



mlc

Made in Africa
Leadership Conference

ZAMBIA - HYBRID 2022

MADE IN AFRICA LEADERSHIP CONFERENCE

ZAMBIA-HYBRID 2022
CONFERENCE

15-16 JUNE 2022

OneLife
Communications & Events Company

The right side of the document features a large, artistic background image. It shows a close-up of a woman's face, which is partially obscured by a dense, intricate pattern of traditional African geometric and tribal motifs. The colors are primarily warm, including shades of orange, brown, and red. The woman's eyes are looking upwards, and her expression is contemplative. The overall effect is a blend of modern design and traditional African artistry.

SPONSORSHIP PROSPECTUS

Background

Made in Africa Leadership Conference is an annual gathering of African Business Owners, Chief Executive Officers, Managing Directors, C-Suite and Leaders in Public Sector. This continental conference is unique in that it is organized by African Leaders with the following three objectives;



To encourage and foster leadership growth among African leaders.



To spur Intra-Africa trade and collaboration.



To increase productivity and production of goods and services. in Africa Inaugural Event - 2019.



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Inaugural Event 2019

The Inaugural Made-In-Africa Leadership Conference (MLC) was held in June 2019 in Kigali (Rwanda) in collaboration with the Government of Rwanda. It brought together Senior Executives and Business leaders from across the continent.



2020 & 2021 Events

The 2nd and 3rd editions were held virtually under the themes – “Leadership for the African Century in 2020” & “The Africa we want- beyond the Odds in 2021”.

Previous MLC Conference Speakers



Vizende Kumwenda
Malawi



Aminata Kane Ndiaye
Senegal



H.E Dr Saulos Chilima
Malawi



Patrick Awuah
Ghana



Catherine Musakali
Kenya



Martin Kalungu-Banda
Zambia



Prof. PLO Lumumba
Kenya



**H.E Amb Arikana
Chimhombori-Quao**
Zimbabwe



Charity Lumpa
Zambia



Victor Williams
South Africa



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“Brilliant.
In my view,
there should
be a stampede
by **African**
businesses to
be part of this
awesome
gathering”

- previous MLC Conference attendee



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MLC 2022

What to expect



1000 Leaders



54 Countries



**30 sessions
over two days**



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Why Sponsor MADE IN AFRICA LEADERSHIP CONFERENCE 2022



Promote the value of coaching in your organisation



Create peer support structures and learning opportunities across the continent.



Forum to discuss and find solutions to uniquely African organisational needs.



Accelerate enhancement of quality leadership culture in Africa.



Brand association with the largest Executive Coach Network in Africa.



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SPONSORSHIP PACKAGES

Title Sponsor

Your Company Logo/Top product to be placed on ALL Conference Branding/Marketing Collateral

Your Company Logo and 3 marketing videos to be displayed and played on screen after every session

Your Company to be advertised for a period of 5 months as a Partner on BCA's social media and website which has over 22,000 post impressions per month.

8 sessions of Executive coaching sessions with Africa's Top Leadership Coaches (1 hour each)

Invite to Sub/Special events for CEO

Full access for your company's CEO & C-Suite to participate in MLC 2022

Links on the MLC site to your website

Selected Venue Branding



Cost Excl. VAT

USD 20,000
ZMW 330,000

Platinum Sponsor

Your Company Logo/Top product to be placed on ALL Conference Branding/Marketing Collateral

Your Company Logo and 2 marketing videos to be displayed and played on screen after every session

Your Company to be advertised for a period of 4 months as a Partner on BCA's social media and website which has over 22,000 post impressions per month.

6 sessions of Executive coaching sessions with Africa's Top Leadership Coaches (1 hour each)

Invite to Sub/Special events for CEO

Full access for your company's CEO & C-Suite to participate in MLC 2022

Links on the MLC site to your website

Selected Venue Branding



Cost Excl. VAT

USD 10,000
ZMW 165,000

SPONSORSHIP PACKAGES

Gold

Company Logo/Top product to be placed on ALL Conference Branding/Marketing Collateral

Your Company logo and 2 marketing videos to be displayed and played on screen after every 4 sessions

Your Company to be advertised for a period of 1 month as a Partner on BCA's social media and website which has over 22,000 post impressions per month.

2 sessions of Executive coaching sessions with Africa's Top Leadership Coaches (1 hour each)

Full access for your company's CEO to participate in MLC 2022

Links on the MLC site to your website

Selected Venue Branding



Cost Excl. VAT

USD 5,000
ZMW 82,500

Silver

Your Company Logo/Top product to be placed on conference brochure

Your company Logo and 1 marketing video to be displayed and played on screen after every 4 sessions

1 hour Executive coaching session with Africa's Top Leadership Coaches.

Full access for your company's CEO & C-Suite to participate in MLC 2022

Links on the MLC site to your website

Selected Venue Branding



Cost Excl. VAT

USD 3,000
ZMW 49,500

SPONSORSHIP PACKAGES

Standard

Your company Logo/Top product to be placed on conference brochure

Your Company Logo and 1 marketing video to be displayed and played on screen after every 2 sessions

Full access for your company's CEO to participate in MLC 2022



Cost Excl. VAT

USD 2,000
ZMW 33,000

Exhibition

Listing on the event website.

5 Attendee Tickets to the Event.

Logo be displayed and played in one session daily.

Display of wares at event venue for two days

USD 2,000 / ZMW 33,000

Event Catalogue Advertising

Event Catalogue / program will be distributed to the attendees on email and available for download on the website. This is an excellent way to reach thousands of potential new customers.

1/4 Page **USD100 / ZMW1,650**

1/2 Page **USD250 / ZMW4,125**

Full Page **USD500 / ZMW8,250**

Site Visit

Site visit by up to thirty leaders from all over Africa to brainstorm with you on a pressing organizational need.
(For Sponsors in Zambia)

USD 2,000 / ZMW 33,000

Cost Excl. VAT

In-kind sponsorship will be valued up to a ceiling of USD 2,000/ZMW 33,000 meaning equitable to the standard package. Contact organisers for full details.

*Kwacha subject to spot rate

HOW TO RESERVE YOUR SPONSORSHIP

To request and confirm your sponsorship & participation,
please contact the following via E-mail or call:



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