



AFRICA FINTECH FESTIVAL 2024

12 - 15 JUNE

— NAIVASHA, KENYA —

CALL FOR SPONSORS

**CATALYSING SMART REGULATION,
GREENTECH AND AGRITECH**
The 4th Africa Fintech Festival

Jointly hosted in Kenya by Africa Fintech Network (AFN) and the Association of FinTechs In Kenya (AFIK).

EVENT OVERVIEW:

Since its inception in 2018, the Africa Fintech Festival (AFF) has been at the forefront of shaping Africa's fintech landscape. Previous editions of AFF held were in 2018 (Nigeria), 2019(Uganda) and 2021(Mauritius)Each edition has delved into critical discussions on the future of fintech in the African context and its pivotal role in driving the continent's digital economy forward. This year, AFF aims to foster innovation, and unlock the potential of Africa's digital economy and you are invited!

ATTENDEE DEMOGRAPHICS

In the past two years, the Africa Fintech Festival has attracted over 2,500 registrations from over 100 countries, with a big attendance from African countries: Nigeria, Egypt, Mauritius, Ghana, Kenya, South Africa among others.

INFOGRAPHICS

2,500+
registrations



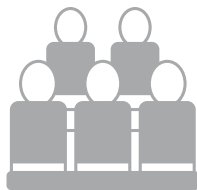
100+
countries represented



35+
speakers



1,000+
participants



Delegates from
40+ African countries



SPONSORSHIP PACKAGES

In a bid to best serve the ecosystem AFF operates in, we have classified our potential sponsorship opportunities and areas of operations, as follows:

Financial Services & Investments	4 Available	Platinum	Gold	Silver	Bronze
Fintech Sponsor	4 Available	Platinum	Gold	Silver	Bronze
Technology Sponsor	4 Available	Platinum	Gold	Silver	Bronze
Mobile Technology Services	4 Available	Platinum	Gold	Silver	Bronze

WHY SPONSOR?

- Enhanced Brand Exposure:** Increase the visibility of your brand in the Fintech and Financial sector across 40+ African countries.
- Targeted Marketing Opportunities:** Access to industry leaders and decision-makers from 40+ African countries
- Thought Leadership:** Opportunities to contribute to the financial sector in Africa through speaking engagements and panel participation.
- Networking Prospects:** Exclusive networking events with professionals and thought leaders from over 40 African countries.
- Market Insights:** Insights into technology trends in the aforementioned themes and their impact on the different African markets.
- Lead Generation:** Direct engagement with potential clients, facilitating lead generation and business development opportunities across the continent.

SPONSORSHIP TIERS

Sponsorship Media & Branding Benefits	5 available	4 available	4 available	4 available
	Platinum Sponsor	Gold Sponsor	Silver Sponsor	Bronze Sponsor
	\$100,000.00	\$50,000.00	\$25,000.00	\$15,000.00
PRE-EVENT				
Invitation email branding	√	√	√	√
Confirmation email branding	√	√	√	√
Reminder email branding	√	x	√	√
Delegate pack	√	√	√	√
Social media mentions	4	3	2	1
Logo on marketing collateral	√	√	√	√
Logo on event website	√	√	√	√
Profile on event website	200 words	200 words	100 words	100 words
TV interview on one of the major TV channels	15 minute	8 minutes	5 minutes	3 minutes
Press release to be distributed on major digital media platforms	√	√	√	√
DURING EVENT				
In person experience				
Sponsor delegate tickets	5	4		
20% discount on vendor attendee tickets for vendor partners	2	1		
End-user/Customer delegate passes	10	6		
Brand Engagement				
Expo stand	type A	type B	type C	type D
Forum opening recognition	√	x	√	
Video Advert	60 Sec	40 Sec	20 Sec	10 Sec
Logo on sponsor board	√	√	√	√



Social Media Mentions	5	4		
Registration gift bag goodies (items provided by sponsor and to be pre-approved by dx ⁵)	√	√	√	√
ROI				
Attendee List	Registered & attended	Attended		
Virtual Experience				
Chat engagement on virtual platform	√	√	√	√
Product videos and brochures	10	8		
Waiting Room Branding	√	√	√	√
Video Advert	√	√	√	√
Squeeze backs	4x	2x		
Logo on sponsor board	√	√	√	√
POST EVENT				
Editorial in CIO Africa magazine by dx ⁵ - print	√	√	√	√
Social Media Mentions	1	1	1	1
Print Advert	Double Spread	1 Page		
Online banner advert	Half-Page	Leader board		
Editorial on cioafrica.co	√	√	√	√
Thank you email branding	√	x	√	x
Proof of Execution Report	√	√	√	√



ADDITIONAL SPONSORS



THE KICK OFF!

\$15,000

A welcome cocktail party and industry show-case to set the tone for the festival, at Enashipai. In attendance will be select executives and pan african thought leaders from the fintech ecosystem and beyond!

THE CEO'S TABLE

\$20,000

This is an invite-only breakfast panel, featuring CEOs from Green Finance, Fintech, Agritech, Cybersecurity and Digital Transformation as panelists. On the table is Africa's contribution to the tech space and capacity development.



AFRICANS BY THE LAKE

\$25,000

An African-themed dinner and fireside chat, open to all day 1 attendees. .

THE EXTRAVAGANZA

\$25,000

A gala night to mark the culmination of the 4th edition of AFF; an open invite for all 2024 delegates.



EXHIBITORS

Exhibitors – 20 Available (Type A, B, C) Pre-built with branding and a TV screen

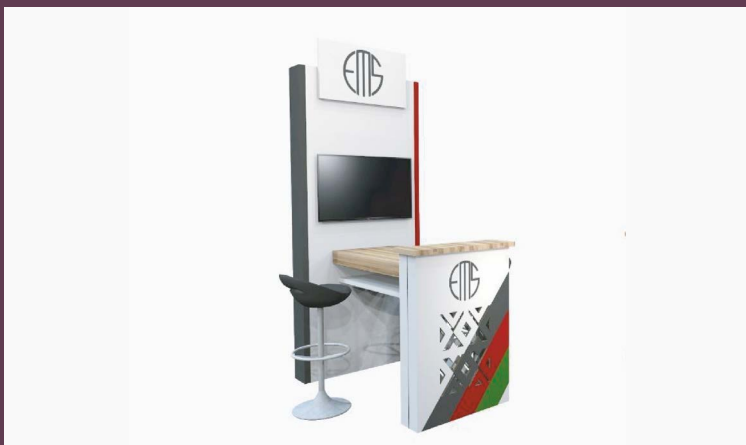
- Type A available – 5 – \$5,000/- +15 minutes speaking slot + 2 passes
- Type B Available – 5 – \$4,000/- +10 minutes speaking slot + 2 passes
- Type C Available – 10 – \$2,500/- exhibitor pass only



TYPE A 3m(W)x3m(D)x2m(H)

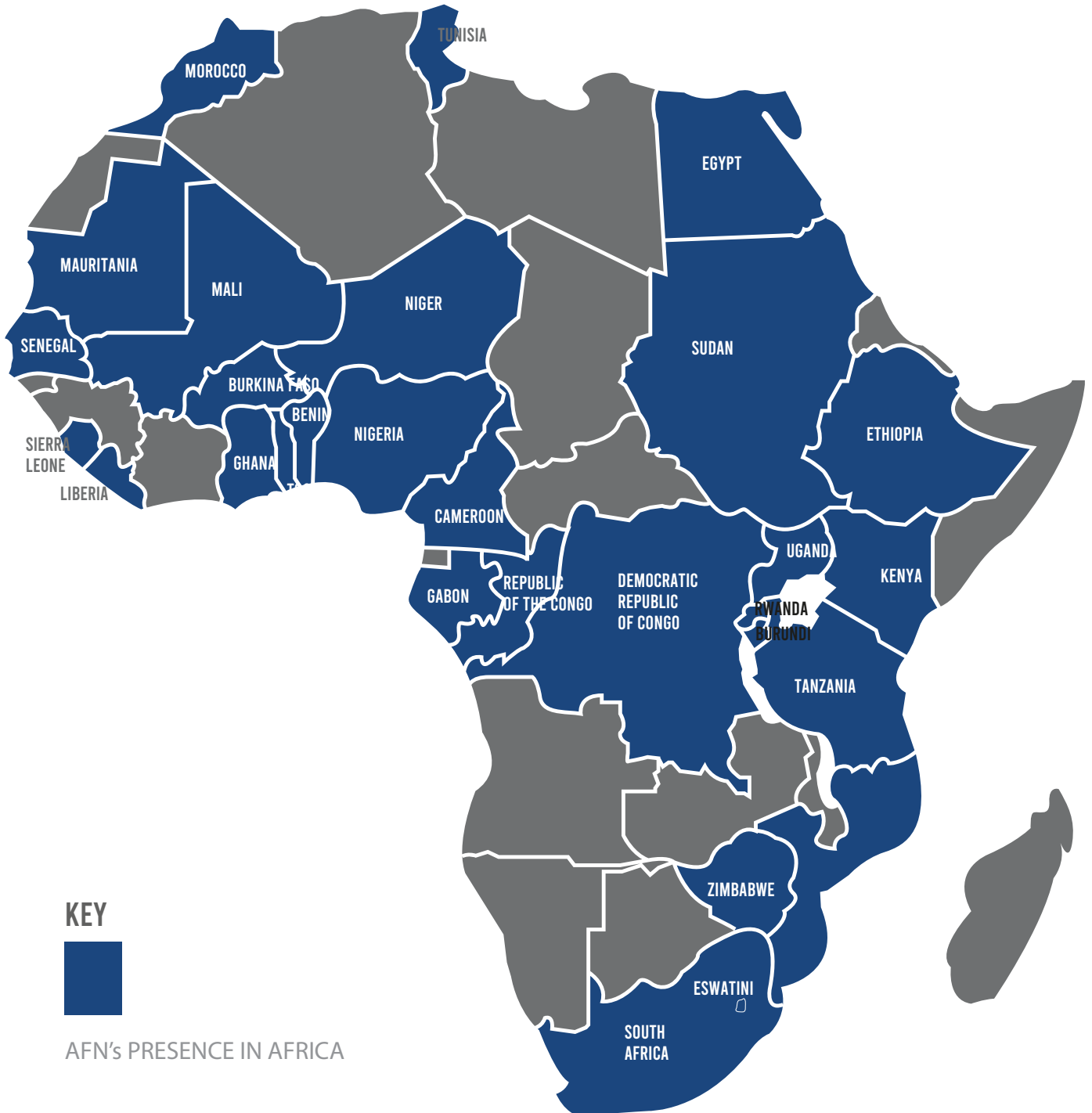


TYPE B 6m(W)x3m(D)x2m(H)



TYPE C 2m(W)x3m(D)x2m(H)

BEYOND BORDERS: EXPLORE THE FRONTIER OF FINTECH AT AFF 2024 IN KENYA!



Visit our event website for more information at: africafintechfestival.org
To book your sponsorship slot and get in on the action, please write to us on:
aff@afik.or.ke or info@africafintechnetwork.com



AFRICA FINTECH FESTIVAL

Jointly hosted by

