



## SPONSORSHIPS

IGD sponsorships provide a prestigious and high-profile opportunity for your company to reach key corporate executives who are investing in Africa.

*This comprehensive sponsorship package provides you an opportunity to position your company as a leader among Africa-focused investors, and to connect with potential business partners and consumers.*

Sponsorship levels include attractive general benefits and opportunities to maximize your exposure as a Premier Partner in the Africa Investment Rising campaign and the Frontier 100 Forum.

**Africa Investment Rising** is a communications and advocacy campaign aimed at shifting the narrative on Africa to show impactful stories of business and investment opportunities through multimedia storytelling and strategic traditional and social media outreach.

Gain recognition as a corporate leader committed to shaping Africa's future by selecting the sponsorship opportunity that best fits your needs and goals.

PLATINUM • \$25,000

GOLD • \$10,000

SILVER • \$5,000

**GENERAL BENEFITS**

Complimentary registration for attendees (varies by level)	●	●	●
Logo included in Campaign & Forum materials	●	●	●
Acknowledgement on website & link to sponsor’s website	●	●	●
Logo on Campaign & Forum website	●	●	
Verbal recognition in IGD CEO’s remarks	●	●	●
Special ribbons for sponsor representatives’ name badges	●		
Featured article in IGD newsletter and blog	●	●	
Engagement with media & press	●		
Logo featured prominently on Forum signage	●		

**PLATINUM (\$25,000 USD LEVEL)**

*Platinum sponsors have the opportunity to sponsor the*  
**Africa Investment Rising reception**



**Be part of the Africa Investment Rising campaign!**  
 Entertain Frontier Leaders at the Forum reception. This sponsorship offers prime visibility and strategically positions your brand at the forefront of the campaign by:

- Featuring your company as a Premier Partner of the Africa Investment Rising campaign.
- Displaying your logo prominently
- Joining Premier Partners at the evening reception.

**PLATINUM SPONSORSHIPS ALSO INCLUDE THE FOLLOWING BENEFITS:**

- Complimentary registration for up to two additional attendees
- Logo included in Campaign & Forum materials
- Acknowledgment on IGD website & link to sponsor’s website
- Logo on Campaign & Forum website
- Special ribbons for sponsor representatives’ name badges
- Verbal recognition in IGD CEO remarks
- Featured video spotlight on the AIR campaign platform
- Logo featured prominently on signage

## GOLD (\$10,000 USD LEVEL)

*Gold sponsors have the opportunity to sponsor a*

### Networking Lunch and The Africa Investment Rising Campaign

#### NETWORKING LUNCH:

Your company will be regarded as a thought leader beyond the sessions when we highlight your brand during the Forum luncheon. Be the focal point of attendees' attention as CEO-level attendees reenergize and engage.

#### AFRICA INVESTMENT RISING PREMIER PARTNER:

Your company will have the opportunity to invest in the Africa Investment Rising campaign as a Gold sponsor to show impactful stories of business and investment opportunities through multimedia storytelling and strategic traditional and social media outreach.

#### GOLD SPONSORSHIPS ALSO INCLUDE THE FOLLOWING BENEFITS:

- Complimentary registration of one additional registrant
- Logo included in Campaign & Forum materials
- Acknowledgment on IGD website & link to sponsor's website
- Special ribbons for sponsor representatives' name badges
- Verbal recognition in IGD CEO remarks

## SILVER (\$5,000 USD LEVEL)

*Silver sponsors have the opportunity to sponsor a*

### Networking Coffee Break and Gift Bag

#### NETWORKING COFFEE BREAK:

Reinforce your brand as a Partner in the Africa Investment Rising campaign when you exclusively sponsor the session-themed coffee breaks.

#### GIFT BAG:

Welcome the Frontier 100 Leaders to the Forum by providing a gift with handpicked items representing your brand.

#### AFRICA INVESTMENT RISING PARTNER:

Your company will have the opportunity to be highlighted as a Premier Partner in the Africa Investment Rising campaign.

#### SILVER SPONSORSHIPS ALSO INCLUDE THE FOLLOWING BENEFITS:

- Logo included in AIR Campaign & Forum materials
- Acknowledgment on IGD website & link to sponsor's website
- Logo on AIR Campaign & Forum website
- Special ribbons for sponsor representatives' name badges
- Verbal recognition in IGD CEO remarks
- Logo featured prominently on Forum signage

Customization options are available. For more information or to become a sponsor, please contact **Marief Lezzoni** at [miezzoni@igdleaders.org](mailto:miezzoni@igdleaders.org).

*A campaign to showcase Africa's thriving private sector and investment potential for sustainable growth and prosperity*



**AFRICA INVESTMENT  
RISING**

The African continent boasts a wealth of opportunities and valuable resources. As home to some of the world's fastest-growing economies and has emerged as an attractive investment destination. Africa's private sector is rapidly expanding with small and medium sized enterprises (SMEs) driving the continent's growth, creating 80 percent of jobs on the continent.

**Africa Investment Rising** is a communications and advocacy campaign aimed at shifting the prevailing narrative on doing business in Africa by showcasing its tremendous business and investment potential, amplifying the voice of Africa's private sector leaders and advocating for an enabling environment for inclusive growth through multimedia storytelling and strategic traditional and social media outreach.

#### **MULTIMEDIA THOUGHT LEADERSHIP PLATFORM**

The Africa Investment Rising campaign features a bimonthly series of video spotlights, blogs and podcasts from leading African and global corporate leaders and investors. The campaign spotlights are distributed widely through eblasts, website and robust traditional and social media outreach to a global audience.

#### **MAKING FARMING 'COOL': INSPIRING YOUNG AFRICAN ENTREPRENEURS TO ENTER THE AGRICULTURE SECTOR**

Agriculture is the economic backbone of most African economies. Produced by the Peabody award winning-Afropop Worldwide, "Making Farming Cool!" is a series of podcasts that seek to inspire African young people to pursue careers and entrepreneurship in agriculture-related enterprises and opportunities in the agricultural value chain.

#### **U.S. CAMPAIGN TO BOLSTER INVESTMENT IN AFRICA**

African investments offer tremendous returns. Yet, estimates show that only 0.3% of the average portfolio in the U.S. is invested in Africa. The campaign seeks to encourage greater investment in Africa by harnessing the power of US investment portfolios to invest in Africa's future. It aims to grow investment portfolios to at least 2% over a two-year period.

**PARTNER WITH US!** IGD is seeking partners to support the Africa Investment Rising campaign and showcase video stories, blog posts and podcasts. If you are interested in exploring partnership opportunities, please email [campaign@igdleaders.org](mailto:campaign@igdleaders.org). More information is available at [www.igdleaders.org/aircampaign](http://www.igdleaders.org/aircampaign).