

Africa Brand Summit

# Official Partnership Prospectus

**Wednesday 22<sup>nd</sup> - Thursday 23<sup>rd</sup> October 2025**

Gaborone - Botswana



**AFRICA  
BRAND  
SUMMIT**

[www.africabrandsummit.co](http://www.africabrandsummit.co)



# Capturing Botswana's Brand Narrative; Interrogating Africa's Brand Potential







The Africa Brand Summit was first established in 2017 and officially launched in Cape Town, South Africa, in 2018 as the Annual Brand South Africa Summit. The initial strategy was to incubate the event in South Africa before expanding it to partner cities across the African continent.

It was subsequently hosted in Sandton in 2019, and in October 2020, became one of the first hybrid events held in Cape Town. In recent years, the summit transitioned into a fully virtual format through a series of thematic webinars.

As we prepare to return to a predominantly in-person format—approximately 80% physical and 20% hybrid—we are excited to collaborate with our partners in Botswana. The summit will shine a spotlight on this stable African democracy, especially in the wake of its peaceful October 2024 elections, which marked a historic transfer of power from the party that had governed since independence from British rule.

We maintain our strong belief that perceptions shape investor sentiment and international attitudes. These perceptions can either enhance or hinder a destination’s ability to build goodwill—the foundation of productive global engagement.

At a continental level, African cities, regions, and countries still underutilize their full potential to drive integrated economic development. Africa must be positioned as:

- A **net exporter of food crops**
- A **magnet for rare and essential global skills**
- A **premier destination for both business and leisure tourism**
- A **provider of respected tertiary education**
- A **global player in the Meetings, Incentives, Conferences, and Events (MICE) sector**

Achieving this vision requires African policymakers and leaders to create enabling environments for regional and international collaboration, investment, and enterprise. This includes ensuring the seamless movement of goods, capital, and skilled individuals within standardized legal and international frameworks to stimulate entrepreneurship and sustainable economic growth.

---

### Summit Theme: “Botswana Reloaded”

The 2025 theme will focus on the evolving perceptions of Botswana and propose actionable strategies to foster global goodwill, nurture future-ready skills, and position Botswana as a top-performing African economy.

As with previous editions, the summit will attract a diverse delegation of participants from across Africa, Europe, the Americas, Asia, and beyond. Our conversations are globally relevant in an interconnected world driven by technology and the movement of people, skills, and capital.

---

Solly Moeng

CONVENOR: AFRICA BRAND SUMMIT

# Partnerships

We invite our brand partners to explore Botswana, meet like-minded professionals, and engage in powerful conversations that shape Africa's narrative.

This prospectus outlines a variety of branding, networking, and showcasing opportunities. These packages are flexible—we welcome custom partnership proposals that align with the Summit's objectives and your organizational interests.

## Headline Partner: R1, 000 000

There are only 2 opportunities available. This is the ultimate partnership category.

Your investment will entitle you to the following benefits:

- ▶ Official and exclusive use of tagline "presented by" (CATEGORY EXCLUSIVE RIGHT)
- ▶ Ten VIP passes (incl. front row seats at relevant panel discussions)
- ▶ Four delegate Summit passes
- ▶ One speaking slot
- ▶ One table at the Awards Ceremony
- ▶ Ten tickets to the Awards Ceremony
- ▶ Branding in the Summit program and digital/on-site marketing collaterals
- ▶ Company logo on website with "Click" through
- ▶ Recognition in Summit press releases and social media platforms
- ▶ Branded banners at Summit venue
- ▶ Branding during Cocktail Function - category exclusive
- ▶ Identify and co-select "Influencer of Influencers" Award with summit convenor
- ▶ Published short YouTube Interviews profiling partner's Brand.
- ▶ Speaking slot at Cocktail Ceremony - category exclusive

## Panel Partners (Platinum Partner)

### Corporate/Business Panel Partner: R500 000

Your investment will entitle you to the following benefits:

- ▶ Four VIP passes (incl. front row seats at relevant panel discussions)
- ▶ Two delegate Summit passes
- ▶ Share a table at the Awards Ceremony
- ▶ Two tickets to the Awards Ceremony
- ▶ Branding in the Summit program and digital/on-site marketing collaterals
- ▶ Company logo on website with "Click" through
- ▶ Recognition in Summit press releases and social media platforms
- ▶ Branded banners at Summit venue
- ▶ Present Award to winner in front of media cameras - category exclusive
- ▶ Propose two panellists (Summit organisers will add three) - category exclusive
- ▶ Published short YouTube Interviews profiling partner's Brand.
- ▶ Six Goody Bags per ticket included

# Partnerships

## Welcome Evening Partner: R600 000

Your investment will entitle you to the following benefits:

- ▶ Four VIP passes (incl. front row seats at relevant panel discussions)
- ▶ Two delegate Summit passes
- ▶ Share a table at the Awards Ceremony
- ▶ Two tickets to the Awards Ceremony
- ▶ Branding in the Summit program and digital/on-site marketing collaterals
- ▶ Company logo on website with “Click” through
- ▶ Recognition in Summit press releases and social media platforms
- ▶ Branded banners at Summit venue
- ▶ Present Award to winner in front of media cameras - category exclusive
- ▶ Propose two panellists (Summit organisers will add three) - category exclusive
- ▶ Published short YouTube Interviews profiling partner's Brand.
- ▶ Six Goody Bags per ticket included

## ABS 25 Day 1 Partner: R400 000

Your investment will entitle you to the following benefits:

- ▶ Four VIP passes (incl. front row seats at relevant panel discussions)
- ▶ Two delegate Summit passes
- ▶ Share a table at the Awards Ceremony
- ▶ Two tickets to the Awards Ceremony
- ▶ Branding in the Summit program and digital/on-site marketing collaterals
- ▶ Company logo on website with “Click” through
- ▶ Recognition in Summit press releases and social media platforms
- ▶ Branded banners at Summit venue
- ▶ Present Award to winner in front of media cameras - category exclusive
- ▶ Propose two panellists (Summit organisers will add three) - category exclusive
- ▶ Published short YouTube Interviews profiling partner's Brand.
- ▶ Six Goody Bags per ticket included

# Partnerships

## Function Partners (Gold Partner)

### Cocktail Networking: R150 000

Your investment will entitle you to the following benefits:

- ▶ A ten-minute speech at the Cocktail function
- ▶ Two VIP passes (incl. front row seats at relevant panel discussions)
- ▶ Two delegate Summit passes
- ▶ Share a table at the Awards Ceremony (tickets for your own account)
- ▶ Branding in the Summit program and digital/on-site marketing collaterals
- ▶ Company logo on website with “Click” through
- ▶ Recognition in Summit press releases and social media platforms
- ▶ Branded banners at Summit venue
- ▶ Branding during Cocktail Function - category exclusive
- ▶ Published short YouTube Interviews profiling partner's Brand.
- ▶ Four Goody Bags per ticket included

### Award Ceremony: R150 000

Your investment will entitle you to the following benefits:

- ▶ A ten-minute speech at the Awards ceremony
- ▶ Two VIP passes (incl. front row seats at relevant panel discussions)
- ▶ Two delegate Summit passes
- ▶ Share a table at the Awards Ceremony (tickets for your own account)
- ▶ Branding in the Summit program and digital/on-site marketing collaterals
- ▶ Company logo on website with “Click” through
- ▶ Recognition in Summit press releases and social media platforms
- ▶ Branded banners at Summit venue
- ▶ Present Award to winner in front of media cameras - category exclusive
- ▶ Published short YouTube Interviews profiling partner's Brand.
- ▶ Four Goody Bags per ticket included

# Partnerships

## Supplier Partners (Silver Partners)

### Speaker Transfers & Accommodation

Your investment will entitle you to the following benefits:

- ▶ Two delegate Summit passes
- ▶ Branding in the Summit program and digital/on-site marketing collaterals
- ▶ Company logo on website with “Click” through
- ▶ Recognition in Summit press releases and social media platforms
- ▶ Published short YouTube Interviews profiling partner's Brand.

### Media Tour x1

Your investment will entitle you to the following benefits:

- ▶ Two delegate Summit passes
- ▶ Branding in the Summit program and digital/on-site marketing collaterals
- ▶ Company logo on website with “Click” through
- ▶ Recognition in Summit press releases and social media platforms
- ▶ Published short YouTube Interviews profiling partner's Brand.

### Thematic Excursion x 2

Your investment will entitle you to the following benefits:

- ▶ Two delegate Summit passes
  - ▶ Branding in the Summit program and digital/on-site marketing collaterals
  - ▶ Company logo on website with “Click” through
  - ▶ Recognition in Summit press releases and social media platforms
- Published short YouTube Interviews profiling partner's Brand.

### Gaborone Host City

Your investment will entitle you to the following benefits:

- ▶ Two delegate Summit passes
- ▶ One speaking slot
- ▶ Branding in the Summit program and digital/on-site marketing collaterals
- ▶ City logo on website with “Click” through
- ▶ Recognition in Summit press releases and social media platforms
- ▶ Published short YouTube Interviews profiling partner's Brand.

All partnership prices exclude VAT.

## Partnerships Items

<b>Catering at the two-day Summit</b> Breakfast, tea/coffee breaks and lunches ▶ Partners will be able to display pop banners in the lunch area.	R 150 000
<b>Delegate Gifts</b> ▶ Partner's logo will appear on the gift. These will be inserted into the goody bags and handed to delegates	R 80 000
<b>Gala Awards Dinner:</b> ▶ Partner will be entitled to a 5minute address at the Gala Awards Dinner. ▶ Partner will have the naming rights (excluding décor and entertainment). ▶ Partner may display 6 banners inside the venue. All banners are subject to approval of the committee and the venue. ▶ Complimentary admission for 6 guests or partnering company's representatives. ▶ Partner may also supply a gift for each place setting bearing the company logo (partners own account).	R 100 000
<b>Goody Bags (Summit to Supply)</b> ▶ Partner's name / logo and conference logos will appear on the bag.	R 80 000
<b>'Influencer of Influencers Awards' (per award)</b> These prestigious awards are given to a deserving individual/company/NGO, etc. The partner will be acknowledged ▶ Corporate Influencer Brand ▶ Citizen Influencer Brand ▶ SMME / Start-up Influencer Brand ▶ NGO Influencer Brand ▶ SA Country Brand Influencer ▶ Political Influencer Brand ▶ Public Governance Influencer Brand ▶ Media Influencer Brand ▶ Public Intellectual Influencer Brand ▶ SA Country Brand Influencer of Influencers	R 40 000
<b>Information Wall</b> ▶ This will be placed near the registration desk ▶ Partner's logo will appear on the wall	R 10 000



## Partnership Items

<b>Keynote Speaker - Professor Patrick L.O. Lumumba</b> <ul style="list-style-type: none"> <li>▶ Two partnerships available.</li> <li>▶ Partners to contribute to the flights and land arrangements, of the Keynote Speakers, subject to approval of the Committee and the Speaker.</li> <li>▶ Partners will be acknowledged after the appropriate Keynote Lecture, on the website and in the final programme in a space relative to the notice of the respective speaker.</li> </ul>	R 100 000
<b>Lanyard Branding</b> <ul style="list-style-type: none"> <li>▶ Partner's logo and Summit logo will appear on the lanyard.</li> </ul>	R 80 000
<b>Meeting Rooms Naming Rights</b> <p>A partner will have the exclusive opportunity to brand the plenary venue for the duration of the Summit. The partner will have naming rights for the plenary. The plenary will be referred to as the "Company "Plenary Room in the programme and on signage.</p>	
<b>Mobile App</b> <ul style="list-style-type: none"> <li>▶ This APP is interactive and will be operating Pre-during- Post Summit</li> <li>▶ The official App partner will be acknowledged as follows "Summit powered by ... ".</li> </ul>	R 100 000
<b>Plenary Naming Rights</b> <p>A partner will have the exclusive opportunity to brand the plenary venue for the duration of the Summit. The partner will have naming rights for the plenary. The plenary will be referred to as the "Company "Plenary Room in the programme and on signage.</p>	R 100 000
<b>Pre-Summit Instructions</b> <ul style="list-style-type: none"> <li>▶ Distributed electronically 3 weeks before the Summit.</li> <li>▶ Partner's logo will be prominently displayed on instructions.</li> </ul>	R 20 000
<b>Registration Desk Branding</b> <ul style="list-style-type: none"> <li>▶ Partner logo and Summit brand will appear on the registration desk counters.</li> </ul>	R 80 000
<b>Shuttle Service</b> <p>6-day shuttle service between key the Airport, Summit venue and key hotels.</p> <ul style="list-style-type: none"> <li>▶ Partner's logo will be displayed on the windows of the shuttle transport.</li> </ul>	R 100 000
<b>Brand Summit Report</b> <ul style="list-style-type: none"> <li>▶ Developed to record all summit activities, discussions, resolutions, and recommendations</li> <li>▶ The Partner will be acknowledged in the report and included in the credits inside the back cover.</li> </ul>	R 200 000

<b>Speaker Gifts</b> <ul style="list-style-type: none"> <li>▶ Opportunities exist to partner gifts for the speakers.</li> <li>▶ Your logo will appear on the gift.</li> </ul>	<b>R 50 000</b>
<b>Speaker Prep Room (presenters review room)</b> <ul style="list-style-type: none"> <li>▶ Partner's logo will be displayed on the screensavers and on the signage at the entrance of the room.</li> </ul>	<b>R 30 000</b>
<b>The Summit Report</b> <ul style="list-style-type: none"> <li>▶ Partner's logo will appear on the report which is sent to the delegates.</li> </ul>	<b>R 120 000</b>

\* All costs are exclusive of VAT. All items below are to be approved by the Committee.

\* Marketing and media exposure in lead – up to, during and after the Summit

\* Depending on partner category, the logos will be shown bigger or smaller on all print / digital media

\* All partners will have their logo displayed on the Summit website with a hyperlink to their website. In return, partners can provide information on their website about their involvement in the Summit with a reciprocal link to the Summit link.

## Terms and Conditions

### Partnership Policy

- ▶ Partnership will only be confirmed once the application online form has been completed and a deposit of 50% of the chosen partnership package has been paid.
- ▶ Upon receipt of the deposit, a statement of confirmation will be sent.

### Terms of Payment

- ▶ 50% deposit to be 14 days after receipt of invoice
- ▶ Balance due on 31<sup>st</sup> July 2025
- ▶ Payment can be made via EFT or credit card.
- ▶ Non-receipt of payments as per these terms may result in cancellation.

### Cancellation Policy

All cancellations must be made in writing to the Summit organisers and the following cancellation policy will be enforced:

- ▶ 10% of the contract price if cancellation is received up until 6 months before the start of the Summit
- ▶ 50% of the contract price if cancellation is received up until 5 months before the start of the Summit
- ▶ 100% of the contract price if cancellation is received less than 2 months before the start of the Summit

### Liability

The Organisers accept no responsibility for any damages if the partnered event is not performed because of any obstacle or hindrance outside the control of the Organisers, which the Organisers could not reasonably have foreseen when signing this contract and which the Organiser could not have avoided at a reasonable effort or cost. Such obstacles and hindrances include, but are not limited to, the outbreak of war, civil riots, Covid-19-style pandemic and movement restrictions, governmental or other obstacles for the freedom of travel, union actions, natural disasters, fire, flooding and any other circumstances that fall within the meaning of the above.

## Additional Events in Botswana

In line with the summit's objectives, Botswana is hosting several events that align with its economic and branding strategies:

- **Botswana Mining, Water, Energy & Manufacturing Business Symposium 2025:** Scheduled for May 26, 2025, at the Gaborone International Conference Centre, this symposium will focus on sustainability and dynamic partnerships in key sectors. [whatsupbots.com](https://whatsupbots.com)
- **UNDP-SDP Rebranding Competition:** An initiative to develop a new brand identity for the UNDP-SDP program, aiming to engage the creative industry in Botswana and provide growth opportunities for young designers. [Opportunities For Africans](#)

## Africa Brand Summit Overview

The Africa Brand Summit serves as a platform to reshape narratives about Africa by fostering discussions on integrated economic development, regional cooperation, and positioning the continent as a hub for investment, tourism, education, and the MICE (Meetings, Incentives, Conferences, and Events) sector. The 2025 summit will feature a blend of keynote speeches, panel discussions, and networking opportunities, attracting delegates from Africa, Europe, the Americas, Asia, and beyond.

## Next Steps

If you're interested in exploring partnership opportunities or attending the summit, consider the following actions:

- **Download the Partnership Prospectus:** Review the detailed offerings and select a package that aligns with your organization's objectives. [Prospectus](#)
- **Complete the Partnership Registration Form:** Submit your interest through completing the following form [\\_\\_\\_\\_\\_](#)
- **Register for the Summit:** Secure your participation by registering on the [Africa Brand Summit website](#).

Should you require assistance in selecting the most suitable partnership package or have specific questions about the summit, feel free to ask!

## Contact

**Christa Bredell**

[christa@blacksaltevents.co.za](mailto:christa@blacksaltevents.co.za)

**+2782 600 8431**

**[www.blacksaltevents.co.za](http://www.blacksaltevents.co.za)**

**BLACK SALT®**

PRECISION EVENT EXECUTION

*with a pinch of magic*

- CONFERENCING
- ACCOMMODATION
- INCENTIVE TRAVEL
- BRAND ACTIVATIONS
- TEAMBUILDING
- EXHIBITIONS



Black Salt Events



@blacksaltevents



blacksalt\_events