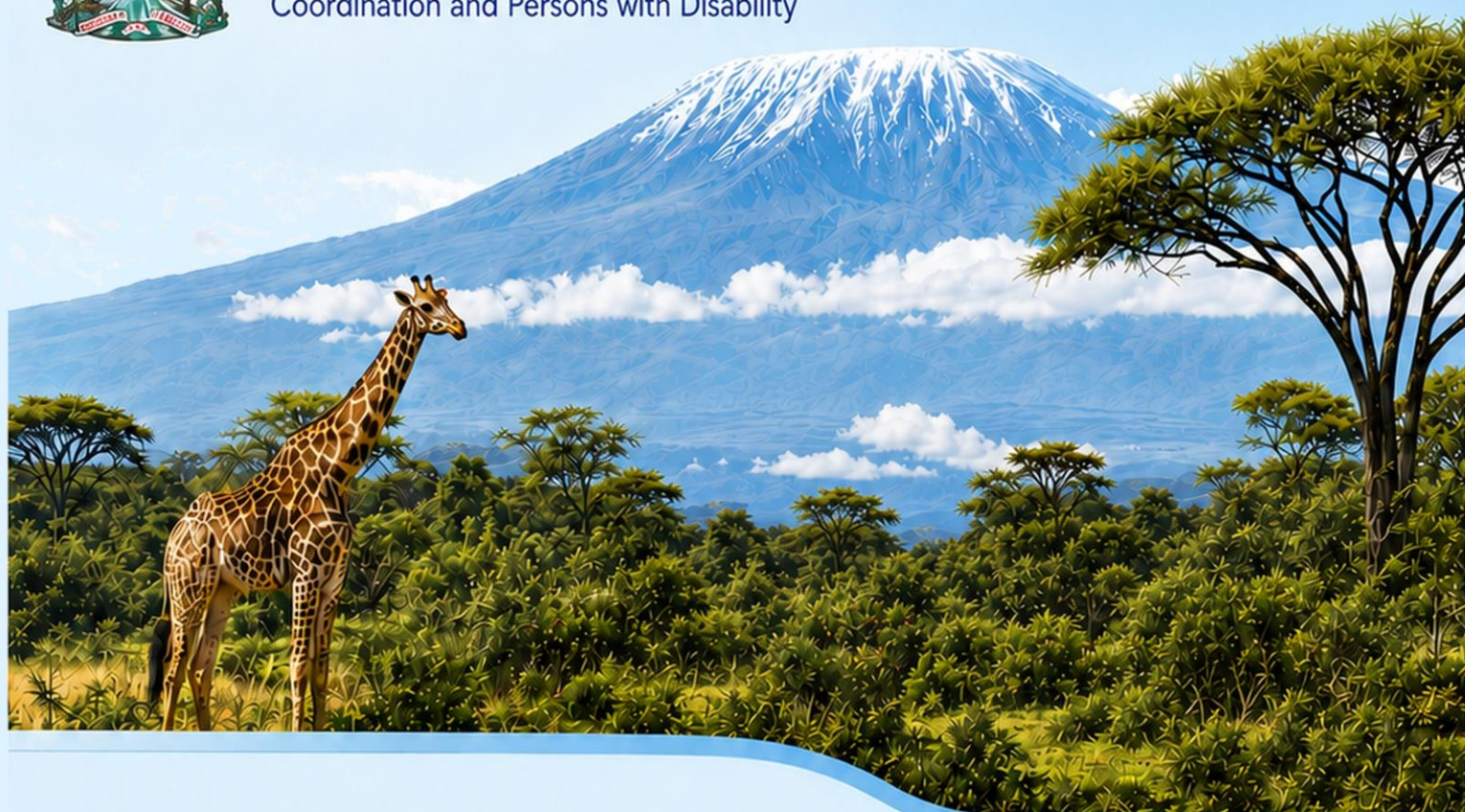




THE UNITED REPUBLIC OF TANZANIA

Prime Minister's Office – Policy, Parliament,
Coordination and Persons with Disability



SPONSORSHIP PROSPECTUS

**5th Tanzania Monitoring
and Evaluation (MEL) Week 2026**



THEME:

**From Evidence to Action:
Strengthening Human Centered
Evaluation for Sustainable Development**



Venue: Ngurdoto Mountain Lodge, Arusha



Dates: 22–26 September 2026



Participants: 1,500+ National and
International Delegates

Co - Organized with

TanEVA

Tanzania Evaluation Association

1. About the Event

The Tanzania Monitoring, Evaluation, and Learning (MEL) Week 2026 is the country’s premier platform for strengthening evidence-based governance and sustainable development. Organized annually by the Prime Minister’s Office – Policy, Parliament, Coordination and Persons with Disability in Collaboration with TanEA. The 5th edition will convene over 1,500 participants from government, development partners, civil society, academia, the private sector, and international delegations.

This year’s event is particularly significant as it emphasizes the role of evidence systems in driving transformative governance and sustainability, aligning with Tanzania’s Vision 2050, the African Union’s Agenda 2063, and the United Nations Sustainable Development Goals (SDGs). With the theme *“From Evidence to Action: Strengthening Human Centered Evaluation for Sustainable Development”*. the event will showcase innovations, build capacity, and deliver actionable policy recommendations for Tanzania and the wider region turning evidence into governance action.

Conference at a Glance

Event	5th Tanzania Monitoring and Evaluation (MEL) Week 2026
Dates	22–26 September 2026 (Monday–Friday)
Venue	Venue: Ngurdoto Mountain Lodge, Arusha
Convener	Prime Minister’s Office – Policy, Parliament, Coordination and Persons with Disability in Collaboration with TanEA
Expected Delegates	1,500+ national and international participants
Audience Profile	Government ministers & PS-level officials, MEL practitioners, International Donors, CSOs, academia, private sector leaders, youth innovators
Key Themes	Evidence-based governance, data for development, SDG localization, digital innovation in MEL, climate resilience monitoring, gender-responsive evaluation, youth engagement
Activities	Plenaries, panel discussions, technical workshops, exhibitions, MEL Marathon, Youth in Evaluation Lab, Poster sessions, Networking dinners, Execution, awards ceremony

2. Why Sponsor the 5th MEL Week?

Sponsoring the 5th Tanzania MEL Week positions your organization at the forefront of evidence-based development in Africa. Below are the core value propositions with specific, measurable outcomes:

VALUE PROPOSITION	WHAT THIS MEANS FOR YOUR ORGANIZATION
High Visibility & Recognition	Your brand featured across all conference materials, national media coverage (TBC, ITV, Citizen, The Guardian, Daily News), social media campaigns reaching 500,000+ impressions, and prominent presence at Arusha hosting 1,500+ decision-makers over five days.
Thought Leadership	Deliver keynote addresses at plenary sessions.
Inclusive Innovation Showcase	Demonstrate commitment to inclusive, gender-responsive, and innovative approaches through dedicated exhibition space, product demos, and technology showcases at one of Arusha's premier venues.
Strategic Networking	Access curated VIP networking dinners, bilateral meetings with PS-level officials, and structured introductions to international donors, CSO leaders, and private sector executives.
Exhibition & Side Events	Dedicated exhibition booths (6–18 sqm), branded side events, poster display areas, and the opportunity to demonstrate products and innovations to a highly targeted audience of MEL professionals.
Partnership & Legacy	Associate your brand with Tanzania's Vision 2050, Agenda 2063, and the SDGs — demonstrating long-term commitment to the country's development trajectory and creating pathways for future collaboration with government and development partners.

3. Sponsorship Tiers & Benefits

Five tiers are available, each with specific, measurable deliverables. All amounts are in US Dollars (USD).

Diamond - USD 50,000

- Logo on ALL materials: main backdrop, pull-up banners, programme booklet, website, mobile app, all media
- 15-minute keynote address at the Opening Ceremony alongside Government officials
- Co-host 2 high-level thematic sessions (full agenda control)
- Premium 18 sqm exhibition booth (prime entrance-facing location)
- 20 complimentary delegate passes with VIP access
- Full-page advertisement in conference booklet (inside front cover, premium position)
- Dedicated press conference slot with national media
- VIP Networking Dinner – reserved table (10 seats) with Government ministers and PS-level officials
- Logo on delegate bags and conference lanyards
- 15 dedicated social media posts across all platforms (pre-event, during, post-event)
- Post-event impact report with detailed sponsor recognition and media coverage summary
- First right of refusal for 6th MEL Week 2027 sponsorship

Platinum – USD 40,000

- Prominent logo placement on all conference materials and main backdrop
- 10-minute address at a plenary session
- Co-host 1 thematic session or masterclass (retained from original)
- 12 sqm exhibition booth (preferred second-tier location)
- 15 complimentary delegate passes (retained from original)
- Full-page advertisement in conference booklet
- VIP Networking Dinner – reserved table (8 seats)

- 10 dedicated social media posts across all platforms
- Logo on conference website with hyperlink to sponsor's site
- Branded insert in delegate bags
- Recognition in all press releases and media coverage
- Post-event media coverage summary

Gold – USD 25,000

- Logo on conference banners, programme booklet, and website
- Opportunity to chair or co-chair a technical session (retained from original)
- 5-minute remarks at a panel session
- 9 sqm exhibition booth
- 10 complimentary delegate passes (retained from original)
- Half-page advertisement in conference booklet (retained from original)
- Networking Dinner access (6 seats)
- 6 dedicated social media posts
- Acknowledgement during opening and closing ceremonies

Silver – USD 15,000

- Logo on banners, programme booklet, and website (retained from original)
- 6 sqm exhibition booth
- 5 complimentary delegate passes (enhanced from original: 5)
- Quarter-page advertisement in conference booklet (retained from original)
- 4 social media posts
- Recognition during opening and closing sessions (retained from original)
- Networking event access

Bronze – USD 5,000

- Logo on conference website and programme booklet
- 3 complimentary delegate passes (enhanced from original: 2)
- Name listing in conference programme
- 2 social media mentions
- Networking event access

- Acknowledgement during opening ceremony

4. Benefits Comparison Matrix

BENEFIT INVESTMENT (USD)	Diamond 50,000	Platinum 40,000	Gold 25,000	Silver 15,000	Bronze 5,000
Category Exclusivity	✓	–	–	–	–
Keynote / Plenary Address	15 min	10 min	5 min	–	–
Exhibition Booth (sqm)	18	12	9	6	–
Complimentary Passes	20	15	10	5	3
Programme Advert	Full	Full	Half	Quarter	Listing
VIP Dinner Seats	10	8	6	–	–
Social Media Posts	15	10	6	4	2
Logo on Main Backdrop	✓	✓	–	–	–
Logo on Banners	✓	✓	✓	✓	–
Logo on Website	✓	✓	✓	✓	✓
Delegate Bag Insert/Logo	✓	✓	–	–	–
Press Conference Slot	✓	–	–	–	–
Press Release Mention	✓	✓	–	–	–
Post-Event Impact Report	✓	✓	–	–	–

5. Special Partnership Opportunities

OPPORTUNITY	PRICE (USD)	BENEFITS & DELIVERABLES
MEL Marathon Sponsor	15,000	Exclusive branding on marathon T-shirts, bibs, water stations, and finish-line banner. Logo on all marathon promotional materials. Opening remarks (3 min). 5 social media posts. Photo/video rights. “Wellness Partner”

		designation.
Youth Evaluation Sponsor	in Lab 12,000	Named sponsor of the Youth Lab: “[Your Org] Youth in Evaluation Lab.” Branding on all Youth Lab materials. Opportunity to serve on judging panel. 5-minute address to youth participants. Logo on certificates and awards. 6 social media posts. “Youth Innovation Partner” designation.
Cultural Sponsor	Gala 15,000	Exclusive naming: “[Your Org] Cultural Gala Evening.” Premium banner placement at gala venue. 5-minute welcoming address. Reserved VIP table (10 seats) alongside Government officials. Full branded photo wall. Logo on gala invitations. 6 social media posts. Professional photography package.
Knowledge Products Sponsor	8,000	Logo and branding on all conference knowledge products: policy briefs, research summaries, conference proceedings, and final report. “Knowledge Partner” designation in all materials. 4 social media posts. Digital copies of all knowledge products for own distribution.

Note: Special partnership opportunities can be combined with any sponsorship tier for maximum visibility, or purchased as standalone items.

6. Individual Sponsorship Items

They are designed for organizations seeking targeted visibility without a full-tier commitment, or as enhancements to an existing tier:

ITEM	PRICE (USD)	AVAILABILITY	EXCLUSIVITY
Conference Lanyard Branding	5,000	1 only	Exclusive
Conference Wi-Fi Naming & Splash Page	4,000	1 only	Exclusive
Delegate Bag Sponsorship (branded bags)	4,000	1 only	Exclusive
Coffee/Tea Break Sponsorship (per day)	2,000	5 available	Shared

ITEM	PRICE (USD)	AVAILABILITY	EXCLUSIVITY
Lunch Sponsorship (per day)	3,500	5 available	Shared
Networking Reception / Cocktail Evening	5,000	2 available	Shared
Conference Mobile App Branding	3,000	1 only	Exclusive
Branded Notebook & Pen Set	2,500	1 only	Exclusive
Photo Booth / Selfie Wall	2,000	2 available	Shared
Awards Ceremony Sponsorship	6,000	1 only	Exclusive
Field Visit Day Sponsorship	4,000	2 available	Shared
Conference Rapporteur / Final Report	3,000	1 only	Exclusive
Simultaneous Interpretation Sponsorship	5,000	1 only	Exclusive

Early confirmation is recommended for exclusive items, as they are allocated on a first-come, first-served basis.

Side Event Hosting Package – USD 3,500

- Dedicated 90-minute session room (capacity: 80–150 persons)
- AV equipment: projector, screen, microphones, PA system
- Event listed in official conference programme with your branding
- 2 complimentary delegate passes
- Promotion on conference social media (2 posts)
- Side event organizer retains full control of agenda, speakers, and content

7. In-Kind Sponsorship Options

In the Tanzanian context, many partners contribute non-monetary resources that are essential to conference delivery. In-kind sponsors receive Bronze-level recognition plus specific acknowledgement tied to their contribution:

CONTRIBUTION TYPE	EXAMPLES	RECOGNITION PROVIDED
-------------------	----------	----------------------

Translation Interpretation	/	Simultaneous interpretation (English-Swahili), sign language interpretation	Named acknowledgement in programme; branded interpreter booths
Technology Equipment	&	Laptops, tablets, AV equipment, live-streaming setup, voting/polling devices	“Technology Partner” designation; logo on tech-related materials
Media Communications	&	TV/radio coverage, photography, videography, live social media	“Media Partner” designation; logo on media wall and press room
Transportation Logistics	&	Delegate shuttles, airport transfers, logistics coordination	Branded vehicles; “Logistics Partner” in programme
Catering & Hospitality		Meals, refreshments, coffee/tea stations	Branded food/beverage stations; named break sponsorship
Venue Accommodation	&	Subsidized hotel room blocks for delegates	“Accommodation Partner” designation; logo on accommodation materials
Stationery & Printing		Delegate bags, notebooks, pens, banners, programme printing	Logo printed on all contributed items

Industrial Products Sponsorship

In-kind contributions are valued at fair market rate and acknowledged accordingly. A formal In-Kind Sponsorship Agreement will be signed to document the contribution and associated recognition.

8. Sponsor Obligations & Deliverables Timeline

It is critical for ensuring smooth execution and avoiding last-minute complications. All dates are relative to the event start (22 September 2026):

DEADLINE	CALENDAR DATE	SPONSOR ACTION	ORGANIZER ACTION
T – 12 wks	By 1 July 2026	Confirm tier; sign	Issue invoice; assign

DEADLINE	CALENDAR DATE	SPONSOR ACTION	ORGANIZER ACTION
		MOU/Agreement	sponsor liaison
T – 10 wks	By 15 July 2026	Submit 50% advance payment	Confirm booth location; add logo to early materials
T – 8 wks	By 29 July 2026	Submit high-res logo (PNG/SVG, min 300dpi), 150-word company profile, programme advert artwork	Incorporate into programme, website, banners
T – 6 wks	By 12 Aug 2026	Submit balance payment (50%)	Confirm speaking slots; share run-of-show
T – 4 wks	By 26 Aug 2026	Confirm delegate names for passes and VIP dinner	Issue passes; finalize seating arrangements
T – 1 wk	By 15 Sept 2026	Final briefing call with organizer	Share final programme, logistics pack, emergency contacts
22–26 Sept	Event Days	Arrive for setup; participate per schedule	On-site support, AV, logistics coordination
T + 2 wks	By 10 Oct 2026	—	Share post-event media coverage summary
T + 4 wks	By 24 Oct 2026	—	Deliver final impact report with sponsor recognition metrics

9. Contact Information & Next Steps

For sponsorship and partnership opportunities, please contact:

Organizing Entity	Prime Minister's Office – Policy, Parliament, Coordination and Persons with Disability and TanEA
Email	tanzaniamelweek@pmo.go.tz
Phone	+255 763 969 378 / +255 756556558/ +255 554 529 76 / +255 771 894 3432 / +255 756 075 252
Event Website	www.event.pmo.go.tz
Sponsorship Deadline	30 August, 2026

Next Steps

1. Review this sponsorship prospectus and select your preferred tier, special partnership, or combination.
2. Contact the PMO Sponsorship Coordination Team via email or phone to discuss any customization.
3. Sign the Sponsorship Agreement / MOU and submit 50% advance payment by 1 July 2026.
4. Provide high-resolution logos, company profile, and programme advert artwork by 30 August, 2026.
5. Submit balance payment and confirm delegate names by the dates indicated in the timeline.

Together, let us empower the evidence systems that drive Tanzania's transformative governance.

Karibuni sana! - You are most welcome!



Tanzania