

# 2024 Employee Assistance Programme (EAP) Summit

## Sponsorship Proposal

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MARCH 2024



## Origin & Evolution

01 EAPs originated in the 1940s to include a wide range of services such as mental health support, counseling, and work-life balance programs.

## Global Market Growth

02 The global Employee Assistance Programme Services **market size** was valued at **\$6,8342 million in 2021** and is expected to expand at a CAGR of 5.53% during the forecast period, reaching **\$9,436 million by 2027**.

## A Win-Win for Business

03 Investing in an EAP program demonstrates a commitment to employee well-being, leading to a happier, more productive workforce and also it will positively impact the employee retention, reducing turnover costs

## OUR PHILOSOPHY

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01

### HOLISTIC PSYCHOSOCIAL WELLBEING & WELLNESS NOT COMPENSATION

Holistic Psychosocial well being driven by the 8 pillars of wellness over financial compensation has proven to be more essential to employee growth, development, productivity & performance.

02

### COUNSELLING NOT SANCTIONS

Experienced team of counsellors & coaches who know where the 'shoe hurts', and are open, ready and available to assist employees

03

### INTERVENTIONS FOR SOLUTIONS

Initiate tested intervention process with guaranteed workplace wellness, work-life alignment & holistic employee wellbeing.



**EMPLOYEE ASSISTANCE PROGRAMME**

## WHO WE ARE

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Sages & Scribes is a multi-disciplinary consultancy firm with a global outlook. It is established by diligent, well educated, seasoned professionals and administrators.



**27 Awards**



**2k+ Projects**



**350+ Happy Clients**

TRUSTED BY

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## WHAT IS EAP?

An Employee Assistance Program (EAP) is a work-based intervention program designed to assist employees in resolving personal problems that may be affecting their job performance, health, and overall well-being.

## WHAT IS THE SUMMIT VALUE PROPOSITION?

Sages & Scribes will bring together key stakeholders across sectors/ industries of interest, to discuss, learn, exchange ideas, and agree on the benefits and needs for EAP intervention in Nigeria





## EMPLOYEE ASSISTANCE PROGRAMME

Theme: **Employee Wellness:  
from Wages to Welfare**

Employee Assistance Programme (EAP) 2024

**Summit Date: 7<sup>th</sup> - 8<sup>th</sup> August, 2024.**



## Promote employee wellness, EAP, and P&R in Nigeria for better productivity, performance, and CSR.

01

### Employee Health and Productivity

Emphasize the link between employee health, wellness, and their productivity and performance at work.

02

### EAP Adoption

Encourage corporate Nigeria to adopt and promote EAP as a viable resource and workers' welfare benefit.

03

### Organizational Performance and Employee Wellness

Highlight the correlation between employees' health and wellness and the organization's performance, profits, and long-term sustainability.

04

### Promoting Corporate Social Responsibility through Wellness

Use EAP, Psychosocial Risk Assessment (P&R), and workplace wellness to further promote Corporate Social Responsibility in Nigeria.



## WHAT IS IN FOR YOU

The **S&SC EAP Summit** offers sponsors an unparalleled opportunity to gain prominent brand exposure and align themselves with a purpose-driven, socially conscious event.

- **Premier Branding Opportunity:** The S&SC EAP Summit offers unparalleled brand exposure to a highly engaged audience.
- **Alignment with Purpose-Driven Brands:** Sponsors can meaningfully engage with their existing and potential target audiences
- **Targeted Audience Connection:** Supporting the summit positions sponsors as responsible, socially-aware corporate citizens
- **Employee-Centric Leadership:** Sponsorship demonstrates a commitment to being an employee-focused, socially responsive organization.



## WHAT WE WANT TO ACHIEVE

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A pragmatic publicity campaign across online and offline channels to achieve the following

Generate awareness for the EAP Summit, as well as the sponsoring Corporate brands

Generate interest and arouse the attention of stakeholders towards the cause

Drive positive engagements with stakeholders, for the development of EAP in Nigeria

Saliently communicate and promote sponsors brand proposition

OVER  
**2K+**

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Corporate professionals reached through **pre-event publicity** across digital, print, and electronic media channels.

ATTENDEES  
**400+**

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The EAP Summit **will bring together** a highly targeted audience including CEOs/MDs, Human Resource Directors, Senior Managers, Wellness Experts, and Enthusiasts.

OVER  
**10K+**

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The EAP Summit will generate significant **post-event publicity** across digital, print, and electronic media channels, reaching a sizeable target audience.

## WHAT IS IN FOR YOU

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Continents

3

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African  
Countries

6

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Reach

10k+



## PREVIOUS EVENT STATISTICS



# STRATEGIC OPPORTUNITIES

## COST ELEMENTS

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S/N	Key Cost Centers	Cost (N)
1	Event Management/ Consulting	3,500,000.00
2	Publicity(Pre to Post): Press Briefing & Post Event	4,500,000.00
3	Summit: Venue, Entertainment & Technical	3,000,000.00
4	Summit: Honorarium	2,000,000.00
5	Summit: Branding, Give Aways etc	3,000,000.00
	<b>Total</b>	<b>16,000,000.00</b>



## SUMMIT SPONSORSHIP PACKAGE

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### Platinum Package

- Take up all 5 Cost Elements
- Platinum Package Benefits
- Logo Placement on collaterals
- Branding (Owned Rollups/ Banners)
- Product Placement (Exhibition)
- Speaking Opportunities
- Media Mention (Press Release/Photo ops/ Radio)
- Social Adverts
- 25 Delegates

Available Slot 1: ~~₱~~**10M**

### Diamond Package

- Take up at least 4 Cost Elements
- Diamond Package Benefits
- Logo Placement on collaterals
- Branding (Owned Rollups/ Banners)
- Media Mention (Press Release/Photo ops/ Radio)
- Social Adverts
- 15 Delegates

Available Slot 1: ~~₱~~**5M**

### Gold Package

- Take up at least 2 to 3 Cost Elements
- Gold Package Benefits
- Logo Placement on collaterals
- Media Mention (Press Release/Photo ops/ Radio)
- Social Adverts
- 10 Delegates

Available Slot 1: ~~₱~~**2.5M**