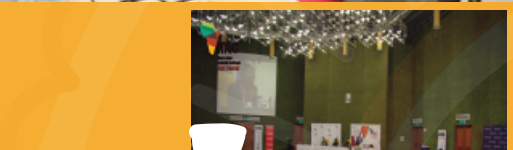




Sponsorship Prospectus





Happening

14 & 15 June 2023

Marriot Hotel, Accra, Ghana

www.bcaleadership.com



Welcome

5th Annual Made in Africa Leadership Conference
14 & 15 June 2023
Marriot Hotel, Accra, Ghana

BCA Leadership, a pan African Leadership enhancement organization which specializes in executive coaching and peer learning services with operations in seven African Countries is excited to curate the 5th edition of its annual Made in Africa Leadership Conference in Accra, Ghana.

MLC2023, like all previous editions aims to facilitate and deepen the conversation about Africa: the opportunities in business and challenge leadership in Africa. The 2023 event in Ghana promises to be more insightful as we anticipate a larger audience and more thoughtprovoking discussions.

We are planning to host three hundred leaders in person in Accra with a wide range of national and international speakers. MLC has been positioned to provide all stakeholders with a great opportunity to build brand awareness among a key audience of professionals, Investors, Government officials, and business leaders from all over Africa.

In this prospectus, we offer a wide range of sponsorship opportunities that we believe are tailored to suit your needs. However, we are prepared to work with our partners to establish special solutions that are perfect for your organization's needs. We will facilitate discussions on special break-out sessions, site visits, focused groups, etc.

On behalf of the entire MLC2023 organizing team, I invite you to partner with us to co-create together a better continent for Africans.

Sincerely,

Made in Africa Leadership Conference 2023

Modupe Taylor-Pearce PhD
Curator



About

The Made in Africa Leadership Conference is an annual gathering of leaders of private sector, public sector and nonprofit sector organizations in Africa. This includes CEO's, Executive and NonExecutive Directors, and Elected Public Sector Leaders. The continental conference is a unique one as 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.

Africa has one of the fastest-growing population and has experienced explosive growth in recent years. This population growth is projected to continue into future years. By 2040, Africa is projected to have 1.1 billion people of working age, more than China and India. By 2040, one in five youth globally will be based on the African continent. This demographic trend affords a great opportunity for economic growth in the continent. Africa's ability to harness the incredible opportunity presented by a burgeoning youth population depends on the extent to which Africa's Entrepreneurs and Business Leaders enhance their capacity as Leaders.



All the resources that African Leaders need to grow their businesses and organizations can be found in Africa. The market, the suppliers, the expertise, the machinery, the people, and the capital, can all be found in Africa. What is needed is a purposeful forum through which Leaders can meet each other, exchange ideas with each other, learn from each other, challenge each other towards higher growth, and engage in business partnerships with each other. The X-factor of MLC is the unique focus given to CEOs and leaders in public sector to enhance their Leadership Capabilities, which inevitably translates into business and economic growth. There is no forum in existence that specifically targets CEOs of African companies and Africa's public sector leaders for this purpose. MLC will inevitably be a catalyst for productivity improvement in Africa, and de-facto for intra-Africa business cooperation and trade.

TARGET AUDIENCE

The target audience are CEO's, Executive and Non-Executive Directors, and Elected Public Sector Leaders.



Previous MLC participation





Theme:

The Africa we want beyond the odds

June 16 & 17, 2021

MLC 2022

Theme:

Making Africa work for Africans

15th - 16th June, 2022
Lusaka, Zambia



South Africa

H.E Wamkele Mene

Secretary-General of the African
Continental Free Trade Area
(AfCFTA) Secretariat



Senegal

Dr. Cambel Dieng

Head of the Emergency Situations
Coordination Unit in Defense and
security sector and Former UN System
Regional Staff Counsellor for African
countries and some Caribbean and
American countries



Uganda

Joanita Mukasa Menya

Managing Director Unilever
Uganda Limited



South Africa

Dr. Greg Mill

Director, The Brenthurst
Foundation



Ghana

Yawa Hansen-Quao

Executive Director, Emerging Public
Leaders



Zambia

Charity Chanda Lumpa

Founder and Chief
Executive Officer of the Charity
Chanda Lumpa Foundation (CCLF)
& BCA Leadership Board Chairman



Sierra Leone

Lara Taylor-Pearce

Former Chair AFROSAI-E
(African Region of Supreme
Audit Institutions-English
Speaking)



Malawi

Justice Dr Chifundo Kachale

Chairman, Electoral
Commission of Malawi

Theme: Making Africa work for Africans

MLC 2022

15th - 16th June, 2022
Lusaka, Zambia



Gabon

Mark Doumba

Co-founder & CEO CLIKAARIK



Zambia

Inutu Zaloumis

Owner, Pam Golding Properties



Kenya

Rishon Chimboza

Executive Director, Africa,
Tony Blair Institute of Global
Change



Nigeria

Nike Anani

Co-Founder African Family Firms



Zambia

Martin Kalungu-Banda

Visiting Fellow at Saïd
Business School, University
of Oxford



South Africa

Shadrack Kubyane

Co-Founder Coronet Blockchain



Zambia

Nachilala Nkombo

Country Director, World Wide
Fund for Nature



Cote D'Ivoire

Eric Djibo

CEO, PISAM (Largest
Private Hospital in Cote
D'Ivoire)



Kenya

Catherine Musakali

Founder, Dorion Associates
LP/Women on Boards Network

Sponsorship

Throughout the two-day event, world-class speakers and senior policymakers, academics, multilateral organizations, and global business leaders from over twenty-five countries come together to share best practices and experiences. Attendees benefit from broad-based insight on critical issues affecting Africa, as well as various networking opportunities with key decision-makers who have an impact on business, trade, and investment.

Why Sponsor or Get a Booth

1. Excellent Opportunity to meet key prominent participants, investors and create meaningful business partnerships,
2. Showcase your products and/or services and your expertise with our high quality and diverse topics,
3. Generate brand awareness and sales leads through unique sponsorship engagement that allows for maximum visibility before, during, and after the event,
4. Excellent social events – Welcome Reception, Needs & Leads, Gala Dinner, which enables delegates, sponsors, and exhibitors to mingle in a more relaxed atmosphere,
5. Combines exhibition, conference, and refreshment areas for maximum exposure to all delegates.



Sponsorship and Exhibition Opportunities: We have a range of sponsorship packages designed to suit all your needs. Each allows you to showcase your organization where the top decision-makers and influencers network. Please note that all sponsorships are listed in USD unless otherwise stated.

Exhibition Packages	
Custom Build Conference Main Room Branding	\$5,000
Custom Build Peer Learning Labs Room Branding(4 Rooms available for 2 days)	\$3,000
Custom Build - Needs & Leads Room Branding	\$2,000
Networking Area Branding	\$2,000
Lunch Sponsor (2 Slots available, 1 for each day)	\$5,000
Conference App Sponsor	\$7,000
Lanyards and Badges	\$2,000
Delegate Bags	Contact us for details
Conference Brochures Production	\$1,500



Premium Sponsorship



Title Sponsor - \$30,000

Before the Conference

- Organization name, logo, and 300-word company profile on the MLC2023 website with a link to the company website
- Sponsor logo on all event marketing materials

During the Conference

- Access to all C-Suite and Board members to participate in the event
- 50 Complimentary tickets to special customers/Leaders who are receiving a service from your organization
- 1 complimentary premium exhibition booth space
- 2 Complimentary floor branding space for exhibition
- 3 prominent locations for mounting telescopes
- 3 prominent locations within the conference hall for floor branding
- Inside cover, a full-page advert in the MLC2023 program

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- Organization name, logo, and 300-word company profile in the MLC2023 program,
 - Logo on all partner signage at the venue,
 - CEO to give the keynote address at the Conference opening
 - 90 min slot to lead a peer learning lab to share organization/product/service
 - Playing corporate video during the conference in the main hall
 - Three A4 promotional inserts included in the conference bag (inserts to be provided by sponsor),
 - Mention of sponsor's support in the closing address,
 - Three arranged interviews with media at the event.

After the Conference

- Sponsor acknowledgment in the MLC2023 post-event report for your archives
- Sponsor details on the MLC2023 website until the end of 2023
- Hi-Res Photos of sponsor's participation at the event sent with a copy of the post-event report
- First right refusal for the Title sponsorship at MLC2024

Premium Sponsorship

Platinum Sponsor - \$20,000

Before the Conference

- Organization name, logo, and 200-word company profile on the MLC2023 website with a link to the company website
- Sponsor logo on all event marketing materials

During the Conference

- Access to all C-Suite and Board members to participate in the event
- 30 Complimentary tickets to special customers/Leaders who are receiving a service from your organization
- 1 complimentary premium exhibition booth space
- 1 Complimentary floor branding space for exhibition
- 3 prominent locations for mounting telescopics
- 2 prominent locations within the conference hall for floor branding

- Inside cover, a full-page advert in the MLC2023 program,
- Organization name, logo, and 200-word company profile in the MLC2023 program,
- 90 min slot to lead a peer learning lab to share organization/product/service
- Playing corporate video during the conference in the main hall
- Two A4 promotional inserts included in the conference bag (inserts to be provided by sponsor),
- Mention of sponsor's support in the closing address,
- Three arranged interviews with media at the event.

After the Conference

- Sponsor acknowledgment in the MLC2023 post-event report for your archives
- Sponsor details on the MLC2023 website until the end of 2023
- Hi-Res Photos of sponsor's participation at the event sent with a copy of the post-event report
- First right refusal for the Platinum sponsorship at MLC2023

Premium Sponsorship

Gold Sponsorship - \$15,000

Before the Conference

- Organization name, logo, and 150-word company profile on the MLC2023 website with link to the company website
- Sponsor logo on event marketing materials

During the Conference

- Access to all C-Suite and Board members to participate in the event
- 25 Complimentary tickets to special customers/Leaders who are receiving a service from your organization
- 1 complimentary exhibition booth space
- 2 prominent locations for mounting of feather banners
- Half-page advert in the MLC2023 program
- Organization name and logo on the MLC2023 program
- Mention of sponsor's support in the closing address.

After the Conference

- Partner acknowledgment in the MLC2023 post-event report
- Partner details on the MLC2023 website until the end of 2023
- First right refusal for the Gold sponsorship at MLC 2024.

Premium Sponsorship

Silver Sponsorship - \$10,000

Before the Conference

- Organization name, logo, and 150-word company profile on the MLC2023 website with link to the company website
- Sponsor logo on event marketing materials

During the Conference

- Access to all C-Suite and Board members to participate in the event
- 10 Complimentary tickets to special customers/Leaders who are receiving a service from your organization
- 1 complimentary exhibition booth space
- 2 prominent locations for mounting of feather banners
- Half-page advert in the MLC2023 program
- Mention of sponsor's support in the closing address.

After the Conference

- Partner acknowledgment in the MLC2023 post-event report
- Partner details on the MLC2023 website until the end of 2023
- First right refusal for the Gold sponsorship at MLC 2024.

A La Carte Sponsorship

Rep your country Gala Dinner - \$8,000

Before the Conference

- Organization name, logo, and 100-word company profile on the MLC2023 website with a link to the company website

During the Conference

- Access to all C-Suite and Board members to participate in the event
- 10 Complimentary tickets to special customers/Leaders who are receiving a service from your organization
- Half-page advert in the MLC2023 program
- Organization name, logo, and 100-word company profile in the MLC2023 program,
- Welcome address to attendees at Gala Dinner
- Exclusive corporate display and decoration at Gala Evening venue
- Playing of corporate video at beginning of Gala Dinner
- One A4 promotional insert to be included in the conference bag (insert to be provided by partner)
- Mention of sponsor's support in the closing address

After the Conference

- Sponsor acknowledgment in the MLC2023 post-event report for your archives

A La Carte Sponsorship

Lunch Sponsor \$5,000 (2 Sponsors, 1 sponsor per day) During Conference

As a Lunch sponsor, your organization will enjoy the following benefits:

- 10 complimentary delegate registrations
- Opportunity to have 3 pull-up banners near the catering stations during your nominated lunch
- Organization name/ logo on the backdrop in the main conference hall
- Placement of organization name/ logo in the MLC2023 program.

Peer Learning Lab Sponsor \$3,000 (up to 4 firms)

As a Peer learning lab sponsor, your organization will enjoy the following benefits:

- Acknowledgment as Peer Learning Lab Sponsor at MLC2023
- 10 complimentary delegate registrations
- Full room branding for Peer learning labs for two days
- 10 complimentary delegate registrations
- Sponsor Logo to be included on the MLC2023 thank you page within the conference booklet as “Peer Learning Lab Sponsor”
- Sponsors may produce and bring to the conference, pull-up banners and marketing collaterals for display or distribution to the delegates.

A La Carte Sponsorship

Delegate Bag (exclusive) - (Contact us for details)

- 5 complimentary delegate registrations
- Exclusive firm name/ logo on the delegate bag
- Firm name/ logo on the backdrop in the main conference hall
- Firm name/ logo in conference brochure

Lanyard (exclusive) - (Contact us for details)

- 5 complimentary delegate registrations
- Exclusive firm name/ logo on the lanyard
- Firm name/ logo on the backdrop in the main conference hall
- Firm name/ logo in all conference brochure

Sponsorships are available on a first-come, first-served basis. To reserve your sponsorship, simply contact us and you will be guided through the process. For additional questions email us at mlc@bcaleadership.com and mfrimpong@bcaleadership.com



bcaleadership.com | mlc@bcaleadership.com



BCALeadership