



50 YEARS

LASTING CHANGE

**Celebrate
50 Years
of Creating
Sustainable
Impact
Together**



TECHNOSERVE

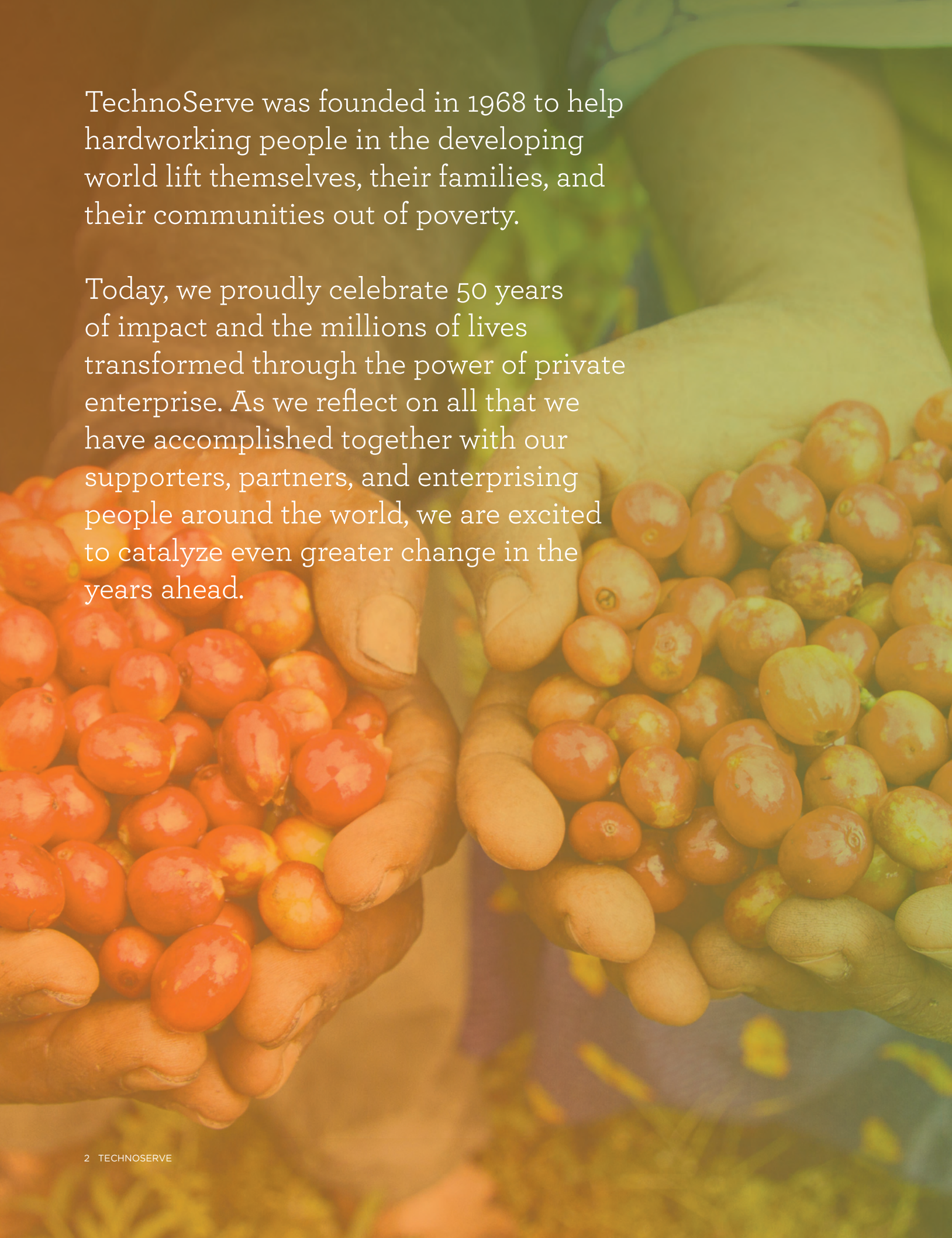
50 YEARS OF BUSINESS SOLUTIONS TO POVERTY

The Pierre Hotel

— New York, NY —

October 10, 2018

SPONSORSHIP OPPORTUNITIES



TechnoServe was founded in 1968 to help hardworking people in the developing world lift themselves, their families, and their communities out of poverty.

Today, we proudly celebrate 50 years of impact and the millions of lives transformed through the power of private enterprise. As we reflect on all that we have accomplished together with our supporters, partners, and enterprising people around the world, we are excited to catalyze even greater change in the years ahead.



“Thanks to TechnoServe, we have a business vision. We have international buyers. We are working to improve the quality of our coffee, and we have better incomes.”

Rodolfo Deras Maldonado,
Coffee Farmer, Honduras

For 50 years, TechnoServe has been guided by our founder’s call to action – to harness the power of the private sector to help people lift themselves out of poverty. By linking people to information, capital, and markets, we have helped enterprising women and men in the developing world create lasting prosperity for themselves, their families, and their communities.

We have transformed the lives of millions. Yet, our mission is as urgent now as ever.

Poverty is complex, but not intractable. Unlocking economic opportunity in partnership with the private sector has shown us that business solutions to end poverty are possible. Markets can work for the poor when capacities, incentives, and connections are built for inclusive economic growth that leaves no one behind.

Today, we ask you to join us in celebrating 50 years of sustainable impact. **Together, our greatest work is yet to come – thank you for your commitment and vision.**

TechnoServe's 50th Anniversary Gala

Creating Sustainable Impact

TechnoServe's 50th Anniversary Gala is a unique opportunity to gather with hundreds of visionaries and pioneers in the global development space. The night is about the people and partnerships that make our work possible. It's about empowering our neighbors, celebrating our shared vision, and bringing sustainable business solutions to end poverty around the world.

We have an inspiring program planned for the evening and will be honoring four inspiring figures who exemplify commitment to innovation, opportunity, and sustainable impact.



Leadership Honoree

In recognition of his dedication, vision, and 27 years of exemplary service as TechnoServe Chairman to the Board.

Paul E. Tierney, Jr.

Chairman of the Board, TechnoServe
Partner, Development Capital Partners



Muhtar Kent

Chairman of the Board,
The Coca-Cola Company



Suzanne Nora Johnson

Former Vice Chairman,
The Goldman Sachs Group, Inc.



Mark Cutifani

Chief Executive,
Anglo American

Over cocktails, dinner, and an exclusive auction featuring priceless experiences, come raise a glass, celebrate, and transform lives.

It is not an event to be missed, and we hope that you will join us:

Wednesday,
October 10, 2018

The Pierre Hotel
2 East 61st Street
New York, NY 10065

6pm Cocktails
7pm Dinner & Program
Cocktail Attire

All funds raised from the evening will support TechnoServe's work with enterprising people in the developing world to build competitive farms, businesses, and industries. A portion of each ticket and sponsorship package will be tax-deductible to the extent allowed by law.

For more information, please visit 50.technoserve.org or contact Katie Seigle at kseigle@tns.org or 202.650.5717.

Celebrate Your Commitment with TechnoServe

PREMIER SPONSOR: \$300,000

- Four tables for ten with premium placement for the 50th Anniversary Gala Cocktail Reception & Dinner.
- Category exclusivity – no other brands competitive in your core business will be included at this sponsorship level.
- Exclusive logo placement on podium during Gala.
- On-stage recognition by TechnoServe's CEO, William Warshauer.
- Top-level logo/name placement on all pre-event material, including 50th anniversary website, and name recognition in all media coverage.
- Top-level logo/name placement on all signage, silent auction technology, and screens at gala dinner.
- Prominent full-page message in gala program.
- Top-level recognition in TechnoServe's 2018 Annual Report.
- Integration into social media plan surrounding the event.

PLATINUM SPONSOR: \$150,000

- Three tables for ten with preferred placement for the 50th Anniversary Gala Cocktail Reception & Dinner.
- On-stage recognition by TechnoServe's CEO, William Warshauer.
- Recognition as Platinum Sponsor with prominent logo/name placement on all pre-event material, including 50th anniversary website, and name recognition in all media coverage.
- Recognition as Platinum Sponsor with prominent logo/name placement on all signage, silent auction technology, and screens at gala dinner.
- Prominent half-page message in gala program.
- Prominent recognition in TechnoServe's 2018 Annual Report.
- Integration into social media plan surrounding the event.



GOLD SPONSOR: \$75,000

- Two tables for ten with preferred placement for the 50th Anniversary Gala Cocktail Reception & Dinner.
- Recognition as Gold Sponsor with prominent logo/name placement on all pre-event material, including 50th anniversary website.
- Recognition as Gold Sponsor with prominent logo/name placement on all signage and printed collateral at the gala dinner.
- Prominent half-page message in gala program.
- Prominent recognition in TechnoServe's 2018 Annual Report.
- Integration into social media plan surrounding the event.

SILVER SPONSOR: \$50,000

- One table for ten with preferred placement for the 50th Anniversary Gala Cocktail Reception & Dinner.
- Recognition as Silver Sponsor with name placement on all pre-event material, including 50th anniversary website.
- Recognition as Silver Sponsor with name placement on all signage and printed collateral at the gala dinner.
- Prominent half-page corporate message in gala program.
- Prominent recognition in TechnoServe's 2018 Annual Report.

BRONZE SPONSOR: \$25,000

- One table for ten with priority placement for the 50th Anniversary Gala Cocktail Reception & Dinner.
- Recognition as Bronze Sponsor with name placement on all pre-event material, including 50th anniversary website.
- Recognition as Bronze Sponsor with name placement on all signage and printed collateral at the gala dinner.
- Quarter-page corporate message in gala program.
- Prominent recognition in TechnoServe's 2018 Annual Report.

TABLE SPONSOR: \$10,000

- One table for ten for the 50th Anniversary Gala Cocktail Reception & Dinner.
- Name recognition in gala program.
- Recognition in TechnoServe's 2018 Annual Report.

TechnoServe 50th Anniversary Gala

Sponsorship Commitment Form

To join our celebration as a sponsor, please complete and return the form below, printing the sponsor name exactly as you wish to be listed on promotional materials*. You may also contact Katie Seigle at kseigle@tns.org or 202.650.5717 with any further questions.

SPONSOR/COMPANY NAME

CONTACT NAME

TITLE

ADDRESS

CITY, STATE, ZIP

PHONE

EMAIL

Select Your Sponsorship Package

☐ Premier Sponsor
\$300,000

☐ Platinum Sponsor
\$150,000

☐ Gold Sponsor
\$75,000

☐ Silver Sponsor
\$50,000

☐ Bronze Sponsor
\$25,000

☐ Table Sponsor
\$10,000

Please Select Your Payment Option

- ☐ Please contact me by ☐ phone ☐ email to complete my sponsor pledge.
- ☐ My check is enclosed for \$_____, made payable to TechnoServe.
- ☐ Please charge my credit card: ☐ Visa ☐ Mastercard ☐ AmEx ☐ Discover

CARD NUMBER

CVC

EXP DATE

PLEASE PRINT NAME AS IT APPEARS ON CARD

CARDHOLDER SIGNATURE

Please Return Your Form To

TechnoServe
Attn: Katie Seigle
1120 19th Street NW, 8th Floor
Washington, DC 20036

You may also email your completed form to Katie Seigle at kseigle@tns.org. Please also reach out to her for any questions; she may be reached by phone at 202.650.5717.

*All promotional benefits subject to sponsor commitment prior to production.

“For me, success means seeing results of the lessons I am learning continuously from TechnoServe. I can now say that farming as a business pays.”

Martha Mtenda,
Tomato Farmer, Tanzania



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