

# 1st National Internal Audit Conference



"Corporate Good Governance:  
Internal Auditors as Champions of C  
hange and Accountability"

## Sponsorship Proposal

# Introduction

The Institute of Internal Auditors (IIA) Cameroon is honored to organize the 1st National Internal Audit Conference on June 5–6, 2025, at the Krystal Palace Hotel in Douala. This flagship event will bring together audit professionals, corporate leaders, policymakers, and governance experts to exchange best practices on transparency, accountability, and digital innovation.

As a sponsor, your organization will gain strategic visibility among a targeted audience and strengthen its positioning as a committed advocate for good governance.

## Sponsorship Opportunities

### 1 Official Sponsor (XAF 10,000,000 / USD 16,000)

- Logo and name associated with the event as the official sponsor
- 60-second co-branded video spot with IIA on good governance.
- Prominent presence on all marketing materials (banners, displays, website, brochures, radio ads) and participant badges.
- 5-minute speaking slot during plenary sessions.
- Premium exhibition space + brochure insertion in delegate kits.
- 10 VIP invitations for your clients or colleagues.

### 2 Platinum Sponsor (XAF 5,000,000 / USD 8,300)

- Logo on the main banner, marketing materials (website, brochures), and participant badges
- 5-minute speaking slot during plenary sessions.
- Premium exhibition space + brochure insertion in delegate kits.
- 5 VIP invitations for your clients or colleagues.

### 3 Diamond Sponsor (XAF 4,000,000 / USD 6,600)

- Logo on communication materials and panelist badges.
- 4-minute promotional slot during plenary sessions.
- 4 VIP invitations + pre/post-event media visibility.

## 4 Gold Sponsor (XAF 3,000,000 / USD 5,000)

- Mention in advertisements and the conference magazine.
- 2-minute promotional slot + 3 VIP invitations.

## 5 Silver Sponsor (XAF 2,000,000 / USD 3,300)

- Logo on printed materials and social media.
- 2 VIP invitations.



## 6 Bronze Sponsor (XAF 1,000,000 / USD 1,600)

- Listed as a partner in communications.
- 1 VIP invitation.

## 7 Registration Sponsor (XAF 1,500,000 / USD 2,500)

- Exclusive branding at the registration point.
- Logo on delegate badges.
- 1 free registration.

## 8 Coffee & Lunch Break Sponsor (XAF 5,000,000 / USD 8,300)

- Exclusive branding in dining areas.
- 5 free registrations + reserved table.

## 9 Specific Event Sponsor

- Customizable (speaker accommodation, transportation, goodies).
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## Why Sponsor?

- **Visibility:** Media exposure (press, social media) to 300+ professionals.
- **Networking:** Exclusive access to industry decision-makers and experts.
- **CSR Impact:** Align your brand with values of transparency and ethics.

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## Practical Details

**Payment:** Bank transfer (UBA) or Mobile Money (MTN).

**Contact:**

**Email:** [IIA-Cameroon@iiachapters.org](mailto:IIA-Cameroon@iiachapters.org)  
**Tel.:** +237 675 97 14 48

Commitment form attached to be returned with your logo and communication guidelines.

● By supporting this event, you contribute to the advancement of internal auditing in Cameroon while enjoying a tangible return on investment. We are available to customize your partnership. ●

● IIA Cameroon – Together for exemplary governance! ●

### Appendices

- 1. Sponsorship Form (Company name, chosen package, contact details). ●
- 2. Benefit Details by package (comparative table). ●
- 3. Technical Sheet (logo requirements, validation deadlines). ●