

MINISTRY OF INNOVATION AND TECHNOLOGY



Media Partnership TOR

Science, Technology and Innovation Award
Events

June 2021

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1. Introduction

Ministry of Innovation and Technology is organizing a Science, Technology and Innovation Award and related events which will take place from June 17 – 19 2021 at three locations in Addis Ababa.

As the event is to be promoted nationally and globally, the ministry is seeking to engage a media partner for the event. The sponsorship packages and the service required from the media partnership are stated here under.

2. Services required by the Organizer

- Comprehensive reporting before and after the STI Awards 2021 as well as promoting of the official event website www.stiawards.gov.et
- Pre event highlight on specific programs, including on technology focused programs, to the media partner
- Pre -event highlight on technology related News
- Coverage of the official program of events for television broadcast including live switching of panels and streaming of the opening plenary session
- Continuous updates about the event on LinkedIn, Facebook and Twitter of the media partner
- Editorial coverage pre and post event
- Pre event television promotion of 1 minute not less than ten times
- Banner advertisement for the event on Partner's website
- Listing of the Award in the events section (e.g. events calendar) of the Partner's website

- Event banner with link back to the event page and listing information on the calendar of events page (if the partner has such feature on its website)
- Provide professional advice or assistance on advertisement production that the Organizer may conduct for the event.

3. Benefits offered by the Organizer (Sponsorship Package)

- Status as Media Partner
- Display of publications on a designated Media table
- Two (2) complimentary press passes to Event (which includes Panels, award ceremony and Exhibition).
- Logo display and link on www.stiawards.gov.et with recognition as a Media Partner
- Logo display on Event banners
- Pre-arranged VIP Interviews
- Advance preview on conference papers to be presented (e.g. researches, surveys)
- Advance preview on panels program
- Facilitate (by providing a space) the setting up of studio booth at the event, during the exhibition and panels. Help arrange with scheduling interviews with VIPs.
- Provide general assistance to make the coverage of the expo event successful

No direct financial assistance is sought from the Partner.

4. Submission of proposal and evaluation criteria

The media should provide technical proposal that prove its capability to manage the required tasks in the partnership document. The following criteria will be used to evaluate the proposal

1. Comply with the required services indicated in this document
2. technical capacity of the media
3. experience in covering similar events
4. local and global coverage
5. qualification and experience of reporters
6. qualification of technicians (for TV)
7. capacity and experience in live streaming and live switching
8. justify and prove its local and global coverage (viewers/listeners data)
9. popularity of the technology program - viewers number/rating
10. high level plan how the media provides pre and post event coverage (Number of spots, news, programs and etc)
11. high level plan on media coverage at the time of with (with techniques and options)

5. Submission date:

Interested media should submit their proposal until June 13, 2021.

Address:

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- Arada Sub-City, around Lice Gebremariam School
- 6th Floor
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For further information:

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