting with the Honourable Minister of Aviation • 4 Complimentary conference passes • 5% Discount on additional conference passes • Access to networking events • Access for 4 to the themed ball • Company logo on NIA website • Inclusion on the sponsor thank you board • Sponsor logo on signage/areas and other branded elements throughout the specified areas
	Bundle 3 (NIA Welcome Dinner)	<ul style="list-style-type: none"> • Cocktail hour 	Available	28,500	30,000	<ul style="list-style-type: none"> • 1 Complimentary conference pass • Inclusion on the sponsor thank you board • Sponsor logo on area /signage • Sponsor logo included in the event backdrop
Mobile App						
	NIA Mobile App	<ul style="list-style-type: none"> • Mobile App-Sole Sponsor 	Available	23,750	25,000	<ul style="list-style-type: none"> • 1 Complimentary conference pass • Inclusion on the sponsor thank you board • Prominent feature on the NIA mobile app downloaded by thousands of attendees • Prime Banner ads position with link to the sponsor's website
Exhibition Hall						
	Innovation Pavilion	<ul style="list-style-type: none"> • Innovation Pavilion • Refreshments • Banners • Stickers 	Available	19,000	20,000	<ul style="list-style-type: none"> • 1 Complimentary conference pass • Inclusion on the sponsor thank you board • Branding of the Innovation Pavillion
	Carpet	<ul style="list-style-type: none"> • Exhibition Floor Carpeting 	Available	14,250	15,000	<ul style="list-style-type: none"> • Inclusion on the sponsor thank you board
	Exhibition Area Advertising (External)	<ul style="list-style-type: none"> • Lampost Banners • Entrance Banners • Static Fence Banners 	Available	14,250	15,000	<ul style="list-style-type: none"> • Inclusion on the sponsor thank you board • Sponsor logo on banners

	Exhibition Area signage/ information board (Internal)	<ul style="list-style-type: none"> • Floor Stickers • Aisle Signage Banner • Interactive Show & Static Display Map 	Available	47,500	50,000	<ul style="list-style-type: none"> • 2 Complimentary conference passes • Access for 2 to the themed ball • Inclusion on the sponsor thank you board • Sponsor logo on directional /Aisle signages and floor stickers • Sponsor logo on interactive information board and static display map
Connectivity						
	Conference & Exhibition Connectivity	<ul style="list-style-type: none"> • Wifi 	Available	95,000	100,000	<ul style="list-style-type: none"> • Free access to Breakfast meeting with the Honourable Minister of Aviation • 4 Complimentary conference passes • 5% Discount on additional conference passes • Access to networking events • Access for 4 to the themed ball • Company logo on NIA website • Inclusion on the sponsor thank you board • Be the first company attendees will see as they login into the venue Wifi page • Signage with sponsor logo and wifi login information will be across the conference/ exhibition area and at the registration point.
Sustainability						
	Sustainability & Environmental Partner	<ul style="list-style-type: none"> • Sustainability & Environmental Initiatives 	Available	47,500	50,000	<ul style="list-style-type: none"> • 2 Complimentary conference passes • Access for 2 to the themed ball • Inclusion on the sponsor thank you board • Be in the forefront and align your brand with the NIA sustainability initiatives.
		<ul style="list-style-type: none"> • Sustainable Aviation Fuel Sponsor 	Available	95,000	100,000	<ul style="list-style-type: none"> • Free access to Breakfast meeting with the Honourable Minister of Aviation • 4 Complimentary conference passes • 5% Discount on additional conference passes • Access to networking events • Access for 4 to the themed ball • Company logo on NIA website • Inclusion on the sponsor thank you board • Opportunity to partner with all companies bringing aircraft to the event

Delegates BluePrint						
	Delegates Blueprint	<ul style="list-style-type: none"> The NIA Delegates Blueprint is an avenue for high level sponsors and delegates to engage, network and have rewarding conversations. 	Available	47,500	50,000	<ul style="list-style-type: none"> 2 Complimentary conference passes Access for 2 to the themed ball Inclusion on the sponsor thank you board Visibility for sponsor with opportunity to provide branded delegate pack and complimentary gifts
Lounges/Networking Areas						
	Investor Lounge	<ul style="list-style-type: none"> Investor Lounge Space & Utilities 	Available	33,250	35,000	<ul style="list-style-type: none"> 1 Complimentary conference pass Inclusion on the sponsor thank you board Prominent branding of the investor lounge
	VIP Lounge	<ul style="list-style-type: none"> VIP Lounge Space & Utilities 	Available	47,500	50,000	<ul style="list-style-type: none"> 2 Complimentary conference passes Access for 2 to the themed ball Inclusion on the sponsor thank you board Prominent branding of this exclusive lounge for VIPs and priority guests
	Green Bar	<ul style="list-style-type: none"> Eco friendly Space & Utilities 	Available	4,750	5,000	<ul style="list-style-type: none"> Inclusion on the sponsor thank you board
	I-Café	<ul style="list-style-type: none"> Café Space & Utilities 	Available	7,125	7,500	<ul style="list-style-type: none"> Inclusion on the sponsor thank you board
Events						
	The TIBA Award	<ul style="list-style-type: none"> 360 Video Booth(Award night/Aircraft Display) 	Available	4,750	5,000	<ul style="list-style-type: none"> Inclusion on the sponsor thank you board
		<ul style="list-style-type: none"> Event Space & Utilities. 	Available	47,250	50,000	<ul style="list-style-type: none"> 2 Complimentary conference passes Access for 2 to the themed ball Inclusion on the sponsor thank you board Sponsor logo in Key areas of event space/hall. Sponsor logo included in the event backdrop.
		<ul style="list-style-type: none"> Award Plaques Cash Gift 	Available	19,000	20,000	<ul style="list-style-type: none"> 1 Complimentary conference pass Inclusion on the sponsor thank you board Acknowledgment as sponsor of plaques with opportunity to present an opening award NIA & Sponsor logo on plaques

	The TIBA Award	<ul style="list-style-type: none">• Dinner	Available	71,250	75,000	<ul style="list-style-type: none">• Free access to Breakfast meeting with the Honourable Minister of Aviation• 3 Complimentary conference passes• Access to networking events• Access for 3 to the themed ball• Inclusion on the sponsor thank you board• Acknowledgment as sponsor in the ball & 30 second company promotional video aired• Opportunity to present an award
	Golf Tournament	<ul style="list-style-type: none">• Space & Utilities	Available	47,500	50,000	<ul style="list-style-type: none">• 2 Complimentary conference passes• Access for 2 to the themed ball• Inclusion on the sponsor thank you board• Area branded with sponsor logo• Sponsor logo included in the event backdrop.
		<ul style="list-style-type: none">• Trophies	Available	4,750	5,000	<ul style="list-style-type: none">• Inclusion on the sponsor thank you board• Acknowledgment as sponsor and opportunity to present key trophy.• Sponsor logo included in the event backdrop.
		<ul style="list-style-type: none">• Refreshment	Available	23,750	25,000	<ul style="list-style-type: none">• 1 Complimentary conference pass• Inclusion on the sponsor thank you board• Acknowledgment as sponsor• Area customised with sponsor logo• Sponsor logo included in the event backdrop
Giving Back (Monetary/Cash)						
	NIA Female Grant	<ul style="list-style-type: none">• Category Sponsorships	Available	95,000	100,000	<ul style="list-style-type: none">• Free access to Breakfast meeting with the Honourable Minister of Aviation• 4 Complimentary conference passes• 5% Discount on additional conference passes• Access to networking events• Access for 4 to the themed ball• Company logo on NIA website• Inclusion on the sponsor thank you board• Sponsor and NIA logo on grant cheques with opportunity to present opening category of grants

	The Pitch	<ul style="list-style-type: none"> • Cash Prizes for selected top contenders 	Available	95,000	100,000	<ul style="list-style-type: none"> • Free access to Breakfast meeting with the Honourable Minister of Aviation • 4 Complimentary conference passes • 5% Discount on additional conference passes • Access to networking events • Access for 4 to the themed ball • Company logo on NIA website • Inclusion on the sponsor thank you board • Acknowledgement as sponsor of the pitch and opportunity to produce a 30second promotional video • Sponsor and NIA logo on top contender cheques & opportunity to present one of the top contenders/prize
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HAVE AN IDEA?



We will also be providing access to a virtual environment and audiences; expanding your reach.

Got any ideas on new opportunities and what else you'd have us consider; then do share and together we'll explore them, doing our best to ensure optimal returns on your investment.

THANK YOU

CONTACT THE TEAM

Tel: +234 (1) 914 2000, +234 909 037 8389,
+234 (0) 915 557 0049
partner@nigeriaairshow.ng
www.nigeriaairshow.ng

Abuja Office:

Ministry of Aviation
Federal Secretariat Complex,
Phase 1, Annex 3, Ground Floor,
Shehu Shagari Way,
Maitama, Abuja.

Lagos Office:

12 Anifowoshe Street,
Victoria Island, Lagos.

@nigeriaairshow

