



Transform  
**Africa**  
Summit 2024

Powering Africa's Digital Prosperity:  
Beyond Borders, Beyond Limits

28-30 AUG

KENYATTA INTERNATIONAL CONFERENCE  
CENTRE, NAIROBI - KENYA

Sponsor Pack

# TAS2024



[transformafricasummit.org](https://transformafricasummit.org)

HOST COUNTRY:



POWERED BY:



# Summit Passes

<b>PLATINUM</b>	<b>\$1300</b>	Includes Game Drives
<b>GOLD</b>	<b>\$800</b>	Includes Giraffe center visits
<b>SILVER</b>	<b>\$300</b>	



# Sponsorship/partnership Opportunities

LEAD SPONSOR / TAS24 PARTNER

\$500,000

As the Lead sponsor or organizing partner, your brand will be closely associated with Africa's digital transformation. Through this sponsorship, you'll have the opportunity to directly engage with thousands of digital transformation leaders across Africa during the main opening session plenary. Together with the Smart Africa Secretariat and the host country Government, You will be the first to showcase your services and products as solutions to the ICT needs of both government institutions and private sector businesses.

The lead sponsor will enjoy a variety of benefits throughout the summit, before, during, and after the event. These benefits include:

- Prominent and unlimited branding opportunities
- Hosting private and customized sessions
- Selecting and inviting speakers and panelists
- Organizing networking sessions
- Collaborating on various other initiatives
- Attending the Secretariat Board meeting

Overall, the lead sponsorship provides a unique platform to closely associate your brand with Africa's digital transformation agenda and directly engage with key stakeholders in this space.

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## HUB SPONSOR

\$200,000

A hub represents a dedicated venue focused on a specific thematic area throughout the main two-day summit program. As a Hub sponsor, you will lead the discussions and activities within this hub during this period. The hub itself will prominently feature the sponsor's branding and name.

The summit will accommodate at least three of these specialized hubs over the course of the three days. Sponsors of these hubs will enjoy a range of benefits associated with this title, including:

- Unlimited branding opportunities within the hub
- Ownership and control over the sessions held in the hub.

- Provision of speakers and panelists for the hub
- Dedicated exhibition space within the hub
- Other exclusive privileges and access
- Relevant unlimited benefits from the summit and host country

In essence, the Hub sponsorship provides you with the platform to deeply engage attendees around your area of focus and showcase your expertise and offerings in a prominent and immersive way throughout the summit.

## PARTNER SESSION SPONSOR

\$45,000

The Transform Africa Summit 2024 offers you the opportunity to host a customized session in collaboration with the event secretariat. The secretariat will provide guidance and support in coordinating this tailored session.

With their assistance, you can:

- Select and identify the unique delegates you would like to target.
- Determine the content and focus of the session.
- Choose the panelists and speakers to participate.
- Decide on the overall format and style of the session.

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■ Branding and advertising opportunities

Together with the secretariat, you will execute a bespoke session that is specifically designed for your organization. This custom session will be presented as a side event alongside the main Transform Africa

Summit program. This is an exclusive chance for you to curate a targeted engagement experience that aligns with your organizational objectives and enables you to directly connect with your desired audience within the context of the larger summit.

## MS. GEEK AFRICA SPONSOR

**\$30,000**

**M**s. Geek is a competition designed to inspire African girls to be part of solving the continent's challenges using technology, and to encourage them to choose a career in the STEM fields. The competition will run for a week with the

final stages taking place during the women's Summit. Being a sponsor of Ms. Geek Africa will allow your company to set the narrative that your brand has taken in promoting women & girls in ICT.

## INNOVATE AFRICA CHALLENGE: AI HACKATHON

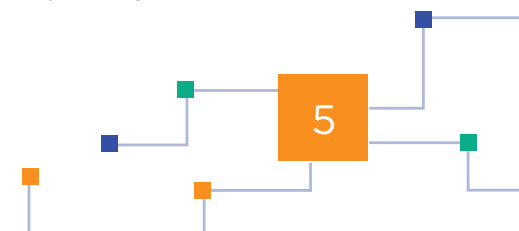
**\$30,000**

**T**he Innovate Africa Challenge, an inaugural Pan-African competition, aims to harness the entrepreneurial spirit and innovative ecosystem across Smart Africa member states. Focusing on "Artificial Intelligence for Climate Action," this event seeks to catalyze cutting-edge technological solutions to address the pressing climate challenges

faced by the African continent. By democratizing access to AI and fostering local innovation in Ghana, Kenya, and Rwanda, the challenge aims to unleash a wave of sustainable development initiatives.

This groundbreaking platform not only promotes AI-driven climate solutions but also strengthens the burgeoning AI and start-up ecosystems within

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the region. By nurturing local entrepreneurship and innovation, the challenge paves the way for a more resilient and sustainable future for generations to come. The Transform Africa Summit 2024 will

host the final pitch and awarding ceremony for the challenge, as well as the announcement of a second edition under the same theme.

## LOUNGE SPONSOR

**\$75,000**

**E**xclusive lounges, available for sponsorship, will be featured at the summit. The Platinum Lounge, catering to VIPs, C-Suite Executives, and Platinum delegates, will serve as a prime networking hub throughout the event, offering lunch, as well as continuous tea and coffee service. This area presents an ideal opportunity to engage with industry

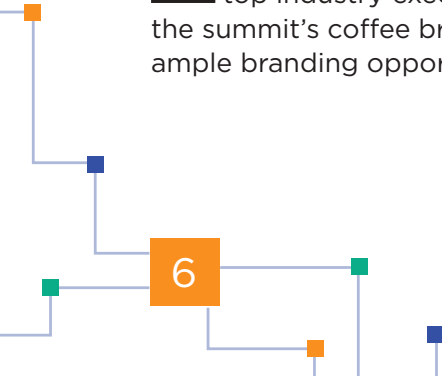
leaders, ministers, and senior government officials. Additionally, an Investors Lounge, accessible to Platinum and Gold delegates, will facilitate investment meetings and discussions. The sponsor of these lounges will enjoy host privileges and various benefits throughout the summit.

## COFFEE BREAK SPONSOR

**\$30,000**

**E**nsure you seize the chance to provide coffee and tea to Africa's influential policymakers and top industry executives and delegates during the summit's coffee breaks. As a sponsor, you'll have ample branding opportunities, including the option to

brand all coffee corners and lounges. Take advantage of promotional and networking opportunities to showcase your company's ambition and culture, which may include exhibition space, venue branding, and various other avenues for visibility.



## GALA DINNER

\$60,000

**B**ecome a part of the premier social event within the TAS24 program - the TAS Gala Dinner. Aligning your brand with this marquee occasion will position you at the forefront of networking and cultural exchange, providing increased networking and meeting opportunities from the outset.

As the sponsor of the Gala Dinner, you will have the exclusive ability to craft a detailed guide and blueprint for delegates to seamlessly interact with your brand throughout the evening. This will enable you to create a truly immersive and memorable experience for the attendees.

In addition, you will enjoy a range of other branding, promotional, and networking benefits, including:

- Dedicated exhibition space to showcase your products and services.
- Prominent venue branding and visibility throughout the Gala Dinner
- Presentation and keynote speeches
- Other creative avenues to engage the audience and highlight your company's culture and ambitions.

By sponsoring this flagship social event, you can forge meaningful connections with the summit's esteemed guests in an atmosphere that celebrates Africa's digital transformation. This sponsorship provides a unique platform to elevate your brand's profile and forge valuable partnerships from the very start of the summit.

## CULTURAL SOIREE

\$50,000

**T**he inaugural cultural event at the Transform Africa Summit 2024 presents a prime opportunity to engage and network with influential policymakers, industry leaders, and summit delegates on the opening day. This vibrant Kenyan

cultural soirée will immerse attendees in the rich tapestry of local traditions and heritage.

As the sponsor of this cultural extravaganza, you will have the chance to present a comprehensive guide and blueprint for delegates to seamlessly

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interact with your brand throughout the soirée. This sponsorship will provide numerous branding, promotional, and networking avenues, enabling your company to connect with attendees and highlight your corporate culture and ambitions.

These benefits include:

- Exhibition space to showcase your products and services.

- Prominent venue branding throughout the cultural event
- Other creative promotional opportunities to engage the audience.

By sponsoring this unique cultural experience, you can forge meaningful connections with the summit's esteemed attendees in an immersive and memorable setting that celebrates the vibrancy of Kenya.

## SPONSORED COCKTAILS

\$35,000

Elevate your summit experience by crafting unique and captivating cocktails tailored to your partners and audience. These bespoke cocktail events can be showcased at various iconic Nairobi destinations, offering attendees an opportunity to explore the city's diverse tourist attractions.

Some potential venue options include:

- The Giraffe Centre
- The rooftop of the KICC building
- The Karen gardens, Nairobi
- Other notable locations, including directly from the main summit venue.

By hosting these curated cocktail experiences, you can provide summit attendees with a memorable and immersive way to engage with your brand and offerings. This allows you to forge stronger connections with your partners and the broader audience in a more relaxed and experiential setting.

Whether at a renowned Nairobi landmark or within the summit's own facilities, these custom cocktail events can serve as a unique platform to showcase your creativity, hospitality, and commitment to delivering a truly distinctive summit experience.



## SAS DIALOGS

\$35,000

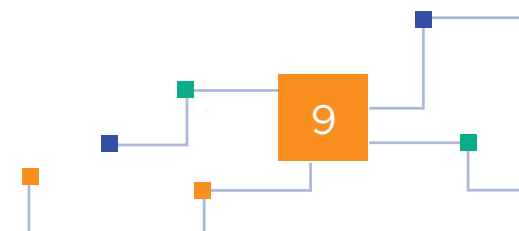
The Connect Dialogue Podcast, hosted at the Transform Africa Summit 2024, will aim to facilitate insightful conversations that align with Smart Africa's vision and mission. It serves as a platform to showcase tech solutions and supporting tools, fostering innovation. By bringing together private and public sectors, the dialogue highlights their crucial roles in driving Africa's digital transformation. The podcast features live studio sessions and recorded segments, engaging 20 to 30 audience members in formats such as TED Talks, fireside chats, and panel discussions. These sessions are then transformed into a series of podcasts, co-

hosted and co-branded, to spotlight ongoing work and visionary initiatives. Additionally, the initiative empowers dynamic young business leaders to spearhead solutions, leveraging their innovation and resilience for transformative change.

This approach not only bridges the gap in representation but also ensures that Africa's future business landscape reflects the voices and ideas of its entrepreneurs and innovators. Through the Connect Dialogue Podcast, the aim is to inspire action and collaboration towards a digitally empowered Africa.

**\* Bespoke sponsorship opportunities available. Contact the team.**

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# Exhibit at the Summit

Showcase your brand at the summit to a global audience of decision makers. Book an exhibition space. Smart Africa provides the exhibition booth custom fully built, branded, and furnished

with your designs and you come ready for the exhibition. The exhibition stands come with several summit passes among other benefits that come with exhibiting at the transform Africa summit.

Exhibition Stand	Custom built Stand	Empty space for own
100sqm Pavilion	\$120,000	\$20,000
50sqm Executive exhibition	\$70,000	\$10,000
18sqm	\$30,000	\$5,000
9sqm	\$12,500	\$3,000
2sqm Start-up Lane	\$3,000	\$1,000

**\*Please contact our team for bespoke spaces.**

*Please note that Smart Africa provides the exhibition booth fully built, branded and furnished for the custom-built stand options.*





## Contact us:

General enquiries

[tas@smartafrica.org](mailto:tas@smartafrica.org)

Sponsorship

[sponsor@smartafrica.org](mailto:sponsor@smartafrica.org)

Exhibition

[exhibit@smartafrica.org](mailto:exhibit@smartafrica.org)