

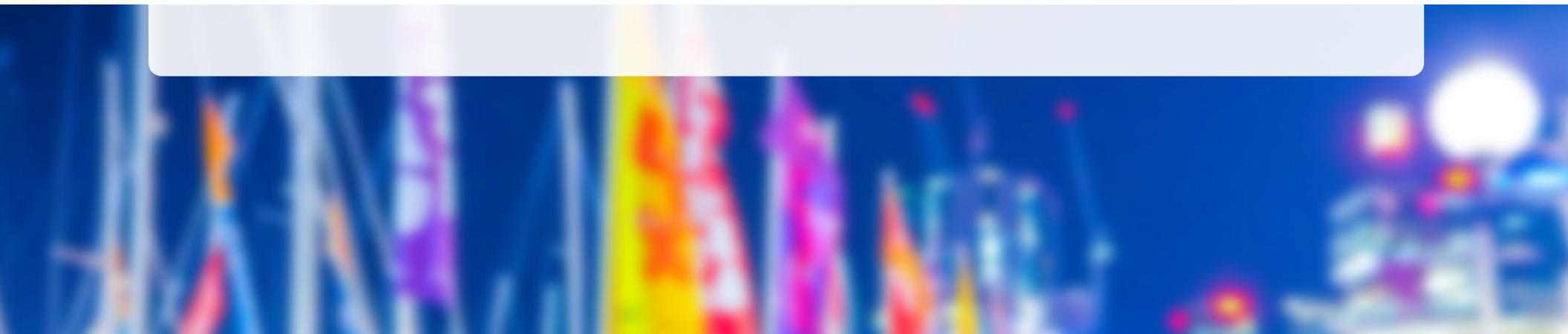
Eko Hotel & Suites
Lagos, Nigeria

JUNE
17th–19th



Sponsorship Package 2026

Africa's Economic Renaissance – The World's Gateway to Africa's Next High-Growth Markets



AFRICA'S ECONOMIC *Renaissance*

Africa is rising, and so are the enterprises shaping its future.

The Afretrade Entrepreneurs Festival is a global stage for innovation, investment, trade, technology, and African entrepreneurship – connecting Africa, the diaspora (USA, UK, Canada, France, Asia), investors, corporates, SMEs, government agencies, and high-growth ventures.

Your sponsorship is not just branding – it is positioning your company as a key player in Africa's next wave of economic transformation.

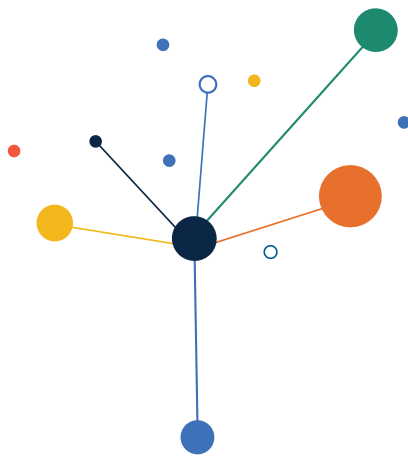


EXECUTIVE OVERVIEW

The Afretrade Entrepreneurs Festival is a three-day global business and investment marketplace designed to connect international companies, investors, and institutions with Africa's most promising enterprises, projects, talents, and trade opportunities.

This is not another conference – it is a commercial gateway into Africa.

- 200+ Exhibitors from Africa and global markets
- Curated B2B, B2G & B2I Deal Rooms
- Investment Showcases & Live Pitch Sessions
- Trade & Export Clinics
- Talent & Job Fair connecting global employers to African skills
- Hybrid Participation – Live in Lagos & streamed worldwide (English & French)





WHY AFRICA. WHY NOW.

AFRICA IS ENTERING A DECISIVE DECADE. With the world's fastest-growing population, expanding middle class, massive infrastructure demand and a unified market under AFCFTA, Africa is now one of the most compelling growth destinations globally. As global supply chains diversify and traditional markets saturate, Africa offers new production hubs, new consumer markets and new talent pools — now.

WHY SPONSOR?

YOUR OBJECTIVE

- Enter Africa
- Build Supply Chain
- Deploy Capital
- Expand Workforce
- Position Your Brand

YOUR ADVANTAGE

- Direct access to buyers, distributors & market leaders
- Meet producers, manufacturers & logistics partners
- Curated deal flow & investor-ready enterprises
- Access Africa's growing digital & technical talent base
- Visibility across Africa's premier growth platform

ACCESS OVER 25,000 ATTENDEES,

including CEOs, SMEs, startups, government delegations, investors, diaspora entrepreneurs and global corporations.

Engage in B2B, B2C, and B2G MATCHMAKING SESSIONS

VISIBILITY

across Africa, the Diaspora, and global markets.

POSITION YOUR COMPANY

as a driver of Africa's economic renaissance.

Support the selection of future Unicorns for the Making of a Millionaire Bootcamp 2026.



SHOWCASE YOUR BRAND

in Afretrade Magazine, digital media, billboards, and global press partners.

SHAPE CONVERSATIONS IN DIGITAL TRANSFORMATION,

finance, manufacturing, agriculture, beauty & fashion, renewable energy, logistics, technology and creative industries.

WHO YOU WILL MEET

- Export-ready African SMEs & Manufacturers
- Global Corporations entering African markets
- Venture Capital, Private Equity & Institutional Investors
- Governments, Trade & Export Promotion Agencies
- Leaders in Technology, Energy, Manufacturing, Logistics, Agriculture, Fashion, Hospitality & Consumer Markets

WHY PARTNER WITH AFRETRADE

Afretrade delivers more than an event:

- Trust & verification
- Market access
- Deal structuring
- Diaspora–Africa economic alignment

Sponsors become founding partners in a platform designed to scale annually across Africa and the Diaspora.

SPONSORSHIP HIGHLIGHTS

AS A SPONSOR, YOU GAIN:

- Premium brand placement across all festival channels
- Thought leadership & keynote speaking opportunities
- VIP Deal Rooms & Executive Lounges
- Curated matchmaking with decision-makers
- Exclusive access to investor & trade roundtables
- Long-term visibility via **Afretrade's International Business Circle (IBC)**

UNIVERSAL BENEFITS FOR ALL SPONSORS

EVERY SPONSOR RECEIVES:

1-Year Free Membership to Afretrade IBC *

(International Business Circle)

- Premium access to CEOs, investors, exporters, and diaspora executives
- Exclusive networking circles and global business missions

1-Year Standard Subscription to Afretrade Platform

- Access to verified businesses, trade listings, talent marketplace
- Ability to post opportunities and scale operations
- Option to upgrade to Strategic Partner or Enterprise

VIP Gala Access: 4–12 VIP Passes (depending on tier)

All sponsors receive invitations to the Afretrade Gala Night, the festival's elite networking and celebration evening.

Eligibility for Nomination – Afretrade Trailblazing Awards

Sponsors and their represented companies are eligible to be nominated for:

- Innovator of the Year
- Diaspora Impact Award
- Rising Industry Titan Award
- Women of Influence Business Award
- Afretrade Corporate Excellence Award

Access to African Fashion Runway Show

A highlight cultural experience celebrating Africa's creative economy through fashion, beauty, and design.

PREMIUM PARTNER
\$30,000

STRATEGIC PARTNER
\$25,000

MARKET ACCESS PARTNER
\$12,500

EMERGING PARTNER
\$6,500

1-Year Free Membership to Afretrade IBC (International Business Circle)*



1-Year Standard Subscription to Afretrade Platform



VIP Gala Access (4-12 VIP Passes depending on tier)



Eligibility for Nomination – Afretrade Trailblazing Awards



Fashion Runway Show Access



CEO Spotlight & Media Coverage



Brand Visibility

- Platinum status on all materials
- Executive logo on main stage, digital screens, media wall & website

- Gold sponsor recognition
- Logo on stage side-screens, brochure, website & media wall

- Silver sponsor branding across banners, screens & digital media

- Bronze recognition on digital assets
- Logo on festival website & partner banner

Engagement & Access

- Full-page premium ad in Afretrade Magazine (*Festival Edition*)
- Inclusion in global press releases

- Half-page ad in Afretrade Magazine

- Quarter-page ad in Afretrade Magazine

- Keynote speaking slot at opening ceremony
- Priority seat at B2B + B2G
- Investment Roundtable
- 1 branded workshop/masterclass
- VIP Lounge + private investor networking
- Nominate 2 companies for Millionaire Bootcamp pre-selection

- Speaking opportunity on themed panel
- Access to B2B matchmaking & CEO Networking Lunch

- Participation in one workshop/ breakout session
- Access to B2B & B2C networking lounges

- Access to B2B & B2C networking sessions

Exhibition

30 sqm Premium Exhibition Pavilion + Main Stage product demo

20 sqm Premium Booth

12 sqm Trademark Booth

6 sqm Standard Booth

Passes

12 VIP Passes for Gala Night
20 General Access Passes

10 VIP Passes for Gala Night
15 General Access Passes

6 VIP Passes for Gala Night
10 General Access Passes

3VIP Passes
6 General Access Passes

SPONSORSHIP LEVELS

**PREMIUM
PARTNER**
\$30,000

Position: Founding Ecosystem Partner

(Limited · Category Exclusivity Available)

INCLUDES:

- **Premium branded exhibition booth**
(Logo-branded booth with 1 table & 4 chairs)
- Executive showcase space at Eko Hotel
- **Afretrade Magazine – FRONT COVER**
(Premium Exclusive)
- **CEO Keynote Address or Prime-Time Panel**
- **Priority Deal Room access**
- Aviation / Hospitality / Franchise / Finance spotlight
- CEO Spotlight Interview *(media & digital)*
- Brand visibility across:
 - Stage backdrops
 - Event signage
 - Digital & print media
- **12 VIP passes + Gala Night access**
- Nomination for Afretrade Trailblazer Award
- **1-year Afretrade platform subscription**
- **Long term collaboration through our Exclusive Afretrade Global Chamber of Commerce Membership. International Business Circle (IBC)**
- Access to our VIP Concierge service

SPONSORSHIP LEVELS

**STRATEGIC
PARTNER**
\$25,000

Position: Growth & Expansion Partner

INCLUDES:

- Branded exhibition booth
- Speaking slot / panel participation
- **Afretrade Magazine - BACK COVER**
(Premium Placement)
- Deal Room & executive networking access
- Brand placement across event assets
- CEO spotlight interview (media and digital)
- Nomination for Afretrade Trailblazer award
- **10 VIP passes + Gala Night access**
- 1-year Afretrade platform subscription
- **Long term collaboration through our Exclusive Afretrade Global Chamber of Commerce Membership. International Business Circle (IBC)**

SPONSORSHIP LEVELS

**MARKET
ACCESS
PARTNER**
\$12,500

Position: Sector Visibility Partner

INCLUDES:

- Branded exhibition booth
- Product demo or sector spotlight
- **Full-page Afretrade Magazine advertisement**
- Brand listing in festival directory
- Nomination for Afretrade Trailblazer Award
- **6 VIP Passes + Gala Night access**
- Digital media exposure
- CEO's Spotlight
- 1year standard subscription to Afretrade platform
- **Long term collaboration through our Exclusive Afretrade Global Chamber of Commerce Membership International Business Circle (IBC)**

SPONSORSHIP LEVELS

**EMERGING
PARTNER
\$6,500**

Position: Scaling SME / Brand Partner

INCLUDES:

- **Branded shared exhibition booth**
(1 table & 4 chairs included)
- **Half-page Afretrade Magazine advertisement**
- Business listing in festival directory
- Nomination for Afretrade Trailblazer Award
- Networking access
- 4 General admission passes
- **3 VIP Passes + Gala Night access**
- 1year standard subscription to Afretrade platform
- **Long term collaboration through our Exclusive Afretrade Global Chamber of Commerce Membership. International Business Circle (IBC)**

ADD-ON SPONSORSHIP OPPORTUNITIES

<p>VIP & Speakers Gift Bag Sponsor</p> <ul style="list-style-type: none"> • Branding on VIP & Speaker gift bags • Ability to include branded gifts/products • Recognition as “VIP Hospitality Partner” 	\$4,000
<p>General Attendee Gift Bag Sponsor</p> <ul style="list-style-type: none"> • Branding on attendee bags • Opportunity to insert promotional items 	\$2,500
<p>Other Add-Ons</p> <ul style="list-style-type: none"> • Masterclass/Workshop Host • Business Pitch Stage Sponsor • VIP Lounge Branding • Media Wall & Red-Carpet Sponsor • Official Lanyard Sponsor • Product Activation Zone • Back Cover Ad (Afretrade Magazine) 	<p>\$5,000</p> <p>\$6,500</p> <p>\$6,000</p> <p>\$4,000</p> <p>\$3,500</p> <p>\$2,500</p> <p>\$5,500</p>



BOOTH PRICES

TICKET PRICING

TICKET TIER

GENERAL
BUSINESS
VIP

PRICE

\$160
\$250
\$450

PLATINUM

Anchor Booth

\$6,500 - \$7,500

FEATURES

- Prime booth placement
- Custom booth design included (\$1,500 value)
- 6 VIP tickets (\$450 each = \$2,700 value)
- Main stage / panel visibility
- Logo on screens, website & Afretrade Magazine
- Media interviews
- Afretrade Strategic Partner status
- Afretrade IBC Membership - 12 months
- VIP B2B matchmaking

Anchor brands, corporates, institutions, global players

20 BOOTHS

GOLD

Growth Booth

\$4,000 - \$4,500

FEATURES

- Branded booth
- 4 Business/VIP tickets (= \$1,200 value)
- Pitch or demo slot
- Logo on website & exhibitor directory
- Afretrade Pro Subscription (12 months)
- Buyer & investor networking access

Diaspora SMEs, export-ready African companies

50 BOOTHS

STANDARD

Trade Booth

\$3,000 - \$3,500

FEATURES

- Standard booth
- 2 Business tickets (\$500 value)
- Digital & print exhibitor listing
- Afretrade Basic Subscription
- Curated networking sessions

SMEs, startups, manufacturers, service providers

80 BOOTHS

STARTER

Emerging Booth

\$2,500

FEATURES

- Compact / shared booth
- 1 General ticket (\$160 value)
- Digital exhibitor listing
- Afretrade Starter Subscription

Youth founders, creatives, first-time exhibitors

50 BOOTHS

EARLY BIRD PRICING

(LIMITED & TIME-BOUND)

Availability:

- First 40-50 booths total
- Ends by date or once allocation is sold

BOOTH TYPE	EARLY BIRD	SAVINGS
PLATINUM	\$5,500 - \$6,000	SAVE \$1,000
GOLD	\$3,500	SAVE \$1,000
STANDARD	\$2,500	SAVE \$1,000
STARTER	\$1500	SAVE \$1,000

ROADSHOW EXCLUSIVE DISCOUNT

Applies ONLY during Afretrade Roadshows (Paris, London, Toronto, USA, etc.)

\$500 OFF REGULAR PRICE

Option A - Price Discount

- Platinum: -\$500
- Gold: -\$500
- Standard: -\$500
- Starter: -\$500

ADDED VALUE BONUS INSTEAD OF DISCOUNT

Option B - Value Bonus (Preferred)

- Extra tickets
- Magazine full-page feature
- VIP networking dinner access
- Business tour inclusion
- Booth upgrade

DIASPORA “LAGOS BUSINESS EXPERIENCE” BUNDLE

\$4,500 – \$6,000

(Depending on Booth Tier)

Includes:

- Booth (Standard or Gold)
- 4 nights hotel (Lagos)
- Airport pickup
- City & business tours
- Festival tickets
- Afretrade subscription
- Private networking night

Perfect for Paris, London, North America roadshows.

AFRETRADE ECOSYSTEM INCENTIVES (STACKABLE)

- Afretrade Subscribers → 10% value bonus
- Afretrade IBC Members → 15% value bonus
- Strategic Partners → Priority booth selection



THE AFRETRADE EXPERIENCE

**THIS FESTIVAL
IS NOT AN
EVENT –**

It is a continental
movement for
economic rebirth

Sponsors gain unrivalled access to:

- High-growth African ventures
- Diaspora entrepreneurs (USA, UK, Canada, France, Asia)
- CEOs, multinationals, VCs & angel investors
- Policy makers & export agencies
- Creatives, fashion brands, beauty & lifestyle businesses
- Manufacturing, agriculture, fintech, ICT & renewable energy companies

EVENT STRUCTURE

(At A Glance)



EKO HOTEL & SUITES (LAGOS)

- Capital, infrastructure, and enterprise scale
- Energy, finance, healthcare, real estate, hospitality
- Investor roundtables, master classes, and Deal Rooms
- Trade Expo & Cultural Economy
- High consumer and B2B engagement
- FMCG, manufacturing, fashion, beauty, agro-economy, health, real estate

PARTNER IN AFRICA'S RENAISSANCE

By sponsoring, your organization becomes a cornerstone of a new African narrative built on:



• Trade • Talent • Trust • Training

Join Afretrade in unlocking opportunities, funding innovation, accelerating job creation, and empowering entrepreneurs across borders.

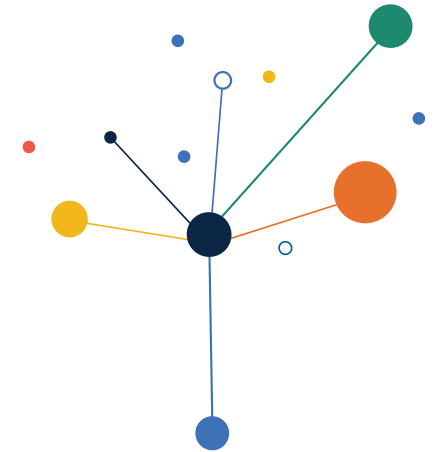
JOIN THE GLOBAL GROWTH MOVEMENT

Africa is no longer emerging – it is arriving.

The Afretrade Entrepreneurs Festival is where the world comes to do business with Africa.

Afretrade Entrepreneurs Festival 2026

The World's Gateway to Africa's Economic Renaissance.



CONTACT US

To confirm your sponsorship or receive a customized proposal:



sponsors@taefestival.com
admin@afretrade.com



www.taefestival.com