



**3i AFRICA
SUMMIT ²⁰₂₄**

Innovation • Investment • Impact

SALES AND SPONSORSHIP DECK

May 13-15

Accra International
Conference Center, Ghana



Background

Boston Consulting Group and QED Investors (BCQ -QED) Global Fintech Report 2023 highlights the immense potential within Africa's fintech sector, projecting its revenue to grow 13 times by 2030, reaching approximately \$65 billion. This remarkable growth trajectory shows that there is a great deal of headroom for growth, but how will this be achieved? What key dialogues are required to drive \$65 billion in 2030?

3i Africa will address the key opportunities, explore how markets and companies are leapfrogging legacy technologies and identify the much-needed dialogues. 3i Africa will drive the dialogue at the intersection of policy, finance, and technology - with inclusion and sustainability at its heart.

The 3i Africa Summit is a groundbreaking global event centred on transforming Africa's economic landscape through sustainable, long-term capital allocation. It addresses the critical need for a sustainable growth framework in Africa, underscoring the importance of moving beyond short-term.

Partners



BANK OF GHANA

The Bank of Ghana (BOG) has demonstrated its proficiency in international collaboration and event management. This includes hosting various high-profile meetings in partnership with the Ministry of Finance, Foreign Affairs, involving National Security, State Protocol, and other departments. The BOG's expertise extends to managing visits from international presidents, supported by a joint inter-ministerial committee and State Protocol, showcasing its organizational capabilities and diplomatic acumen.



DBG Development
Bank
Ghana

Development Bank Ghana Ltd: DBG is a catalyst for economic advancement, focusing on accelerating sustainable and inclusive economic transformation in Ghana. It operates with a strategic commitment to long-term financing and de-risking services for Ghanaian businesses with funding from the World Bank, African Development Bank, European Investment Bank, and Germany's KfW.



Elevandi is a not-for profit organisation that convenes and engages leaders from government, businesses, academia, investors, and civil society to collaborate on technology, innovation, application, and adoption. Elevandi does this through:

Strategically anchored convening platforms around the world: Singapore Fintech Festival, Point Zero Forum (Switzerland), Japan Fintech Festival and Inclusive Fintech Forum (Rwanda).

- Multi-pronged initiatives with sectoral institutions, policymakers and changemakers.
- Incisive reports, deep-dive workshops, and leaders' roundtables led by Elevandi research.
- Distribution/ Engagement access to 150+ countries, 12,000+ institutions, and 70,000 influencers.
- Academic partnerships with reputable institutions to deliver affordable learning.

Key Focus Areas

1. Stimulating and Curating Investment

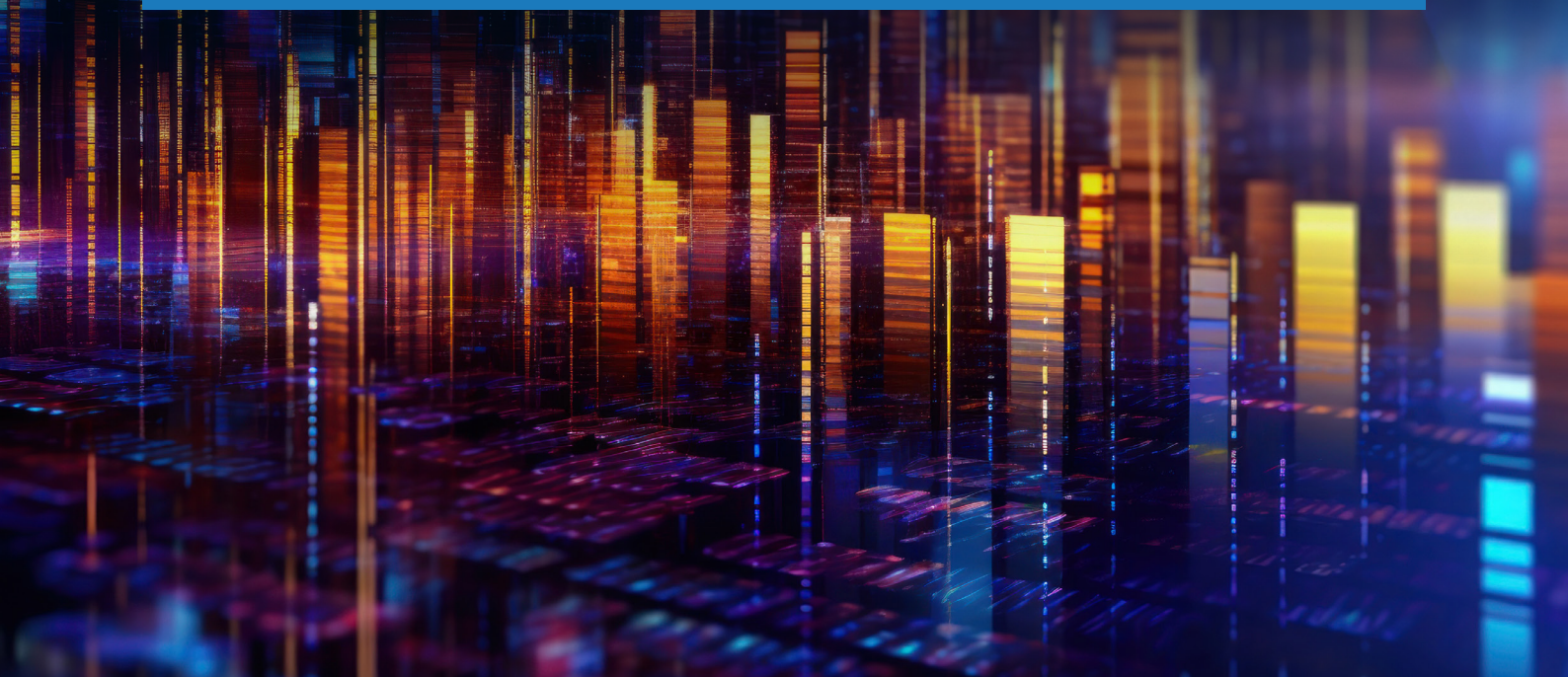
The summit is committed to shining a spotlight on the vast potential and abundant opportunities within the African digital economy and FinTech landscape. Its overarching mission is to act as a catalyst, attracting investment capital from both within the continent and on a global scale, thereby fostering growth and development in this dynamic sector.

2. Policy and Regulatory Development

By engaging regulators and policymakers in insightful dialogues, the summit aspires to ignite the creation of progressive policies and robust regulatory frameworks that will effectively promote the growth and long-term sustainability of the sector.

3. Promoting Innovation and Impact

The summit is dedicated to cultivating a vibrant culture of innovation and offering robust platforms for the exchange of ideas. This concerted effort will bolster the creation of ingenious solutions specifically designed to address Africa's distinctive challenges and capitalize on its abundant opportunities.



Program Overview



Policy and Industry Dialogues

It will bring together industry experts, thought leaders, and practitioners to debate, share experiences, and propose new ideas and solutions.



Plenary Sessions

The summit will feature plenary speeches/fireside chats/panels from heads of state, senior government representatives, investors, prominent industry leaders, policymakers, and innovators.



The Deal Room

Investor and Founders Session for Fintech Companies and Investors, featuring a dedicated emphasis on the Africa-Asia Corridor: This exclusive platform serves as a catalyst for matchmaking between Fintech companies and investors. With a special focus on the Africa-Asia Corridor, it offers a distinctive channel for fostering and enhancing innovation and investment flows within the financial sector, with Singapore serving as a pivotal anchor in this collaborative endeavour.



Workshop & Roundtable Sessions

Hands-on workshops/Roundtables will offer attendees practical knowledge and relevant skills in facilitating investment into the financial sector.



Co-investment platforms

The event will seek to announce at least two co-investment platforms between partner investors and financing entities. The idea is to use these platforms to crowd-in investments into relevant sectors – in Ghana and across Africa



The Fintech & Digital Tech Exhibition

An exclusive platform for the exhibition of market-ready Fintech /Tech solutions covering the full spectrum of Financial/Fintech Sector and across Africa



Networking Sessions

A platform for attendees to connect, exchange ideas, and explore potential collaborations and partnerships.

Why Attend?



Explore Investment Opportunities

Engage in 1 on 1 interactions with international investors and capital providers.



Participate in Dialogues

Learn from 100+ speakers on current developments influencing Africa's innovation landscape, capital generation and policy development.



Lead Generation

Connect with leads and partnership opportunities within the industry.



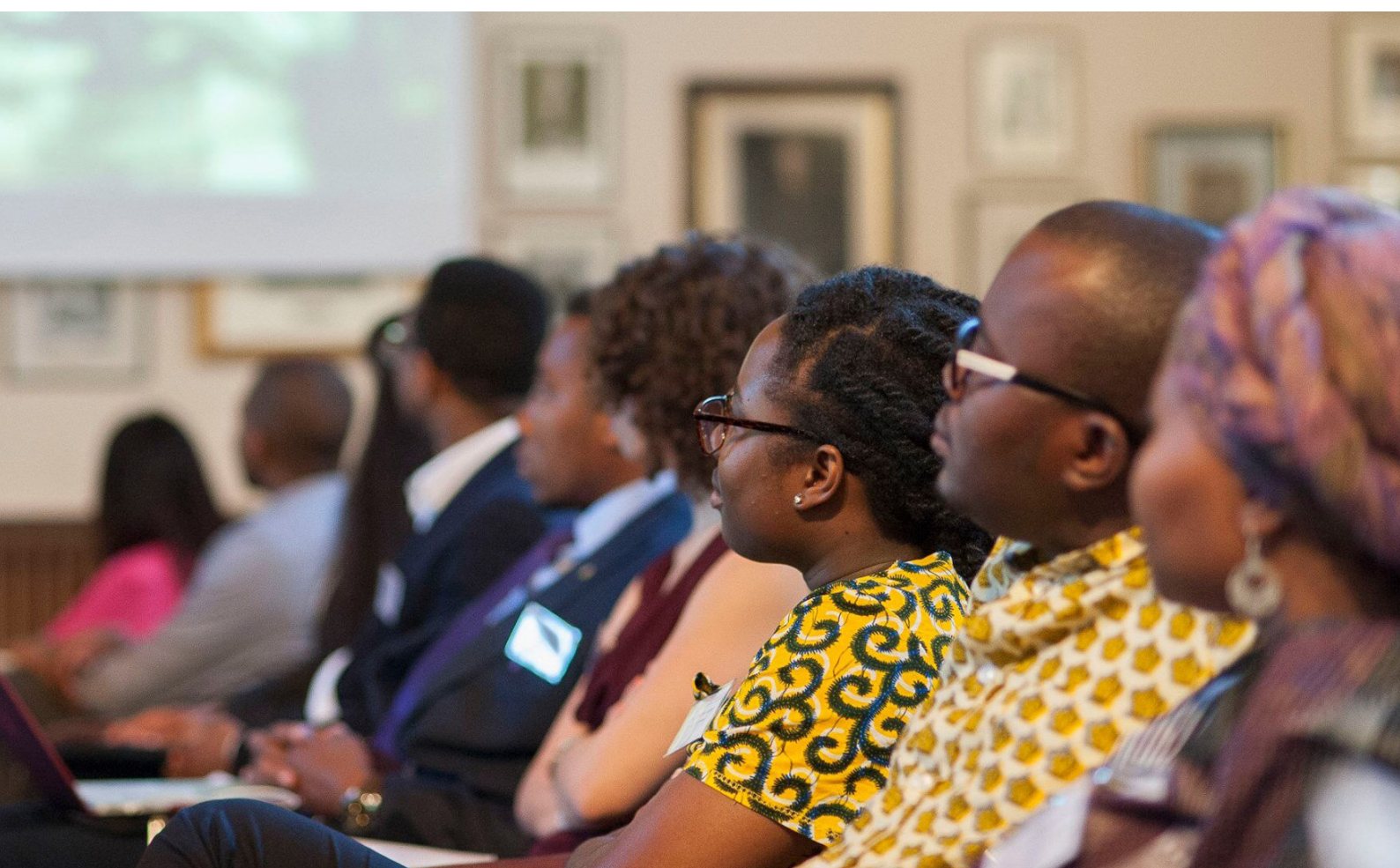
Expand your network

Leverage the global platform and diverse participants to expand your network



Talent Access

Engage opportunities for Fintech career advancements.



Why Sponsor?

01

Access networking opportunities with policymakers, financial services leaders and investors.

02

Drive business development, partnerships, and investment opportunities.

03

Amplify your brand and contribute thought leadership to advance the industry



Grand Sponsor – USD 200,000

- Extra Large booth with digital screen in premium location
- Logo feature in: Event brochure (print & digital, website)
- Full page advert placement in event brochure (to be distributed to 3000 attendees)
- Featured clickable logo on website according to tier
- Brand recognition in Pre-event, during and Post Event communications, including press, website, social media, reports, newsletters.
- Digital logo display during breakfast breaks in conference hall
- Company logo on printed and digital branding & backdrops
- VIP invitation to the summit
- Dedicated panellist slot at the summit (final content approval by the organisers)
- Dedicated 5 minutes speech slot at the summit (final content approval by the organisers)
- Mention in Joint press releases circulated globally (final content approval by the organiser)
- Dedicated brochure page for company bio/ CEO remarks
- 60-sec video advertisement slot at exhibition grounds (content to be provided by the sponsor, with approval required by the organisers)
- Strategic seating with key officials at event and receptions
- Speaker slot at a themed side event
- Host a masterclass on compelling & mutually beneficial topics.

Platinum Sponsor – USD 150,000

- Large booth with digital screen in premium location
- Logo feature in Event brochure (print & digital, website)
- Advert placement in event brochure
- Featured clickable logo on website according to tier
- Brand recognition in Pre-event, during and Post Event communications, including press, website, social, reports, newsletters
- 30-sec video advertisement slots before start, and during summit
- Digital logo display during breaks in conference hall
- Official recognition on social channels
- VIP invitation to the summit and networking events
- Dedicated panellist slot at the summit (final content approval by the organisers)
- Strategic seating with key officials at event and receptions
- Dedicated brochure page for company bio/ CEO remarks
- Speaker slot at a themed side event

Gold Sponsor – USD 100,000

- Large booth with digital screen
- Logo feature in Event brochure (print & digital, website)
- Advert placement in event brochure
- Featured clickable logo on website
- Company logo on printed and digital branding & backdrops
- 30-sec video advertisement slot before event start
- Digital logo display during breaks in conference hall
- Official recognition on social channels
- Special invitation to the summit in Accra, Ghana
- Dedicated panellist slot at the summit (final content approval by the organisers)
- VIP invitation to the summit and networking events

Silver Sponsorship Package – USD 50,000

- Large booth with digital screen in the exhibition Pavilion
- Logo feature in Event brochure (print & digital, website)
- Advert placement in event brochure
- Featured clickable logo on website
- Company logo on printed and digital branding & backdrops
- 30-sec video advertisement slot before event start
- Digital logo display during breaks in conference hall
- Official recognition on social channels
- Special invitation to the summit in Accra, Ghana
- Dedicated panellist slot at the summit
- VIP invitation to the summit and networking events

Track Sponsor – USD 30,000

- Logo feature in Event brochure (print & digital, website)
- Advert placement in event brochure
- 30-sec video advertisement slot before sponsored session starts
- Company logo on printed and digital branding and backdrop in the themed session area
- 2x co-created panels in the themed session
- 1x round table
- Invitation to invite-only VIP networking eventss

Exhibitor Premium – USD 10,000

- Booth (6m x 5m) with digital screen
- High cocktail table and 2 high stools
- Advert placement in brochure
- Exhibitor profile, up to 50 words in the event programme and brochure

Exhibitor – USD 5,000

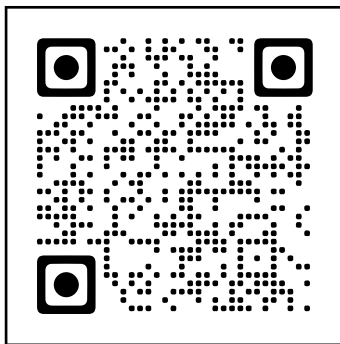
- Shell booth (3x3m)
- High cocktail table and 2 high stools
- Exhibitor profile, up to 50 words in the event programme and brochure

Media Partner

- Event promotion through web ads, mailing database and social media
- Coverage of press conferences before and after summit
- Brand recognition in pre-event, during and post event communications, including press, website, social, reports, newsletters
- Full/ partial coverage of the summit
- Publishing event press releases and article(s)
- Booth (4m x 5m) with digital screen
- Logo in event brochure – print & digital
- Featured clickable logo on website
- Featured company logo on social channels
- Company logo on printed and digital event branding & backdrops
- Official recognition on social channels
- Special invitation to the summit

Strategic Insights Partner/Knowledge Partner/Ecosystem Partner

- Contribute knowledge products and insights into the thematic focus areas
- Booth (4m x 5m) with digital screen
- Featured logo in event brochure – print & digital (website, social media)
- Featured clickable logo on website
- Official recognition on social channels
- Special invitation to the summit
- Additional Privileges



Contact us to partner and sponsor
info@3iAfrica.com or www.3iAfrica.com