2020 Support Prospectus

DEEP LEARNING INDABA

Tunis, Tunisia, 23–28 August 2020
Our mission is to Strengthen African Machine Learning and AI by building communities, creating leadership, and recognising excellence in research and applications by African innovators.

Having been to Southern and East Africa, the 4th Indaba travels to North Africa.

Key Facts:
- No registration fees for students and postdocs, thanks to donors.
- 200 student travel awards made in 2018 and 2019.
- Donors included world’s leading technology firms.
- Donors include continental banks, startups, and government.

Why Tunisia?
Tunisia today represents one of the centres of high technical talent in Africa (and MENA region). Like South Africa and Kenya before, Tunis makes an ideal location for this next Indaba. Tunisia has a young population, progressive social relations, and with support from the Tunisian government through programmes like the Startup Act, is home to a highly entrepreneurial community of technologists and developers.

Support Global Diversity in AI
Your support directly supports greater inclusion in the global landscape of AI, directly enabling wider participation and contribution to advanced technology design. Your partnership enables local expertise and development in countries across the Africa.

What you can expect?
Like previous years, you can expect to inspire, meet, engage, and interview candidates from across the African continent. Attendees come from across the spectrum, from undergraduates, Masters and PhD students, to those already industry and startups.

You can expect our teams to work with you to find ways to help you engage with our communities in different ways.

The Indaba Foundation
Your support funds the Indaba’s missions to Strengthen African Machine Learning and AI, by enabling the Foundation to build communities, creating leadership and recognising excellence. The Indaba is a non-profit organisation registered in the UK as company limited by guarantee.

More about the Indaba
From OneZero: [Africa Is Building an A.I. Industry That Doesn’t Look Like Silicon Valley](https://onezero.medium.com/africa-is-building-an-a-i-industry-that-doesn-t-look-like-silicon-valley-1af0f858a390)
Recording our learnings: [Past Indaba Annual Reports](https://www.indaba.org/annual-report/)

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Recording our learnings: [Past Indaba Annual Reports](https://www.indaba.org/annual-report/)
## Support Tiers

<table>
<thead>
<tr>
<th></th>
<th>NILE</th>
<th>CONGO</th>
<th>ZAMBEZI</th>
<th>LIMPOPO</th>
<th>ZITOUN*</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>DT 144k/USD 50k</td>
<td>DT 86k/USD 30k</td>
<td>DT 43k/USD 15k</td>
<td>DT 15k/USD 5k</td>
<td>DT 7.2k/USD 2.5k</td>
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<tr>
<td>Participate</td>
<td>x10</td>
<td>x6</td>
<td>x3</td>
<td>x2</td>
<td>x1</td>
</tr>
<tr>
<td>Named scholarships</td>
<td>x10</td>
<td>x5</td>
<td>x3</td>
<td>x1</td>
<td></td>
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<tr>
<td>Named faculty travel</td>
<td>x3</td>
<td>x2</td>
<td></td>
<td>x1</td>
<td></td>
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<tr>
<td>Recognition</td>
<td>●</td>
<td>●</td>
<td>●</td>
<td>●</td>
<td>●</td>
</tr>
<tr>
<td>Demonstration</td>
<td>●</td>
<td>●</td>
<td>●</td>
<td>●</td>
<td>●</td>
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<tr>
<td>Access CVs</td>
<td>27 July</td>
<td>31 July</td>
<td>7 Aug</td>
<td>14 Aug</td>
<td></td>
</tr>
<tr>
<td>Brochures</td>
<td>●</td>
<td>●</td>
<td>●</td>
<td>●</td>
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<tr>
<td>Interview</td>
<td>●</td>
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<tr>
<td>Stash and swag</td>
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<td>Stand</td>
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<tr>
<td>Branding</td>
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<tr>
<td>Info</td>
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<tr>
<td>Judge</td>
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<td>●</td>
<td>●</td>
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<tr>
<td>Evening event sponsorship</td>
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<td>●</td>
<td>●</td>
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<td>●</td>
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</tbody>
</table>

All amounts exclude applicable taxes.
Benefits explained on the next page.
* For Africa-based companies.
We welcome any innovative ideas that you might have for us to work together to strengthen machine learning in Africa. We are open to discussing modifications or additional support opportunities as well. All support complies with our anti-money laundering and policy.

For further enquiries: sponsorship@deeplearningindaba.com

### Budget Allocation

Your support funds to the overall mission and budget of the Indaba.

<table>
<thead>
<tr>
<th>Categories</th>
<th>Budget</th>
<th>Notes</th>
</tr>
</thead>
<tbody>
<tr>
<td>Events and catering</td>
<td>33.1%</td>
<td>All catering, networking events, cleaning, etc.</td>
</tr>
<tr>
<td>Student support and travel awards</td>
<td>44.1%</td>
<td>Expected: travel for 100 sponsored students from host country, 70 students from the rest of Africa, and 30 academics (using 2018 awards)</td>
</tr>
<tr>
<td>Materials and facilities</td>
<td>6.3%</td>
<td>Facilities, poster boards, AV, transport, assuming our venue is sponsored</td>
</tr>
<tr>
<td>Teaching support</td>
<td>0.4%</td>
<td>Cloud computing, networking, prizes</td>
</tr>
<tr>
<td>Community and programmes</td>
<td>7.0%</td>
<td>IndabaX and Annual awards</td>
</tr>
<tr>
<td>Administration</td>
<td>9.1%</td>
<td>Legal, finance, risk, paramedics</td>
</tr>
</tbody>
</table>

### Benefits Explained

- **Participate.** Guaranteed places for team members from your organisation to participate in the Indaba.
- **Named scholarships.** Student attendance scholarships named after your organisation.
- **Named faculty travel.** Travel sponsorship for academics named after your organisation.
- **Access CVs.** Access the CVs of candidates that have given us permission to share them.
- **Stand.** A marketing stand at the Indaba throughout the week. Size of the stand varies with sponsorship tier.
- **Demo.** Have an interactive technology demonstration at stand or poster and exhibition sessions.
- **Brochures.** Distribute brochures, pamphlets or recruitment material in the welcome packs.
- **Interview.** Access to an interview room to conduct initial interviews or screenings on site.
- **Stash.** Distribute stash (i.e. swag, branded items) in welcome packs.
- **Branding.** Your logo on the Indaba website, newsletters and official reports.
- **Info.** A company description (i.e., boilerplate), typically a paragraph of around 150 words, in the Deep Learning Indaba conference booklet, and website.
- **Panel.** A representative from your organisation is a panellist in our main mentorship panel.
- **Judge.** Be a judge at the Indaba’s poster/exhibition sessions.
- **Recognition.** Offer a prize of your choosing to high-performing students from the poster sessions.
- **Evening event.** Sponsors at this tier are able to additionally sponsor an evening event focussed on mentorship, community and growth. Slots for this opportunity are limited.

For further enquiries: sponsorship@deeplearningindaba.com
Moving forward with Support

Any questions: sponsorship@deeplearningindaba.com

Partnership and Engagement

Our preferred approach is to have your organisation and teams agree to the *Indaba’s Charter* and *Statement of Mutual Commitments*, which is a low overhead, but official and legal documentation for records, auditing and tracking. We will share this with you as soon as we have your engagement.

If your organisation prefers to have more detailed sponsorship contracts in place, please put us in contact with your teams as soon as you can, and we will work to get these agreed as soon as possible.

Vendor Onboarding

Please let us know what timelines and details are needed to have our accounts set up within your internal finance and vendor systems.

Banking Details

We will provide banking details as soon as we can.
Attendees at the 2019 Indaba
Kenyatta University
Nairobi, Kenya
Attendees at the 2018 Indaba
Stellenbosch University
Stellenbosch, South Africa
Attendees at the 2017 Indaba University of the Witwatersrand
Johannesburg, South Africa