



# Event Management & Visibility Ratecard

2026/2027 Client-Facing Ratecard

InAfrika Providence Limited helps organisations plan, manage and document events in a professional way. We also turn the event into useful visibility through photography, video, articles, social media content, media coordination, executive interviews and post-event reporting.

This ratecard is for organisations that want their event to be well organised, well communicated and easy to share with management, sponsors, partners, customers, donors or the public. All rates are pre-VAT and subject to final scoping.

Audience support: Where suitable, InAfrika can support targeted invitation outreach using its database of corporate, DFI, NGO and institutional contacts. Attendance depends on audience fit, timing and RSVP.

## 1. Main Event Packages

| Package                               | Best For                                                                               | What Is Included                                                                                                                                                               | Timeline   | Rate          |
|---------------------------------------|----------------------------------------------------------------------------------------|--------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|------------|---------------|
| Simple Event                          | Small trainings, meetings, launches or stakeholder sessions                            | Event coordination, basic venue support, simple branding, basic photography, 1 short article, 5 social captions and delivery note.                                             | 5-10 days  | TZS 5M-30M    |
| Standard Visibility Event Recommended | SMEs, associations, schools, hospitals, law firms, NGOs and mid-sized corporate events | Event planning, stronger branding, photography, short video/reel, 1 event article, 8-12 social captions, basic media coordination and visibility report.                       | 10-15 days | TZS 10M-170M  |
| Premium Corporate Event               | Banks, embassies, universities, large NGOs, corporates and sponsored events            | Full planning, VIP handling, strong branding, photography, highlight video, executive interviews, media coordination, 1-2 articles and sponsor-ready report.                   | 15-25 days | TZS 22M-1.7B  |
| Pan-African / Flagship Event          | Regional bodies, government agencies, DFIs, major sponsors and Africa-facing events    | Premium event management, major branding, regional media support, Pan-African press release support, interviews, social content, digital report and sponsor visibility assets. | 20-40 days | TZS 45M-4.5B+ |

## 2. Pricing by Event Size

| Guests  | Simple        | Standard      | Premium       | Flagship       |
|---------|---------------|---------------|---------------|----------------|
| 10-25   | TZS 5M-9M     | TZS 10M-18M   | TZS 22M-40M   | TZS 45M-90M    |
| 26-50   | TZS 9M-15M    | TZS 18M-35M   | TZS 40M-75M   | TZS 85M-140M   |
| 51-100  | TZS 17M-30M   | TZS 35M-70M   | TZS 80M-150M  | TZS 180M-300M  |
| 101-200 | TZS 35M-70M   | TZS 80M-170M  | TZS 180M-380M | TZS 420M-800M  |
| 201-350 | TZS 80M-160M  | TZS 190M-380M | TZS 430M-850M | TZS 1B-2B      |
| 351-500 | TZS 130M-260M | TZS 300M-700M | TZS 800M-1.7B | TZS 2.2B-4.5B+ |

Final pricing depends on the venue, food package, branding needs, number of guests, number of speakers, protocol needs, travel, accommodation, livestreaming, production level, media scope and reporting requirements.

Audience outreach advantage: InAfrika has access to a wide contact database of corporates, DFIs, NGOs and institutional stakeholders. Where the event objective is clear, this can support targeted invitations, partner outreach and stakeholder awareness.

### 3. What InAfrika Can Handle

| Area              | Meaning                                                                                                        |
|-------------------|----------------------------------------------------------------------------------------------------------------|
| Planning          | Event concept, programme flow, run sheet, speakers, guests and supplier follow-up.                             |
| Venue & Logistics | Venue booking support, seating arrangement, registration, ushers, protocol and onsite coordination.            |
| Branding          | Backdrop, banners, badges, registration desk branding, sponsor visibility, stage branding and digital artwork. |
| Content           | Articles, press release, captions, executive quotes, social media copy and post-event stories.                 |
| Media Visibility  | Media invitation, media coordination, regional visibility support and media reporting where required.          |
| Production        | Photography, video, highlight clips, interview clips, livestream coordination and final content assets.        |
| Reporting         | Post-event report, sponsor visibility report, digital magazine or institutional event report.                  |

### 4. Optional Visibility Add-Ons

| Add-On                                      | Best Use                                                    | Rate                                   |
|---------------------------------------------|-------------------------------------------------------------|----------------------------------------|
| Pan-African press release syndication       | Events that need visibility beyond Tanzania                 | TZS 5M and above<br>Min 3 platforms    |
| Press release + 1 translation               | For French, Portuguese or Arabic-speaking markets           | TZS 7M per language<br>Min 3 platforms |
| Press release + French, Portuguese & Arabic | Pan-African communication                                   | TZS 35M                                |
| Executive interview package                 | CEOs, directors, sponsors, ambassadors or technical experts | TZS 5M-10M                             |
| Event interview booth                       | 4-12 short interviews during the event                      | TZS 5M-15M                             |
| Event + interview booth package             | Event coverage plus interviews and short clips              | TZS 12M-25M                            |
| 8-12 page digital event magazine            | Sponsor-friendly storytelling and reusable visibility       | TZS 5M-10M                             |
| 16-24 page institutional report             | Donor, board, partner or formal documentation               | TZS 12M-25M                            |

For local events, press release syndication is optional. For East African, Pan-African or international events, InAfrika recommends adding press release syndication, executive interviews and post-event reporting so the event creates value beyond the people who attended physically.

#### Exclusions and payment

All rates are pre-VAT. Venue, printing, travel, accommodation, special production and paid media are quoted based on scope. Projects above TZS 2M usually require 60% upfront and 40% before final delivery. Urgent work within 72 hours may attract a rush fee.

#### Core promise

InAfrika helps serious organisations make their events more organised, more visible and more useful after the event. The client receives content, documentation, visibility and reporting that can be used after the event.

**To proceed: select the preferred package, estimated number of guests, target audience, preferred countries or platforms, and required event date.**