







# **CAS2025**

#### A Summit For Digital Transformation In Africa

The 14th Annual Connected Africa Summit (2025) will bring together 1000 key stakeholders from governments, the private sector, academia, and civil society to explore the intersection of emerging technologies and sustainable development.

With a focus on unlocking the potential of AI, data, cybersecurity, blockchain, data centers, climate tech, and other transformative technologies, the summit will foster actionable partnerships to drive Africa's digital transformation.

SPONSORSHIP OPPORTUNITIES:

ENHANCE
YOUR BRAND'S
VISIBILITY AT
CAS2025



Elevate your brand at CAS2025 with our exclusive tiered sponsorship packages, designed to amplify your presence and connect you with industry leaders. Maximize your business impact by becoming a select sponsor; our dedicated team will work with you to ensure your brand receives the recognition it deserves.

#### General Benefits for All Sponsors of CAS2025:

- Elevate Your Brand Visibility
- Position Yourself as an Industry Leader
- Networking Opportunities Galore
- Customizable Sponsorship Packages
- Multimedia Logo Placement
- Extensive Promotional Campaigns
- Interactive Digital Profile
- Dedicated Sponsorship Listing
- Complimentary Registration Passes
- Share Your Expertise
- · Champion Sustainability
- · Collaborate with Innovators
- Pre-Event / Post-Event Opportunities
- · Post-Event Recognition
- Social Media Exposure

"At least 40% of all businesses will die in the next 10 years... if they don't figure out how to change their entire company to accommodate new technologies."

John Chambers, Cisco System









#### Plenary/Keynote Sponsorship:

Elevate your brand to new heights by seizing exclusive branding opportunities during the highly anticipated keynote/plenary session.

#### Exclusive Sponsorship of 1 of 2 Fireside Chats:

Position your brand at the forefront of dynamic industry discussions by engaging directly with attendees in an intimate fireside chat setting.

#### Registration, Lanyard + Name Badge Sponsorship:

Your brand will gain maximum exposure as your logo is prominently displayed at all registration booths and on the lanyards worn by each attendee.

#### VIP Reserved Seats:

organizers.

Display your logo or marketing message prominently on the back covers of VIP reserved seats, visible to speakers and delegates throughout the plenary conference room, covering up to 200 chairs (production cost included).

#### Plenary/Keynote Speakers:

5 speakers over the three-day plenaries, coordinated with organizers.

# Breakaway Session Speakers/Panelists: 6 speakers throughout the three days, coordinated with

#### Exhibition Space:

27 SQM in a prime location.

#### Overhead Banners in Exhibition Halls:

5 banners produced by the organizers.

#### Delegate Passes:

20 passes providing invaluable networking opportunities.

#### Gala Dinner Tables:

Host your team, clients and partners at 2 tables for 10 pax each at the Gala Dinner, facilitating exceptional networking opportunities in a luxurious setting.

#### Advertising:

Benefit from two double-page spread adverts or advertorials in the onsite event brochure, ensuring your brand message reaches all attendees.

#### Banners:

15 outdoor banners, 15 venue banners, and 5 overhead banners in exhibition halls

Everything is possible. Impossible just takes a little longer.

Wendy Ackerman, Pick n Pay SouthAfrica

This Elite Diamond package guarantees maximum exposure and engagement with over 1,000 delegates from both the public and private sectors, promising significant ROI for your brand.









\$122,995

The Platinum Leadership Sponsorship is designed for companies seeking high-impact branding, premium networking opportunities, and thought leadership positioning. This package provides significant visibility across the summit's keynote sessions, roundtables, and exhibition spaces, ensuring maximum exposure and engagement with Africa's leading decision-makers in technology and innovation.



Keynote Spotlight:

1 VIP Speaker Slot in a Keynote or Plenary Session.

Roundtable Sponsorship:

Exclusive sponsorship of a high-level industry roundtable (AI, FinTech, Cybersecurity, or Digital Transformation).

- Plenary Sessions:
  - 3 Speaker Slots in plenary sessions
- Breakout Sessions:
  - 5 Speaker Slots in breakout sessions
- Prime Event Branding:

Exclusive branding on key conference materials (digital screens, plenary backdrops).

- Lanyard & Badge Branding:
  - Logo placement on conference lanyards and name badges.
- Venue Branding:
  - Strategic branding on 10 venue banners
- Exhibition Hall Branding:
  - 4 Overhead Banners in the Exhibition Hall
- Premium Exhibition Space:
  - 21 SQM exhibition space
- Strategic Placement:

Premium placement in the exhibition hall for maximum foot traffic

VIP Seating:

Reserved seating for 10 guests in keynote sessions.

Gala Dinner Access:

1 Exclusive Gala Dinner Table for 10 guests with top government & corporate leaders.

Delegate Passes:

15 Complimentary Delegate Passes for company representatives.

Event Brochure Feature:

One double-page spread advertorial in the event

Social Media Spotlight:

High-visibility social media promotion (Dedicated post pre-event and during the event).

By investing in local economies and creating local jobs, they are also increasing the pool of those who can afford their products and services

Tony Elumelu

With the Premier Platinum Sponsorship, your brand will not only stand out at high-profile events but will also create lasting impressions and foster valuable connections with a diverse audience. Take advantage of this premier opportunity to elevate your brand's presence and influence in the industry.









• Exclusive Conference Bag Branding:

Your logo featured on up to 3 000 conference bags, ensuring maximum exposure during and after the event.

• Exhibition Space:

18 SQM dedicated space for showcasing your brand and engaging with attendees.

Plenary/Keynote Speakers:

2 speakers over the three-day plenaries, coordinated with organizers.

Breakaway Session Speakers/Panelists:

4 speakers throughout the three days, coordinated with organizers.

Delegate Passes:

12 passes to facilitate meaningful networking opportunities with industry leaders and participants.

Overhead Banners in Exhibition Halls:

3 banners produced by the organizers.

Advertising:

Benefit from a double-page spread advert or advertorial in the onsite event brochure, ensuring your brand message reaches all attendees.

Banners:

10 outdoor banners, 10 venue banners, and 3 overhead banners in exhibition halls, strategically placed for optimal exposure.

Post-Event Recognition:

Acknowledgment in post-event communications, reinforcing your brands association with the conference.

"When digital transformation is done right, it's like a caterpillar turning into a butterfly, but when done wrong, all you have is a really fast caterpillar."

George Westerman, MIT Sloan Initiative on the Digital Economy

By sponsoring the Conference Bags, your brand remains top-of-mind for attendees, creating lasting impressions and fostering future connections.









\$79,995

Elevate your brand's visibility by sponsoring the lunches for all three days of the conference. This opportunity positions your brand at the heart of key networking moments, allowing attendees and speakers to recharge and connect. Enjoy enhanced promotional activities, priority booth placement, and special recognition in all event materials. Become synonymous with nourishment and engagement at this premier event!



#### Benefits include:

Exhibition Space:

18 SQM for enhanced visibility and interaction with attendees.

Delegate Passes:

12 passes to network directly with participants and speakers.

Exclusive Luncheon Branding:

Your logo prominently displayed at buffet tables and throughout the dining area, creating a welcoming and memorable atmosphere.

Plenary/Keynote Speakers:

2 speakers over the three-day plenaries, coordinated with organizers.

• Breakaway Session Speakers/Panelists:

4 speakers throughout the three days, coordinated with organizers.

Delegate Passes:

12 passes to facilitate meaningful networking opportunities with industry leaders and participants.

· Overhead Banners in Exhibition Halls:

2 banners produced by the organizers.

Advertising:

Benefit from a double-page spread advert or advertorial in the onsite event brochure, ensuring your brand message reaches all attendees.

Banners:

10 outdoor banners, 10 venue banners, and 3 overhead banners in exhibition halls to maximize brand presence.

Networking Opportunities:

Engage with attendees during meal times, fostering connections in a relaxed environment

"The last ten years of IT have been about changing the way people work. The next ten years of IT will be about transforming your business."

Aaron Levie, BOX

By sponsoring the lunches, your brand will be an integral part of the conference experience, ensuring that attendees associate your name with quality and engagement.









Exclusive Brand Visibility – Networking Reception:

Your branding prominently displayed at the cocktail reception, ensuring high visibility during these engaging social events. (Select Day 1, 2 or 3 available on a first-come-first-served basis).

Exhibition Space:

18 SQM dedicated space to showcase your brand and engage with attendees in a relaxed environment.

Delegate Passes:

12 passes to facilitate direct networking opportunities with key participants and industry leaders.

Plenary/Keynote Speakers:

2 speakers over the three-day plenaries, coordinated with organizers.

Breakaway Session Speakers/Panelists:

3 speakers throughout the three days, coordinated with organizers.

Advertising:

Benefit from a double-page spread advert or advertorial in the onsite event brochure, ensuring your brand message reaches all attendees.

Banners:

8 outdoor banners, 8 venue banners, and 2 overhead banners in exhibition halls, strategically placed for optimal impact

"90% of CEOs
believe the
digital economy
will impact their
industry, but
less than 15% are
executing on a
digital strategy."

MIT Sloan and Capgemini

By sponsoring a Networking Reception, your brand will play a pivotal role in fostering connections and creating memorable experiences for attendees, ensuring lasting impressions long after the event concludes.









#### Tailored Sponsorship:

Choose from one of the following features to enhance visibility and engagement. Please select one of the following options:

#### Notepads and Pens:

Feature your organization's logo on all conference notepads and pens, ensuring your brand is visible to all delegates during and long after the conference. These items will be available at the Registration Desk and throughout Plenary and Keynote sessions.

#### Speaker Ready Room and Media Lounge Sponsorship:

Sponsoring the Speaker Ready Room and Media Lounge offers a unique opportunity to enhance your brand visibility in high-traffic areas where speakers prepare and relax. Your logo will be prominently displayed, allowing you to connect with industry leaders and influencers. This sponsorship not only fosters valuable networking opportunities but also aligns your brand with innovation and thought leadership, creating a positive association. By supporting these spaces, you contribute to an enriching experience for both attendees and speakers.



- Refreshment Breaks:
- Power Breakfasts:
- · WiFi Sponsorship:
- Branded Water Bottles:
- Exhibition Space:
- Delegate Passes:
- Breakaway Session Speakers/Panelists:
- · Advertising:
- Banners:

By sponsoring a Networking Reception, your brand will play a pivotal role in fostering connections and creating memorable experiences for attendees, ensuring lasting impressions long after the event concludes.









#### Key Benefits Include:

#### Exhibition Space:

Enjoy a dedicated 9 SQM space to prominently showcase your brand, products, and services, allowing you to engage directly with attendees and foster meaningful connections.

#### Delegate Passes:

Receive 5 delegate passes, providing valuable access to networking opportunities with key decision-makers, thought leaders, and potential clients throughout the event.

#### Branded Opportunities:

Elevate your brand's presence with sponsored sessions or branded items. This not only enhances your visibility but also creates a lasting impression on attendees, positioning your brand as a leader in the industry.

#### • Breakaway Session Speakers/Panelists:

Feature 2 speakers from your organization over the course of three days, coordinated with event organizers. This is a prime opportunity to share your insights and establish your brand as a thought leader in the field.

#### Advertising:

Leverage a full-page, full-color advertisement or advertorial in the onsite event brochure. This ensures that your brand message reaches all attendees, maximizing your exposure in a high-impact format.

#### Banners:

Increase your visibility with 3 outdoor banners and 3 venue banners strategically placed throughout the event. This prominent branding opportunity will help draw attention to your brand and enhance recognition.

"There is no alternative to digital transformation.
Visionary companies will carve out new strategic options for themselves—those that don't adapt, will fail."

Jeff Bezos, Amazon

By becoming a Silver Sponsor, you not only elevate your brand's profile but also contribute to the success of the Breakaway Session, creating a win-win scenario for both your organization and the event. Join us in making a significant impact!









Our Supporter Bronze Sponsorship options provide brands with cost-effective yet impactful opportunities to connect with attendees and establish a strong presence at the event. These sponsorships are designed to enhance visibility and foster meaningful interactions in a variety of settings.



#### **Co-sponsors of Transport/Transfers**

Display your logo on transport shuttles that transport delegates between venues, significantly enhancing your brand's visibility as attendees travel to and from events.

Price: \$5,000 each (4 available)

#### Special Interest Group Sessions (SIGS) - (Up to 25 pax)

Brand specific sessions and promote your involvement in niche discussions, creating opportunities for targeted networking and engagement with attendees

Price: \$5,000 each (4 available)

#### **Co-sponsored Water Stations**

Gain exposure through branded water stations, ensuring your brand is front and center as attendees hydrate throughout the event. Sponsors may also provide branded water bottles to enhance visibility around the stations.

Price: \$3,500 each (4 available)

#### **Co-sponsor of a Cocktail Reception**

Description: Engage attendees during a social event with cocktail branding, providing an informal setting to showcase your brand while networking.

Price: \$8,000 each (5 sponsors available)

#### **Executive Breakfasts (Up to 25 pax)**

Connect with attendees over breakfast, offering branding opportunities during early morning networking. This intimate setting allows for meaningful conversations and relationship building.

Price: \$5,000 each

#### **Co-sponsor of the Conference App**

Feature your logo within the conference app, gaining digital visibility and fostering engagement with attendees throughout the event.

Price: \$5,000 each (up to 5 sponsors)

#### Key Benefits Include:

Delegate Passes: Each sponsor receives 2 delegate passes, providing valuable networking opportunities and access to key decisionmakers

Advertising: Leverage a Half Page, full-colour advertisement or advertorial in the onsite event brochure. This ensures that your brand message reaches all attendees, maximizing your exposure in a high-impact format.

**Banners:** Increase your visibility with 1 outdoor banner and I venue banners strategically placed throughout the event. This prominent branding opportunity will help draw attention to your brand and enhance recognition.







# Booths

### SHELVE SCHEME

Event sponsors for CAS2025 have the unique opportunity to showcase their brand with exclusive shelve scheme booths. These booths provide prime, high-visibility space to display products and services, ensuring sponsors gain maximum exposure throughout the event. With customizable setups and strategic placement, these booths are designed to attract attention and engage attendees, offering sponsors a direct path to connect with a targeted audience and enhance their brand presence at CAS2025.

6 x 3 (Sq.m) 9 x 3 (Sq.m) 12 x 3 (Sq.m)



# **CUSTOM BOOTHS**

Event sponsors for CAS2025 can elevate their presence with custommade booths tailored to their brand's unique identity and goals. These bespoke booths offer sponsors the flexibility to create an immersive and personalized experience that resonates with attendees. From eye-catching designs to functional layouts, custom booths ensure that sponsors stand out and make a lasting impression, providing an exceptional platform to showcase products, services, and innovations in a way that aligns perfectly with their brand vision.









# Sponsorships

Connected Africa Summit

#### Simba Sponsorsh<u>ip</u>

# \$195,995

- · Plenary/Keynote Sponsorship:
- Exclusive Sponsorship of 1 of 2
   Fireside Chats:
- Registration, Lanyard + Name

  Radge:
  - · VIP Reserved Seats:.
- · Plenary/Keynote Speakers:
- Breakaway Session Speakers/
  Panelists:
  - · Exhibition Space:
- Overhead Banners in Exhibition
  Halls:
  - · Delegate Passes:
  - Gala Dinner Tables:
  - Advertising:Banners:

Connected Africa Summit

#### Ndovu Sponsorship

# \$122,995

- · Premier Gala Dinner Tables:.
- Exclusive Executive Welcome:
- · Engaging Video Presentation:
- Exclusive Sponsorship of 1 of 2
   Fireside Chats:
- · Plenary/Keynote Speakers:
- Breakaway Session Speakers/
   Panelists:
- Exhibition Space: 27 SQM in a prime location.
- Overhead Banners in Exhibition Halls:
  - Delegate Passes:
  - Sponsorship of Key Events: .
    - Advertising:
    - · Banners:

Connected Africa Summ

#### Kifaru Sponsorship

# \$85,995

- Exclusive Conference Bag Branding:
  - · Exhibition Space:
- · Plenary/Keynote Speakers:
- Breakaway Session Speakers/
   Panelists:
  - Delegate Passes:
- Overhead Banners in Exhibition Halls:
  - Advertising:
  - Banners:
  - · Post-Event Recognition:

Connected Africa Summit

#### Twiga Sponsorship

# \$79,995

- · Exhibition Space:
- · Delegate Passes:
- Exclusive Luncheon Branding:
- Plenary/Keynote Speakers:
- Breakaway Session Speakers/ Panelists:
  - Delegate Passes:
- Overhead Banners in Exhibition Halls:
  - Advertising:
  - Banners:
- · Networking Opportunities:

Connected Africa Summit

#### Nyati Sponsorship

# \$69,995

- Exclusive Brand Visibility –
   Networking Reception:
  - · Exhibition Space:
  - Delegate Passes:
- Plenary/Keynote Speakers:
- Breakaway Session Speakers/ Panelists:
  - Advertising:
  - · Banners:

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#### Chui Sponsorship

\$39,995

- Tailored Sponsorship:
- · Notepads and Pens:
- · Speaker Ready Room and Media
  - Lounge Sponsorship:
  - Refreshment Breaks:
  - Power Breakfasts:
  - WiFi Sponsorship:
  - Branded Water Bottles:
    - · Exhibition Space:
    - Delegate Passes:
  - Breakaway Session Speakers/
    - Panelists: s.
    - · Advertising:
    - Banners:

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#### Duma Sponsorship

\$19,995

- Exhibition Space:
- Delegate Passes:
- Branded Opportunities:
- · Breakaway Session Speakers/
  - Panelists:
  - Advertising:
     Banners:

Connected Africa Summit

#### Kiboko Sponsors<u>hip</u>

# Custom

- Delegate Passes:
- Branded Opportunities:
- Breakaway Session Speakers/
  - Panelists:
  - Advertising:
  - · Banners:



















# BRANDED DAILY REFRESHMENT STATIONS

6 Opportunities / 3 Days

**US\$ 10,000 each** (excl VAT)

The refreshment stations are positioned in the CAS2025 Conference Centre throughout the day for the full 3 days of the Symposium. The six options include coffee, tea, gelato, fresh juice, flavoured water, morning snack and afternoon snack station. Each package includes:



- Each station will be exclusively branded within the conference centre break area
- Access to the refreshment (Coffee, Tea, Water, Gelato) throughout the day (Day 1, 2 & 3)
- Access to the morning snack station between 10h00 & 12h30 daily (Day 1, 2 & 3)
- Access to the afternoon snack station between 14h00 & 16h30 daily (Day 1, 2 & 3)
- A call to action prize to generate engagement which will be motivated by the MC

# BRANDED CAS2025 WELCOME COCKTAILS

1 Opportunity / Night 1 - 300 Guests

**US\$ 10,000** (excl VAT) (@ US\$33 per head)

Exclusive branding of the Welcome Cocktails on the first evening of CAS2025 that includes:



- A branded cocktail ticket book in each delegate's registration bag
- A pre-dinner networking opportunity for 300 guests situated in the grounds of the Diani Leisure Lodge -Beach & Golf Resort
- The decor for the cocktail area with the area being clearly branded
- A call to action prize to generate engagement which will be motivated by the MC

# BRANDED CAS2025 WELCOME DINNER

1 Opportunity / Night 1 - 300 Guests

**US\$ 15,000** (excl VAT) (@ US\$50 per head)

Exclusive branding of the Welcome Dinner on the first evening of CAS2025 that includes:



- A branded dinner ticket in each delegate's registration bag
- A relaxed buffet dinner for 300 guests situated on the grounds of the Diani Leisure Lodge - Beach & Golf Resort
- The decor for the evening with all dinner components being branded
- A call to action prize to generate engagement which will be motivated by the MC









### BRANDED FIRESIDE CHAT

**Right to Sponsor** 

US\$ 7,500 (excl VAT)

The Fireside Chat on Night 2 is a curated semi-formal interactive discussion involving a moderator and guest(s), allowing an audience to understand the guest's personal insights and thoughts on various topics. It includes:



- An intimate session which will be held pre and post the dinner.
- A branded fireside ticket book in the Registration Bag - giving access to a Beer Tent around the Pool Deck (weather permitting).
- A call to action prize to generate engagement which will be motivated by the MC

# BRANDED CAS2025 SUNSET COCKTAILS

**Right to Sponsor** 

**US\$ 10,000** (excl VAT) (@ US\$33 per head)

Exclusive branding of the Welcome Cocktails on the first evening of CAS2025 that includes:



- A branded cocktail ticket book in each delegate's registration bag
- A pre-dinner networking opportunity for 300 guests situated in the grounds of the Diani Leisure Lodge -Beach & Golf Resort
- The decor for the cocktail area with the area being clearly branded
- A dedicated QR Code for the evening with 2 questions loaded (supplied by you)
- A call to action prize to generate engagement which will be motivated by the MC

# BRANDED CAS2025 NETWORKING DINNER

1 Opportunity / Night 2 - 300 Guests

**US\$ 15,000** (excl VAT) (@ US\$50 per head)

Exclusive branding of the Networking Dinner on the second evening of CAS2025 that includes:



- A branded dinner ticket in each delegate's registration bag
- A relaxed buffet dinner for 300 guests situated on the grounds of the Diani Leisure Lodge Beach & Golf Resort
- The decor for the evening with all dinner components being branded
- A dedicated QR code for the evening with 3 questions loaded (supplied by
- A call to action prize to generate engagement which will be motivated by the MC









# BRANDED CAS2025 GALA DINNER COCKTAILS

1 Opportunity / Night 3 - 400 Guests

**US\$ 15,000** (excl VAT) (@ US\$ 37.50 per head)

The cocktail session is the precursor to the Gala Dinner and will host guests from 17h30 to 19h30 on the final night of CAS2025, it includes:



- A branded cocktail ticket book in each delegate's registration bag
- A pre-Gala Dinner networking opportunity for 400 guests situated on the grounds of the Diani Leisure Lodge - Beach & Golf Resort
- The decor for the cocktail area with the area being clearly branded
- A call to action prize to generate engagement which will be motivated by the MC

# BRANDED CAS2025 GALA DINNER & AWARDS

1 Opportunity / Night 3 - 400 Guests

**US\$ 25,000** (excl VAT) (@US\$ 62.5 per head)

The CAS2025 Gala Dinner & Annual Awards is a formal dinner hosting an estimated 400 guests from 19h30 and 22h30 on the beach of Leisure Lodge Beach & Golf Resort on the final night of CAS2025 that includes:



- A branded gala dinner ticket in each delegate's registration bag
- A 3 course meal with full range of options for dietary requirements
- A dinner networking opportunity for 400 guests situated on the grounds of the Diani Leisure Lodge - Beach & Golf Resort
- Celebrating the Awards with the Annual CAS2025 Nominees and Winners
- The decor for the Gala Dinner with the area clearly branded
- A call to action prize to generate engagement which will be motivated by the MC

# BRANDED CAS2025 GALA DINNER AFTER PARTY

1 Opportunity / Night 3 - 400 Guests

**US\$ 10,000** (excl VAT) (@US\$25 per head)

The After Party is the last event of the CAS2025 Symposium. Starting at 22h30 it is held in a Grotto Bar on the grounds of Leisure Lodge



Beach & Golf Resort with a dedicated bar and music it is a celebration designed around achievements, life and human connection.

- A branded after-party ticket book in each delegate's registration bag
- The decor for the after party area with the area being clearly branded.
- A call to action prize to generate engagement which will be motivated by the MC









# **CHOOSE YOUR SPONSORSHIP**

Name of individual:
Name of company:
Email address:
What sponsorship package would you like to take up?







