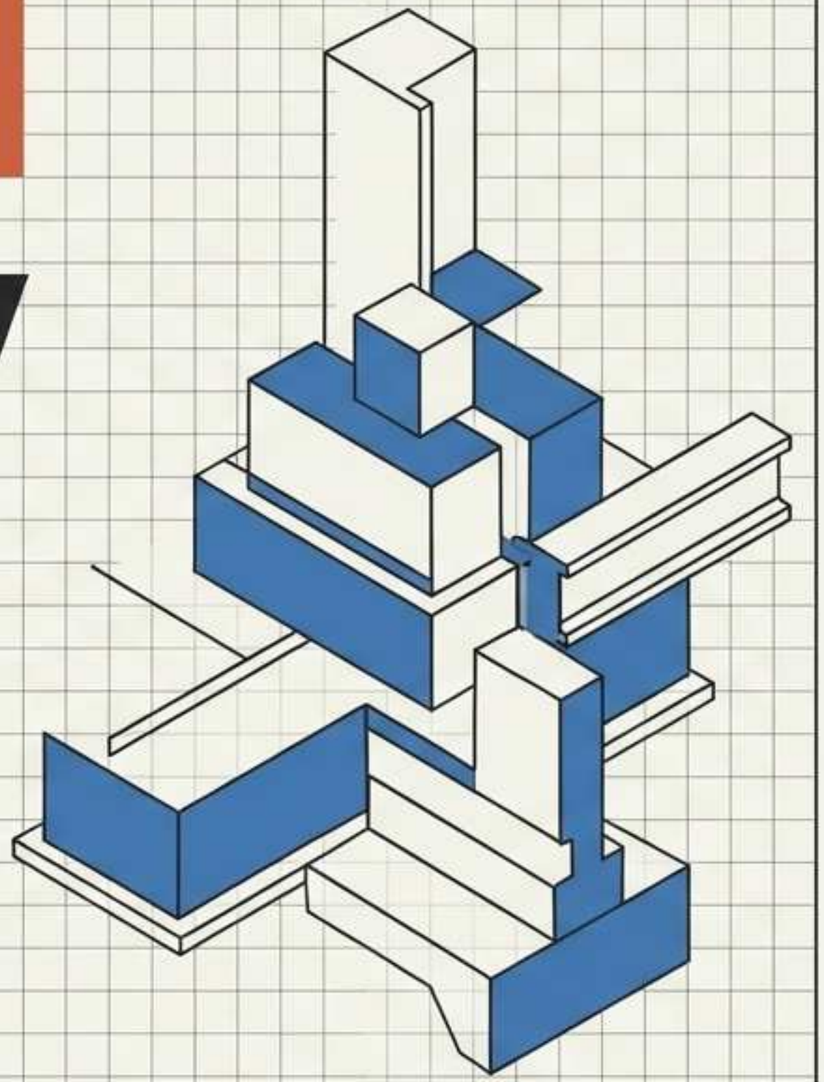
AFRICA DAY: WELCOMES & THANK YOUS

From Visibility to Relevance



****Partner Prospectus****

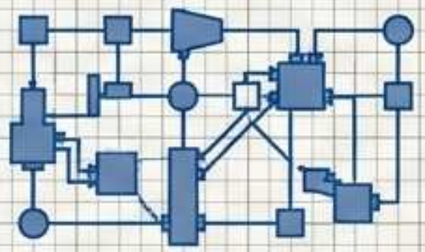
A role-based participation system for the rebuilding of Africa.

A continental activation platform, not an attendance opportunity



WHAT THIS IS NOT:

- ~~A sponsorship slot list~~
- ~~A branding exercise~~
- ~~A CSR obligation~~
- ~~An event attendance opportunity~~



WHAT THIS IS:

- A continental activation platform
- A role-based participation system
- A market + meaning convergence engine
- A network that continues after the event

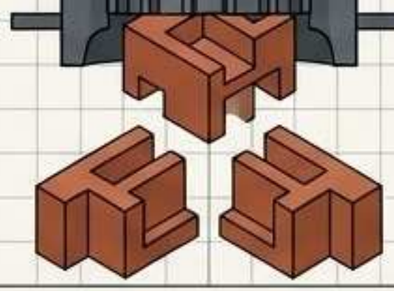
If a partner cannot answer: 'What role do we play in building Africa?' ...then they don't need a booth. They need a rethink.

The gap between continental intention and execution

Abundant Inputs

Ideas, initiatives, good intentions, institutional actors.

Advocacy without action.
Advocacy without action.
Programs without connection.
Institutions operating in silos.
Citizens disconnected from systems.



This festival solves one thing:
It converts intention into visible, shared, role-based action.

Missing Circuitry

Activation, alignment, integration across actors, visible contribution pathways.

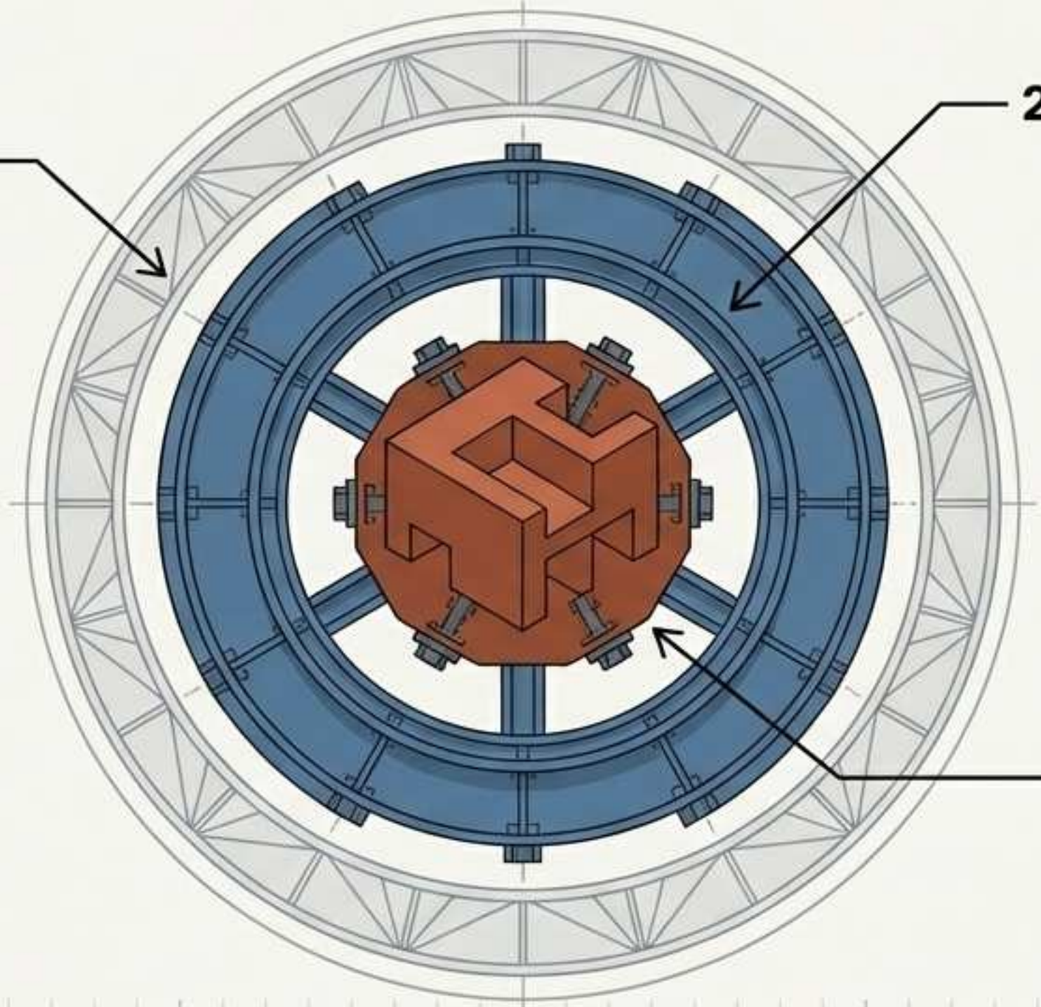
The mechanics of participation have evolved

Old Model	New Model →
Sponsor	→ Contributor
Booth	→ Role
Branding	→ Participation
Visibility	→ Relevance
CSR	→ System contribution
Audience reach	→ Network integration

Partners are not buying exposure. Partners are assigning themselves a role in Africa's future, making it visible, and connecting it to real systems.

Three levels of system participation

1. Sponsor / Signal
You fund and enable key parts of the platform.



2. Contributor / Function
You actively deliver value aligned to a specific role.

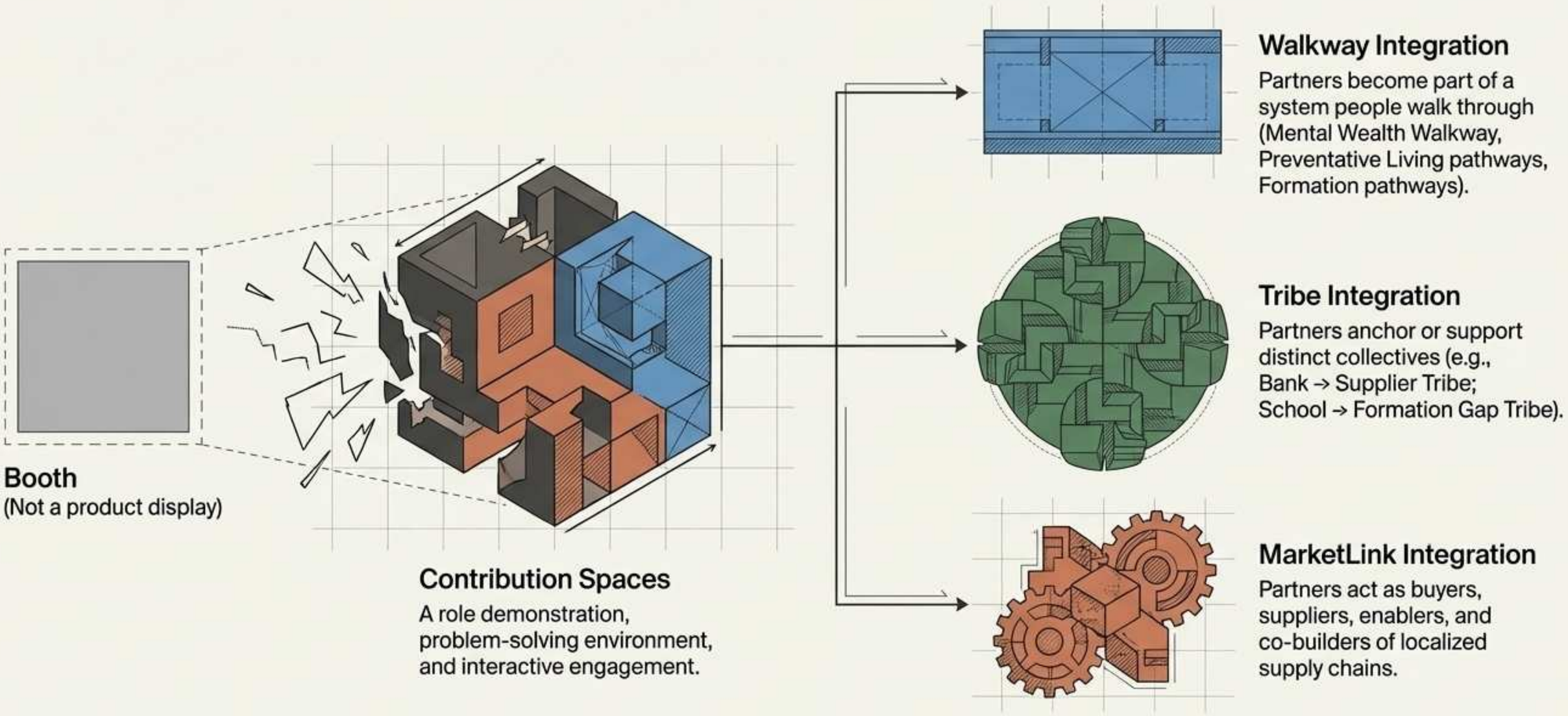
3. Integrator / System Builder
You help connect actors, scale impact, and extend the platform beyond the event.

Every partner must choose at least one. Most serious partners will do all three.

Select your structural role in the ecosystem



Physical activation reframed as contribution



Booth
(Not a product display)

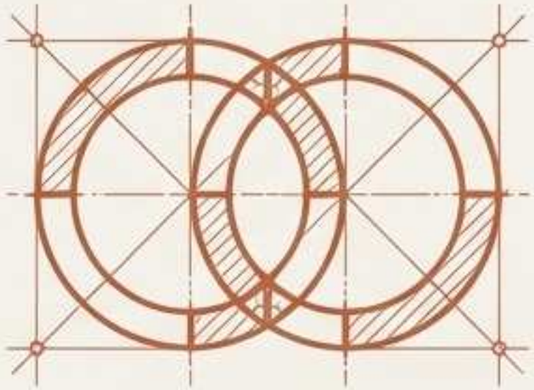
Contribution Spaces
A role demonstration, problem-solving environment, and interactive engagement.

Walkway Integration
Partners become part of a system people walk through (Mental Wealth Walkway, Preventative Living pathways, Formation pathways).

Tribe Integration
Partners anchor or support distinct collectives (e.g., Bank → Supplier Tribe; School → Formation Gap Tribe).

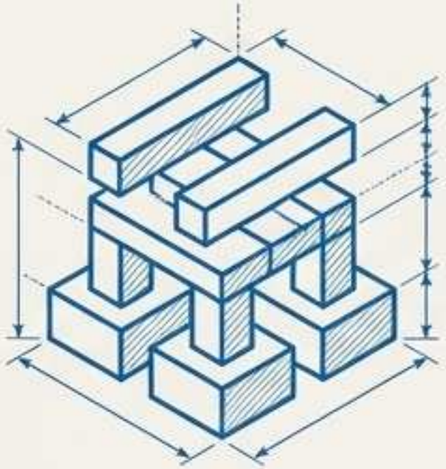
MarketLink Integration
Partners act as buyers, suppliers, enablers, and co-builders of localized supply chains.

Extending the architecture across all touchpoints



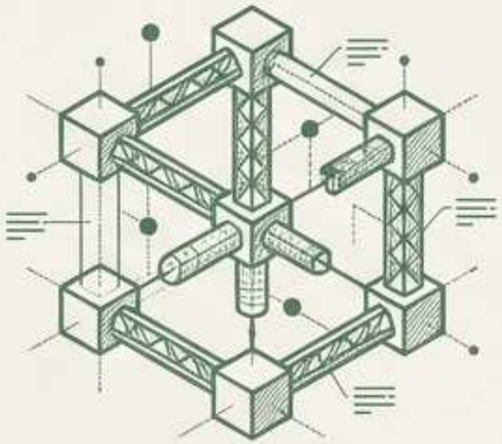
Premium Sessions

- High-leverage environments for Integrators.
- Masterminds
- Reciprocity rings
- Curated dialogues and dinners



Sponsorship Architecture

- **Anchor Partners:** Naming rights, deep integration, premium access.
- **Category Sponsors:** Green Badge, Wall of Remembrance, Walkway sections.
- **Activation Sponsors:** Focused participation in specific tribes/sessions.



Content & Digital Layer

- The network continues after the event.
- Contribute advice, tools, and offers.
- Delivered via QR codes, WhatsApp flows, and video submissions.

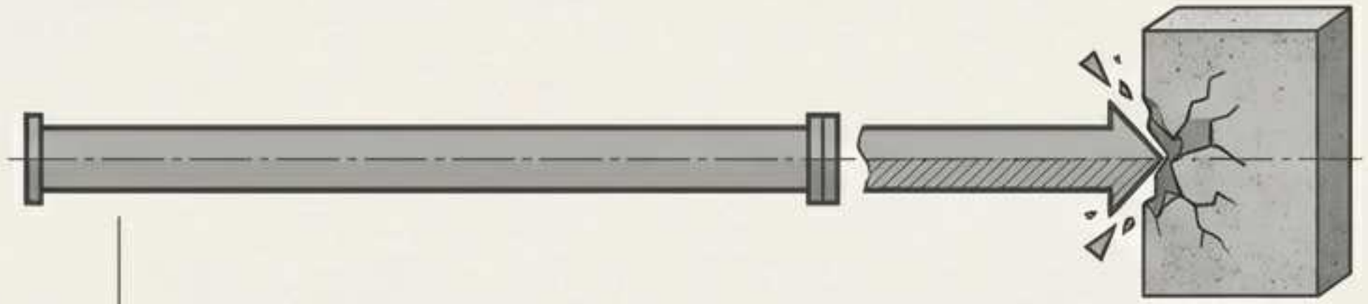
Sector-to-Opportunity alignment matrix

[Sector]	[Strategic Role]	[Opportunities]	[Value]
Financial Inst.	Enablers+Builders	Supplier/Youth Tribe launch, MarketLink financial enablement	Pipeline of SMEs, economic renaissance role.
Dev Banks / Int. Orgs	System Integrators	Co-design interventions, fund pathways	Align existing programs with platform.
Schools & Univ.	Formers	Formation Gap Pavilion, Red Sea programs	Leadership pipeline, student engagement.
Corporates	Builders+Providers	Supplier Tribe buyer, MarketLink procurement	CSR reframed as system contribution.
SMEs	Providers	Supplier Tribe onboarding, buyer connections	Aggregation into larger opportunities.
Health & Wellness	Carers	Preventative Living Pavilion, non-clinical pathways	Behavioral interventions.
Media & Creative	Storytellers	Content capture, live narrative shaping	Amplification.
Embassies	Connectors+Storytellers	Embassy Village, bilateral engagement	Diaspora connection.

The ROI of system integration

THE TRAP
Inter

Input:
Isolated Marketing Spend
Disconnected CSR



Output:
Low-impact engagement
One-off visibility

THE ENGINE
Inter

Input:
System Contribution
Active Role

- Relevance:
Clear positioning in Africa's future narrative.

- Access:
Direct engagement with youth, SMEs, policymakers.

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Direct engagement with youth, SMEs, pollcymakers.

- Integration:
Plug directly into supply chains and cultural systems.

- Pipeline:
Talent, partners, suppliers,

- Inmiinity:
The perascomti-liers, collaborators.

– Continuity:
The network continues after the event.

Uncompromising requirements for entry

Clarity

You must answer:
What role do you play?
What do you contribute?
Who do you serve?

Alignment

You must fit precisely into a designated tribe, role, or pathway.



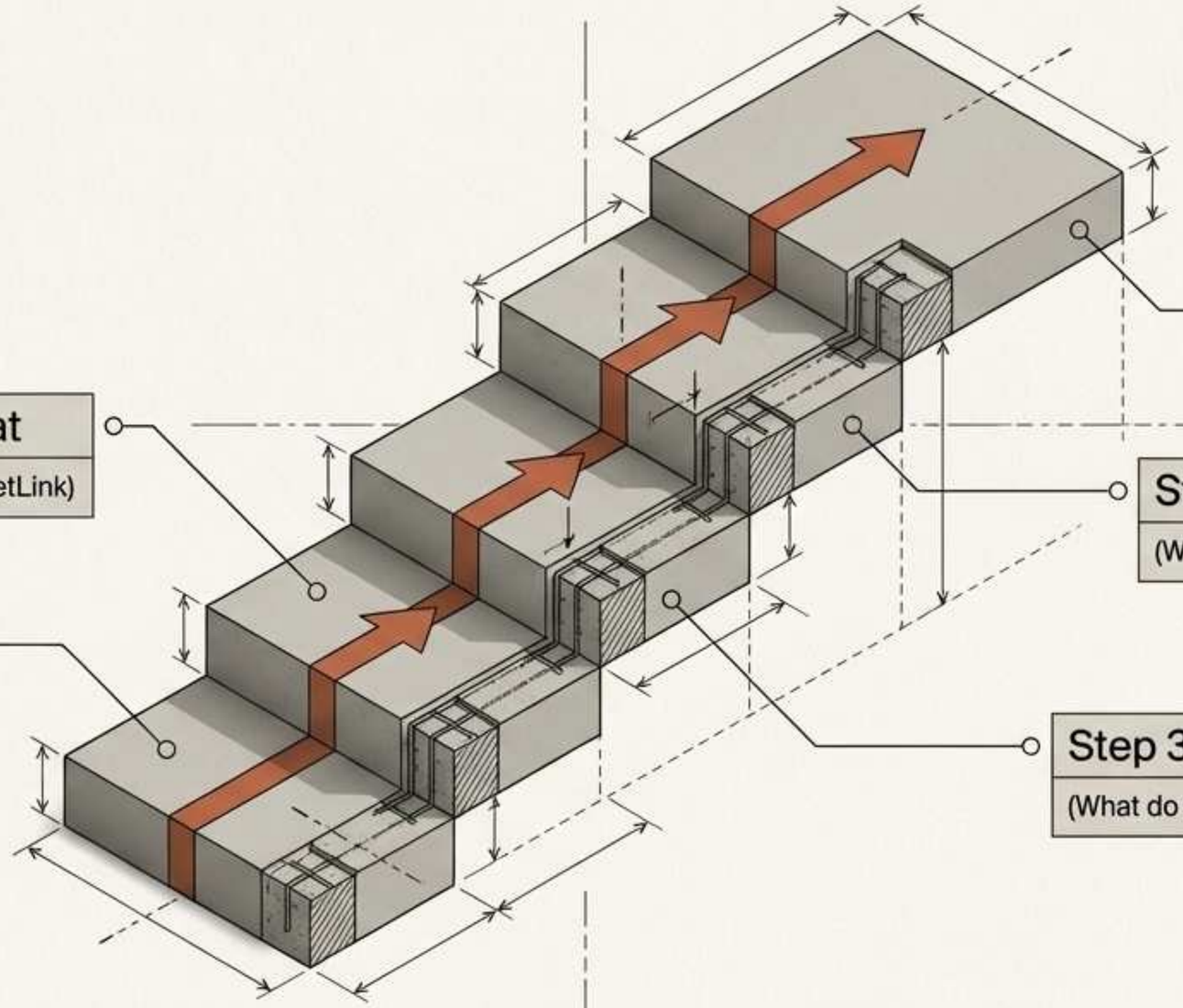
Activation

You must design your space intentionally and engage people meaningfully.

Contribution

This is not passive presence. This is active, measurable participation.

The pathway from intent to execution



Step 1: Select your role

(Builder, Connector, Carer, Former, Provider, Enabler, Storyteller, Rememberer)

Step 2: Choose your format

(Pavilion, Walkway, Tribe, Session, MarketLink)

Step 3: Define your contribution

(What do you actually do at the event?)

Step 4: Confirm integration

(Where do you sit in the system?)

Step 5: Commit

(Lock in execution)



The ultimate question is not about sponsorship

Where do you stand in the rebuilding of Africa?
And more importantly: Are you willing to make that visible, shared, and actionable?

If you get it, you don't negotiate the premise. You move to execution.