



18 - 22 OCTOBER

SAM

**AFRICAN MICROFINANCE WEEK:
SPONSORSHIP PROPOSAL**

WWW.SAM.AFRICA



**LUXEMBOURG
AID & DEVELOPMENT**



Empowering Rural Africa



**Association of Microfinance
Institutions in Rwanda**

ENGAGE WITH THE LARGEST MICROFINANCE EVENT IN AFRICA!





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WHY SPONSOR THE SAM?

Sponsoring the SAM gives you:

- ✓ access to influential professionals, executives and leaders in the inclusive finance sector in Africa and at the international level;
- ✓ internal and external networking opportunities;
- ✓ unique brand exposure;
- ✓ an opportunity to make valuable contacts for your business;
- ✓ the change to encourage the growth of the inclusive finance sector in Africa: sponsorship revenue significantly reduces the overall cost of participation, enabling more attendees to participate in the SAM. Your sponsorship support helps to bring the widest possible range of participants, especially those from the least developed African countries.

ENGAGE WITH A HIGH-LEVEL AND SHARPLY TARGETED AUDIENCE

The conference attracts delegates from across the African continent and beyond. The last two editions have been attended by 700 and 900 participants, all from microfinance, inclusive finance, microinsurance and, more broadly, organisations active in the field of sustainable development.

A large majority of attendees are **CEOs, CFOs, COOs, senior directors or board members** from:

- MFIs and MFI networks and associations;
- Banks and central banks;
- Investment funds;
- Governments and government bodies;
- International organisations;
- NGOs;
- Consulting firms;
- Rating agencies;
- Universities;
- Companies and start-ups working in the field of inclusive finance.



Sponsors

ONDATION GRAMEEN
RÉDIT AGRICOLE
icrofinance & Social Business



BNP PARIBAS



Unlocking Public and Private
Finance for the Poor



Food and
Organizat



Our sponsors are thus directly exposed to **900 participants who are very active and influential in the sector**, not to mention the online visibility (more than 30,000 visitors on the SAM website).

In 2019, in addition to the 900 registered participants, the organisers created a **waiting list of 200** people to meet the high demand.

The success of the SAM is based on the quality of the participants, all **professionals and leaders** in the sector. The conference is organised by inclusive finance professionals (ADA, MAIN, AFRACA) for inclusive finance professionals.

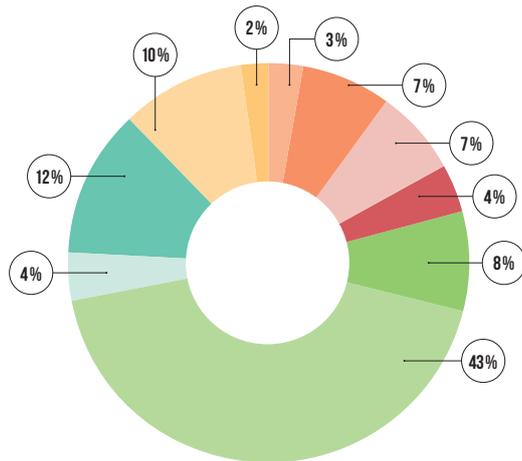
KEYS DATA ON THE LAST EDITION

SAM delegates come from 56 countries, including 35 African countries.



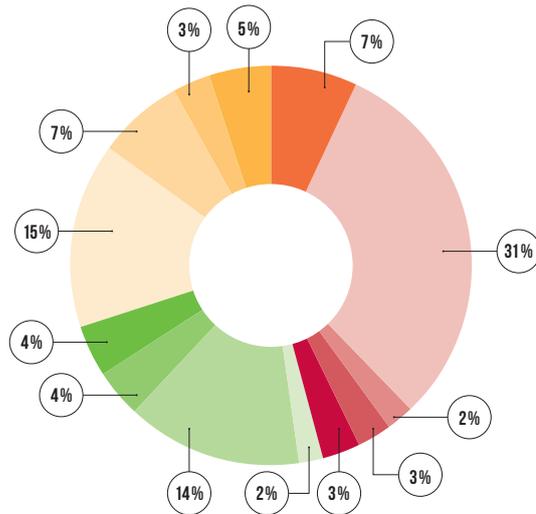
BREAKDOWN OF PARTICIPANTS BY TYPE OF INSTITUTION REPRESENTED

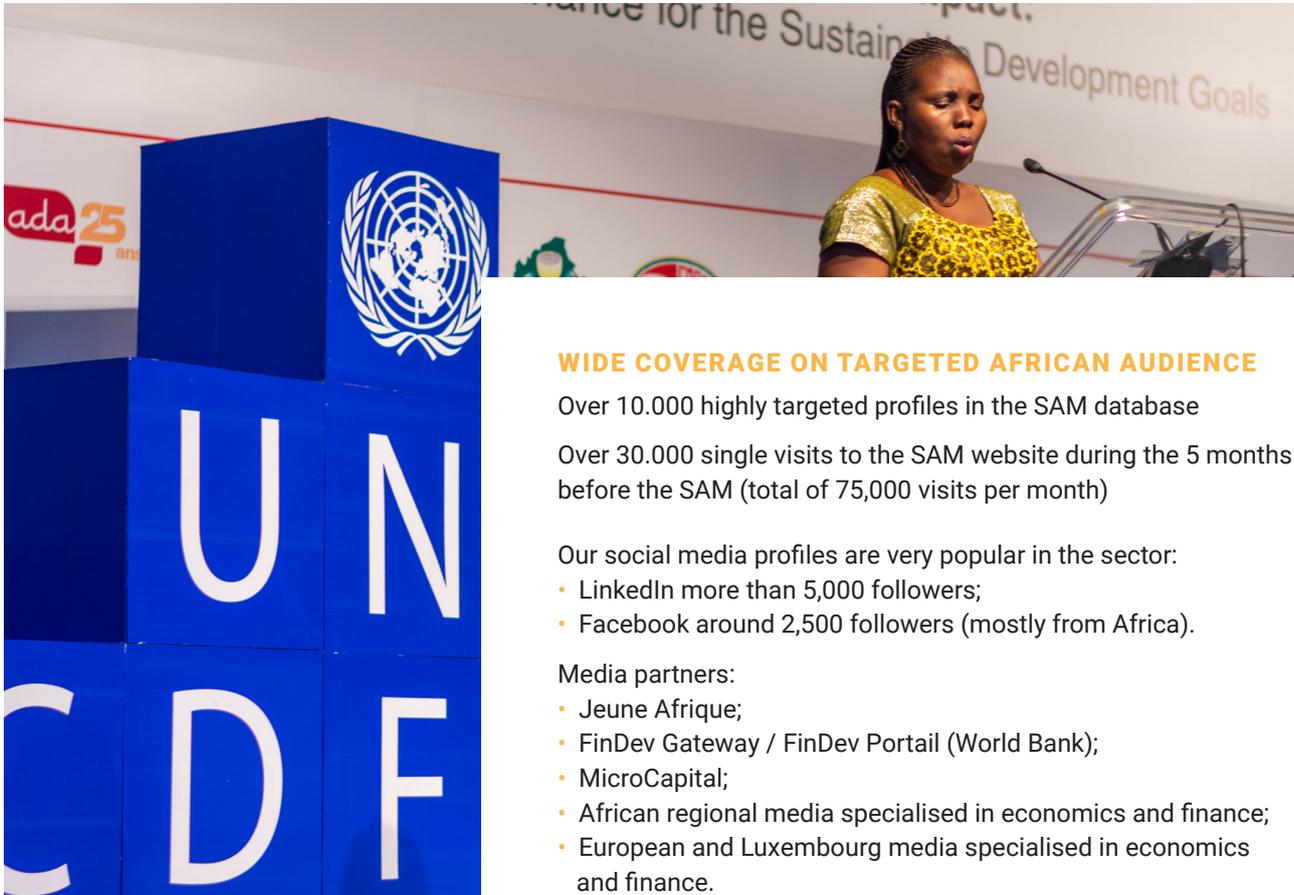
- Banks and Central Banks
- Consulting Firm, Rating Agencies and other
- Government and governmental bodies
- International organisations
- Investment Funds
- MFIs
- MFI Networks
- NGOs
- Private companies
- Universities



BREAKDOWN OF PARTICIPANTS BY JOB POSITION

- Board Charmain of member of the Board
- CEO
- CFO
- COO
- Country Director
- Regional Director (Africa)
- Head of department or of Head of branch
- Investment or Portfolio Director
- Investment officer or project officer
- Manager
- Senior Financial Sector Specialist
- Consultant
- Other





WIDE COVERAGE ON TARGETED AFRICAN AUDIENCE

Over 10.000 highly targeted profiles in the SAM database

Over 30.000 single visits to the SAM website during the 5 months before the SAM (total of 75,000 visits per month)

Our social media profiles are very popular in the sector:

- LinkedIn more than 5,000 followers;
- Facebook around 2,500 followers (mostly from Africa).

Media partners:

- Jeune Afrique;
- FinDev Gateway / FinDev Portail (World Bank);
- MicroCapital;
- African regional media specialised in economics and finance;
- European and Luxembourg media specialised in economics and finance.



THE SAM: A SIGNIFICANTLY GROWING EVENT

The SAM is an event that has seen its credibility, reputation and success grow exponentially in only 4 editions.

NUMBER OF PARTICIPANTS :

2013 : 250

2015 : 500

2017 : 700

2019 : 900

COUNTRIES REPRESENTED :

2013 : 25

2015 : 27

2017 : 54

2019 : 56

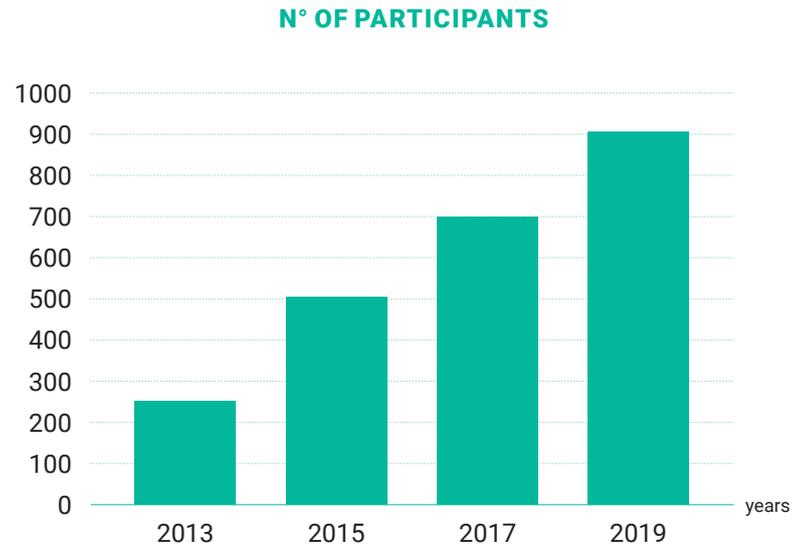
NUMBER OF TRAINING SESSIONS OFFERED :

2013 : 12

2015 : 15

2017 : 18

2019 : 22





SAM PACKAGES

BRONZE SPONSOR: € 10,000

EXCLUSIVE ADVANTAGES OF BRONZE SPONSORS

- 2 free registrations for the whole Week;
- Free exhibition stand in the networking area.

OTHER ADVANTAGES OF BRONZE SPONSORS

- Free stand at the Innovators' Village (if relevant);
- Free stand at the Investors' Fair (if relevant);
- Opportunity to publish an article about the sponsor's projects on the SAM website;
- Electronic copy of the participant list provided prior to the conference;
- Sponsor logo displayed on-screen in conference rooms prior to the sessions;
- Logo displayed on all printed materials;
- Logo, description and link on the conference website.



SILVER SPONSOR: €20,000

EXCLUSIVE ADVANTAGES OF SILVER SPONSORS

- 4 free registrations for the whole Week;
- Opportunity to have a speaking slot in one of the parallel sessions;
- Acknowledgment as Silver Sponsor during opening and closing ceremonies.

OTHER ADVANTAGES OF SILVER SPONSORS

- Free exhibition stand in the Networking Area;
- Free stand at the Innovators' Village (if relevant);
- Free stand at the Investors' Fair (if relevant);
- 1 full-page advertisement (provided by the sponsor) in the Conference Programme;
- Electronic copy of the participant list provided prior to the conference;
- Sponsor logo displayed on-screen in conference rooms prior to the sessions;
- Logo displayed on all printed materials;
- Logo, description and link on the conference website.



GOLD SPONSOR: €30,000

EXCLUSIVE ADVANTAGES OF GOLD SPONSORS

- Opportunity to speak during the official opening and closing ceremonies;
- Video interview (2 minutes) with the organisation's representative to be published on the SAM website and social networks accounts (YouTube, LinkedIn, Facebook);
- Speaking slot at least in one parallel session;
- 6 free registrations for the whole Week.

OTHER ADVANTAGES OF GOLD SPONSORS

- Acknowledgment as Gold Sponsor during opening and closing ceremonies;
- 1 full-page advertisement (provided by the sponsor) in the Conference Programme;
- Opportunity to publish 2 articles about the sponsor's projects on the SAM website;
- Free exhibition stand in the Networking Area;
- Free stand at the Innovators' Village (if relevant);
- Free stand at the Investors' Fair (if relevant);
- Electronic copy of the participant list provided prior to the conference;
- Sponsor logo displayed on-screen in conference rooms prior to the sessions;
- Logo displayed on all printed materials;
- Opportunity to include materials in the conference bags (max. 1 item provided by the sponsor);
- Logo, description and link on the conference website.





PLATINUM SPONSOR: €50,000

EXCLUSIVE ADVANTAGES OF PLATINUM SPONSORS

- Speech and visibility during the Gala dinner;
- Opportunity to have a speaking slot in one of the plenary sessions;
- Opportunity to organise or participate in a parallel session;
- 10 free registrations;
- Video interview (5 minutes) with the organisation's representative to be published on the SAM website and social networks accounts (YouTube, LinkedIn, Facebook).





OTHER ADVANTAGES OF PLATINUM SPONSORS

- Opportunity to speak during the official opening and closing ceremonies;
- Acknowledgment as Platinum Sponsor during the opening and closing ceremonies;
- 2 full-page advertisements (provided by the sponsor) in the Conference Programme;
- Opportunity to publish articles about the sponsor's projects on the SAM website;
- Free exhibition stand in the Networking Area;
- Free stand at the Innovators' Village (if relevant);
- Free stand at the Investors' Fair (if relevant);
- Electronic copy of the participant list provided prior to the conference;
- Sponsor logo displayed on-screen in conference rooms prior to the sessions;
- Logo displayed at the top on all printed materials;
- Opportunity to include materials in the conference bags (max. 2 items provided by the sponsor);
- Logo, description and link on the conference website.



SAM PACKAGES – SUMMARY

	BRONZE SPONSOR 10,000 €	SILVER SPONSOR 20,000 €	GOLD SPONSOR 30,000 €	PLATINIUM SPONSOR 50,000 €
Exclusivity of speech and visibility during the Gala Dinner				✓
Opportunity to have a speaking slot in one of the plenary sessions			✓	✓
Opportunity to organise a parallel session				✓
Opportunity to have a speaking slot in one of the parallel sessions		✓	✓	
One exclusive meeting room in the conference centre				✓
Free registrations	2	4	6	10
Video interview with organisation's representative to be published on the SAM website and social networks profiles			2 mins	5 mins
Opportunity to speak during the official opening and closing ceremonies			✓	✓
Acknowledgment during the openig and closing ceremonies		✓	✓	✓
Logo displayed on all printed materials	Fourth position	Third position	Second position	Top position



Advertisement page (provided by sponsor) in Conference Programme	-	1 full page	1 full page	2 full pages
Opportunity to publish articles about the sponsor's projects on the SAM	✓	✓	✓	✓
Free exhibition stand in Networking Area	✓	✓	✓	✓
Free stand at the Innovators' Village (if relevant)	✓	✓	✓	✓
Free stand at the Investors' Fair (if relevant)	✓	✓	✓	✓
Electronic copy of the participant list provided prior to the conference	✓	✓	✓	✓
Sponsor logo displayed on screen in conference rooms prior the sessions	✓	✓	✓	✓
Opportunity to include materials in the conference bags (materials provided by sponsor)			1 max	2 max
Logo, description with link on the conference website	✓	✓	✓	✓





INVESTORS' FAIR: €6,000

The last edition of the Fair in Ouagadougou, Burkina Faso, hosted 23 microfinance investors, 2 microfinance rating agency and 125 MFIs. A total of 525 speed-dating meetings were held throughout the day.

Our sponsorship proposal amounts €6,000 and includes the following advantages:

- 1 free stand at the Investors' Fair;
- 1 free registration for the whole week;
- Acknowledgment as sponsor during the opening of the Investors' Fair;
- 1 full page advertisement in the "Investors' Fair Directory" (ad provided by sponsor);
- Sponsor's logo on all written communication materials related to the Fair and on the SAM website;
- Priority for choosing the MFIs with which the sponsor wishes to arrange a meeting.





INNOVATORS' VILLAGE: €6,000

We offer the possibility of sponsoring this important event. New technologies in recent years have enabled us to foresee new prospects for advancing financial inclusion and access to basic services in many African countries. These innovations are experiencing an uneven dissemination on the African continent and the African Microfinance Week is a unique opportunity to be able to introduce a wide audience to the most relevant innovations and thus accelerate their dissemination to increase inclusive finance in Africa.

Our sponsoring proposal amounts €6,000 and includes the following advantages:

- 1 free stand at the Innovators' Village;
- 1 free registration for the whole week;
- Presentation of the innovation in a 20-minute speech;
- Acknowledgment at the opening of the Village;
- 1 full page advert in the Innovators' Directory (ad provided by sponsor);
- Sponsor's logo on all written communication materials related to the Village and on the SAM website.



SPONSOR THE PICK MOMENTS OF THE SAM

To maximise the visibility of your organisation, you may also consider sponsoring the highest-traffic moments of the Week.

STAND IN THE NETWORKING AREA – €6,000 (INCLUDES 2 FREE REGISTRATIONS)

One of the most appreciated and requested options at the SAM is undoubtedly the possibility of having a stand in the networking area during the 5 days of the event. This option also includes 2 free registrations for the people who will run the stand. The value of this opportunity is €6,000.

COFFEE BREAKS AND LUNCHES

Coffee breaks (2 per day) and lunches are special moments where all the participants get in the same space and take advantage of a relaxing moment to network, chat and share a pleasant and enriching moment with others.

Sponsoring these moments means having the opportunity to convey your image and message in a more relaxed context and to establish a high-quality relationship with the participants.

	ONE DAY	FIVE DAYS
Lunch	€3,000	€10,000
Coffee-break (2 person day)	€1,500	€5,000





GALA DINNER: € 15,000

(EXCLUSIVITY - RESERVED FOR 1 SPONSOR)

Offer your organisation a unique opportunity for visibility and the delegates a memorable experience by sponsoring the Gala Dinner of the SAM! Additional benefits include:

- 2 free registrations;
- Signage in the room during the reception;
- Opportunity to include an invitation to the Gala Dinner in the conference bags;
- A stand during the dinner to display information materials and network with attendees;
- Exclusive Sponsor "Thank You" slide;
- Opportunity to distribute a gift to each attendee during the dinner;
- Mention of the Gala Dinner sponsor in the conference programme.



FURTHER OPPORTUNITIES TO SPONSOR THE SAM

SHUTTLE BUS SPONSOR – €6,000 (INCLUDES 2 FREE REGISTRATIONS)

Catch the attention of hundreds of attendees on their way to and from the conference venue by sponsoring the SAM Shuttle Buses.

PLUG-AND-CHARGE STATION OR WI-FI SPONSOR – €5,000 (INCLUDES 2 FREE REGISTRATIONS)

Your brand will enjoy a high visibility being displayed in the Plug-and-Charge Station that will provide a variety of charging capabilities for phones, computers and other electronic devices. Just like any travelling professional, SAM attendees need to stay connected. This is how the Plug-and-Charge Station represents the main informal networking opportunity of the event.

SPEAKER AND VIP GIFT SPONSOR – €6,000 (INCLUDES 2 FREE REGISTRATIONS)

All the speakers and guest VIPs, such as government and international institution representatives, will be presented with special gifts. The gifts will have a clear link with the SAM mission and the culture of the country hosting the event in 2021. Each gift will come with a thank-you card bearing the name and logo of the sponsor.

ATTENDEE CONFERENCE BAG SPONSOR – €10,000 (INCLUDES 2 FREE REGISTRATIONS)

According to the SAM tradition, the attendees will receive goodies (traditionally a bag), which will reflect the spirit of the event. We would like to give our sponsor the possibility to offer this gift with a label which specifies that it has been “kindly offered by...”.





LANYARD SPONSOR – €5,000 (INCLUDES 1 FREE REGISTRATION)

by choosing this opportunity, your company's logo will be draped around the neck of every participant and speaker at the SAM.

CONFERENCE PEN OR NOTEPAD SPONSOR – €2,000

By supplying your company pens or notebooks, your brand will be in the hands of all SAM attendees during the event, but also back at their offices.



SPONSORS AND PARTNERS OF SAM 2019

ORGANISERS



PARTNERS



SPONSORS



Au service
des peuples
et des nations



SPONSORS - INVESTORS' FAIR



SPONSORS - INNOVATORS' VILLAGE





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