



RIMA FOUNDATION STRATEGIC PARTNERSHIP PROGRAM (RFSP)

A RIMA Foundation Cooperative Program

*Working Together to
promote a better Society*



Partnerships Produce Results

McAfee Partnership in 2008:

An increase in the market share of McAfee Inc. was recorded in Nigeria following a support initiative towards the successful hosting of the 2008 Records and Information Management Awareness Workshop, Awards and Exposition (RIMAW 2008 & RIMA Awards 2008).

Association of Information and Image Management (AIIM):

For the very first time in Nigeria through strategic partnership, Association for Information and Image Management (AIIM), USA was able to penetrate into the IM industry in Nigeria in 2008, with a high level of success.

Working Together for better Management and Security of Records and Information for Humanity and the Industry

RIMA Foundation Strategic Partnership Program (RFSPP)

The RIMA Foundation Strategic Partnership Program (RFSPP) is first of its kind program put together by RIMA Foundation (a Not-for-profit organisation) for the sustenance of the various laudable projects embarked upon by the Foundation while effectively cutting down on marketing budget of partners and increasing their return on investment (ROI). Today RIMA Foundation has recorded an appreciable success in the execution of her set objectives through the various projects embarked upon and implemented successfully.

The Strategic Partnership Program provides an avenue for both public & private organizations, individuals and other stakeholders to participate in the development and promotion of proper management and security of records and information for the attainment of a better society.

Our partnership program is flexible, enabling RIMA Foundation implement projects while promoting and projecting the marketing objectives of our partners. The Strategic Partnership Program enhances and builds upon RIMA Foundation's commitment to proper management and security of information, providing an ongoing opportunity to work together to benefit the society.

RIMA Foundation works on a series of Projects addressing critical information management and security challenges, develop goals, strategies, and performance measures to address those issues. According to the level of partnership, RIMA Foundation through the RFSPP engenders the opportunity for corporate organizations and individuals to reach-out directly to their target audience while playing their corporate social responsibilities towards the development of the society.

Partnership Levels and Benefits

Corporate Partners can choose to contribute at the Bronze, Silver, Gold or Platinum levels. The Fact sheet below outlines the benefits available to partners at each level.

How the RFSP Work

Partnership is established through a signed agreement which usually lasts for a year (annually). The agreement can be terminated with a month notice from either party.

Partner Commitment

Commitments on the part of the Partner include payment of the annual partner fees and monitoring of projects executed by RIMA Foundation.

RIMA Foundation Strategic Partnership Program (RFSP) Corporate Partnerships

The RIMA Foundation strategic partnership program offers the opportunity for organizations to join as Corporate Partners. This way, organizations provide financial support for RIMA Foundation's ongoing activities. They receive benefits packages designed to allow them promote their business to the public and members of the RIMA Foundation Knowledge Network (RFK-Network).

Special Offer

You can afford your organisation the opportunity to our exclusive partnership for just Twenty Million Naira only (N20,000,000). Offer is on first come first serve basis.

To join RFSP as a Corporate Partner, please complete the **Application Form**.

Contact Details

For more details on Corporate Partnership and support opportunities, please contact:

Program Manager

RIMA Foundation
35, Association Avenue
by Obanikoro Bust Stop,
Ilupeju, Lagos
Nigeria.

Tel: +234-1-8940451, +234-802-3819008, +234-808-3773640

E-mail: projects@rimaw.org www.rimaw.org

RFSPF Levels and Benefits

SN	Activities/Events	Description	Frequency /year	Platinum Minimum N10 Million annual fee Sign RFSPF Agreement	Gold Minimum N7 Million annual fee Sign RFSPF Agreement	Silver Minimum N5 Million annual fee Sign RFSPF Agreement	Bronze Minimum N2.5 Million annual fee Sign RFSPF Agreement
1	Free Quarterly Training Program (FQT)	Free awareness training on: <ul style="list-style-type: none"> Records and information management Information security Electronic records management (ERM) Enterprise content management (ECM) Document control and management IM standards & specifications Implementation plans etc 	4	<ul style="list-style-type: none"> Mention on Souvenirs distributed during training session as Platinum partner 3 x Display of 3.5 x 7 Banner/Poster at the venue of FQT Distribution of partner marketing collaterals to attendees Marketing presentation Networking opportunity 	<ul style="list-style-type: none"> Mention on Souvenirs distributed during training session as Gold partner 2 x Display of 3.5 x 7 Banner/Poster at the venue of FQT Distribution of partner marketing collaterals to attendees Marketing presentation Networking opportunity 	<ul style="list-style-type: none"> Mention on Souvenirs distributed during training session as Silver partner Display of 3.5 x 7 Banner/Poster at the venue of FQT Distribution of partner marketing collaterals to attendees Marketing presentation Networking opportunity 	<ul style="list-style-type: none"> Mention on Souvenirs distributed during training session as Bronze partner Display of 3.5 x 5 Banner/Poster at the venue of FQT Distribution of partner marketing collaterals to attendees Marketing presentation Networking opportunity
2	Records & Information Management Awareness Conference & Exhibition (RIMACE)	This is a RIMA conference and exposition which is held annually. Venue for the 2009 event will be Sheraton Hotels and Tower, Ikeja Lagos, which is expected to attract multitude of audience.	1	<ul style="list-style-type: none"> Free reserved premium position for marketing/trade opportunities (Minimum 64m² exhibition space) Extensive branding campaign throughout the year and onsite 3 sessions in the main workshop programme Repeat access to the attendee database (subject to terms and conditions) 40% of all branding opportunities available at venue Full page coloured advert on the cover of event guide Prominent mention ("event partner" on Banners, Posters, Handbills, Television, Radio) in pre-event hype and post event reverberation in the media (Newspapers). The RIMA Foundation (www.rimaw.org) website received more than 20,000 unique visitors; this is a great tool to reach a large number of your target audience. Opportunities include high profile banners on the homepage, exhibitor listing pages and many more. Positions can be on rotation or exclusive. Banner would be placed on website for a period of twelve months (12), from the date of signing partner agreement. 	<ul style="list-style-type: none"> Free Reserved prime position for marketing/trade opportunities (Minimum 44m² exhibition space) Extensive branding throughout campaign and onsite 2 session in the main workshop programme Two-time access to the attendee database for postal mailing (subject to terms and conditions) Internet listing 30% of all branding opportunities available at venue Full page colour advert on the inside cover of event guide Prominent mention ("event partner" on Banners, Posters, Handbills, Television, Radio) in pre-event hype and post event reverberation in the media (Newspapers). The RIMA Foundation (www.rimaw.org) website received more than 20,000 unique visitors; this is a great tool to reach a large number of your target audience. Opportunities include high profile banners on the homepage, exhibitor listing pages and many more. Positions can be on rotation or exclusive. Banner would be placed on website for a period of nine months (9), from the date of signing partner agreement. 	<ul style="list-style-type: none"> Free Reserved prime position for marketing/trade opportunities (Minimum 34m² exhibition space) Extensive branding throughout campaign and onsite 1 session in the main workshop programme One-time access to the attendee database for postal mailing (subject to terms and conditions) Internet listing 20% of all branding opportunities available at venue Half page coloured advert inside of event guide Prominent mention ("event partner" on Banners, Posters, Handbills, Television, Radio) in pre-event hype and post event reverberation in the media (Newspapers). The RIMA Foundation (www.rimaw.org) website received more than 20,000 unique visitors; this is a great tool to reach a large number of your target audience. Opportunities include high profile banners on the homepage, exhibitor listing pages and many more. Positions can be on rotation or exclusive. Banner would be placed on website for a period of six months (6), from the date of signing partner agreement. 	<ul style="list-style-type: none"> Free Reserved position for marketing/trade opportunities (Minimum 24m² Exhibition space) Extensive branding throughout campaign and onsite One-time access to the attendee database for postal mailing (subject to terms and conditions) Internet listing 10% all branding opportunities available at venue Quarter page colour advert inside of event guide Prominent mention ("event partner" on Banners, Posters, Handbills, Television, Radio) in pre-event hype and post event reverberation in the media (Newspapers). The RIMA Foundation (www.rimaw.org) website received more than 20,000 unique visitors; this is a great tool to reach a large number of your target audience. Opportunities include high profile banners on the homepage, exhibitor listing pages and many more. Positions can be on rotation or exclusive. Banner would be placed on website for a period of three months (3), from the date of signing partner agreement.
3	Records & Information Management Awareness (RIMA) Awards	This project is aimed at encouraging and rewarding corporate organizations and individuals who have distinguished themselves in the area of information management and security thus contributing to the development of the society. This is held once in a year.	1	<ul style="list-style-type: none"> An opportunity to have your company logo on every special RIMA Awards night invites. The invites will be sent to over 1000 guests expected to grace the event, providing an excellent and unique point of access to top decision makers in various public and private organisations before the event even begins. 	<ul style="list-style-type: none"> An opportunity to have your company logo on every special RIMA Awards night invites. The invites will be sent to over 1000 guests expected to grace the event, providing an excellent and unique point of access to top decision makers in various public and private organisations before the event even begins. 	<ul style="list-style-type: none"> An opportunity to have your company logo on every special RIMA Awards night invites. The invites will be sent to over 1000 guests expected to grace the event, providing an excellent and unique point of access to top decision makers in various public and private organisations before the event even begins. 	<ul style="list-style-type: none"> An opportunity to have your company logo on every special RIMA Awards night invites. The invites will be sent to over 1000 guests expected to grace the event, providing an excellent and unique point of access to top decision makers in various public and private organisations before the event even begins.

4	<p>Information Management World Magazine. (IM World Magazine)</p>	<p>This is a RIMA Foundation official publication and one of the several means by which we propagate, promote and execute the objectives of the Foundation. In an emerging economy with an alarming rate of information generation on a daily basis, the need for proper management can not be overemphasis, and the media world plays a prominent role in highlighting personalities, issues, news, products, services etc Print publication with its visual advantages over other media is a very potent and efficient means of achieving the set objectives of RIMA Foundation. IM World Magazine double as a stable for News, information, education, profile, product/service launch or re-launches campaign pre and post analysis and the impact of Information management in all facets of business endeavors. The Magazine is published every 2 months.</p>	6	<ul style="list-style-type: none"> • Get your messages across to over 5000 plus readers of the IM World Magazine in six (6) editions per year. Partners receive a double page colored advert, plus company logo, both in the print and online edition of the Magazine. The Magazine which is published every two Months is circulated among our teaming readership in the IT/IM industry, across the nation and also internationally. 	<ul style="list-style-type: none"> • Get your message across to over 1000 plus IT/IM professionals in six (6) editions per year in the IM World Magazine. Partners receive a full page colored advert, plus company logo, both in the print and online edition of the Magazine. The Magazine which is published every two Months is circulated among our teaming readership in the IT/IM industry, across the nation and also internationally. 	<ul style="list-style-type: none"> • Get your message across to over 1000 plus IT/IM professionals in six (6) editions per year in the IM World Magazine. Partners receive a half page colored advert, plus company logo, both in the print and online edition of the Magazine. The Magazine which is published every two Months is circulated among our teaming readership in the IT/IM industry, across the nation and also internationally. 	<ul style="list-style-type: none"> • Get your message across to over 1000 plus IT/IM professionals in six (6) editions per year in the IM World Magazine. Partners receive a quarter page colored advert, plus company logo, both in the print and online edition of the Magazine. The Magazine which is published every two Months is circulated among our teaming readership in the IT/IM industry, across the nation and also internationally.
5	<p>RIMA Foundation Knowledge Network (RFK-Network)</p>	<p>This a RIMA Foundation Research and Educational project aimed at promoting the awareness of information management and security through membership. Membership into the RFK- Network is available in three different grades: Namely, Basic, Professional and Corporate. This is an opportunity for RIMA Foundation Strategic Partner to be automatically enrolled under the corporate grade with all the benefits therein.</p>	12	<ul style="list-style-type: none"> • Free admission to Quarterly Training Programme (Unlimited number of Employees) • Free Certificate of attendance for all RIMA Foundation organised training attended • Free admission to RIMA Foundation annual event (RIMAW and RIMA Awards) • Opportunity to be nominated for the annual RIMA Awards (Products/Project/Excellence) category • Higher Special Discount on RIMA Foundation organized training programmes • Opportunity to freely distribute gifts/souvenirs during any RIMA Foundation organized event • Free subscription to IM World Magazine (digital or print) • Free Subscription to RIMA Foundation Newsletter • Reach-out to our pool of end-users with your news, case studies and product information 	<ul style="list-style-type: none"> • Free admission to Quarterly Training Programme (Unlimited number of Employees) • Free Certificate of attendance for all RIMA Foundation organised training attended • Free admission to RIMA Foundation annual event (RIMAW and RIMA Awards) • Opportunity to be nominated for the annual RIMA Awards (Products/Project/Excellence) category • Higher Special Discount on RIMA Foundation organized training programmes • Opportunity to freely distribute gifts/souvenirs during any RIMA Foundation organized event • Free subscription to IM World Magazine (digital or print) • Free Subscription to RIMA Foundation Newsletter • Reach-out to our pool of end-users with your news, case studies and product information 	<ul style="list-style-type: none"> • Free admission to Quarterly Training Programme (Unlimited number of Employees) • Free Certificate of attendance for all RIMA Foundation organised training attended • Free admission to RIMA Foundation annual event (RIMAW and RIMA Awards) • Opportunity to be nominated for the annual RIMA Awards (Products/Project/Excellence) category • Higher Special Discount on RIMA Foundation organized training programmes • Opportunity to freely distribute gifts/souvenirs during any RIMA Foundation organized event • Free subscription to IM World Magazine (digital or print) • Free Subscription to RIMA Foundation Newsletter • Reach-out to our pool of end-users with your news, case studies and product information 	<ul style="list-style-type: none"> • Free admission to Quarterly Training Programme (Unlimited number of Employees) • Free Certificate of attendance for all RIMA Foundation organised training attended • Free admission to RIMA Foundation annual event (RIMAW and RIMA Awards) • Opportunity to be nominated for the annual RIMA Awards (Products/Project/Excellence) category • Higher Special Discount on RIMA Foundation organized training programmes • Opportunity to freely distribute gifts/souvenirs during any RIMA Foundation organized event • Free subscription to IM World Magazine (digital or print) • Free Subscription to RIMA Foundation Newsletter • Reach-out to our pool of end-users with your news, case studies and product information
6	<p>Information Management World on Television (IM World on TV)</p>	<p>This is a weekly TV program through which information management related news, hints, events and gist are disseminated to the target audience.</p>	52	<ul style="list-style-type: none"> • Thirty (30) seconds advert on IM World on TV repeated four (4) times per quarter. 	<ul style="list-style-type: none"> • Thirty (30) seconds advert on IM World on TV repeated thrice (3) per quarter. 	<ul style="list-style-type: none"> • Thirty (30) seconds advert on IMTV repeated twice (2) per quarter. 	<ul style="list-style-type: none"> • Thirty (30) seconds advert on IMTV once (1) per quarter.

7	National Information Management Awareness Campaign Program on Records and Information Management.	This campaign is geared towards educating the populace (public and private organizations) on the importance of information governance.	1	<ul style="list-style-type: none"> Prominent mention on Banners, Posters, Handbills (distributed to all the states of the federation in attendance), Television, Radio in pre-event hype and in the media. 	<ul style="list-style-type: none"> Prominent mention on Banners, Posters, Handbills (distributed to all the states of the federation in attendance), Television, Radio in pre-event hype and in the media. 	<ul style="list-style-type: none"> Prominent mention on Banners, Posters, Handbills (distributed to all the states of the federation in attendance) Television, Radio) in pre-event hype and in the media (Newspapers). 	<ul style="list-style-type: none"> Prominent mention on Banners, Posters, Handbills (distributed to all the states of the federation in attendance), Television, Radio in pre-event hype and in the media.
8	Monthly RIMA Foundation Advert in different National Dailies	This enables RIMA Foundation reach out to the public, sensitizing them on activities of the foundation with names and logos of partners listed in different national newspapers.	12	<ul style="list-style-type: none"> Logo as Platinum partner on every monthly advert in three (3) different National dailies 	<ul style="list-style-type: none"> Logo as Gold partner on every monthly advert in three (3) different National dailies 	<ul style="list-style-type: none"> Logo as Silver partner on every monthly advert in three (3) different National dailies 	<ul style="list-style-type: none"> Logo as Bronze partner on every monthly advert in three (3) different National dailies