


HerSynergy Tribe Presents

UnleashHER Potential



Summit

 Catalyzing Growth for Rising Women Leaders in EMEA

Agenda

- 1 About Us (pages 3-4)
- 2 Impact & Reach (pages 5-8)
- 3 Previous Events (page 9)
- 4 About the Summit (pages 10-12)
- 5 Sponsorship Packages (pages 13-14)

About HerSynergy Tribe

HerSynergy Tribe is a network focused on **empowering rising women in tech** across the EMEA region, fostering mutual support through a **private community**.

With over **2,000 women** in our network and 150+ active members across EMEA and North America, we are the only **private network across Africa** focused on connecting mid-career women in tech and business.



Why We Exist



ENHANCING NETWORKING

Women **fill only 28% of C-suite positions**, with even fewer Black women represented.

HerSynergy Tribe bridges this gap through strategic networking and support.



EMPOWERING FAIR COMPENSATION

Women negotiate salaries less often and are **less likely to receive raises**.

We equip our members with the skills to negotiate effectively and secure equitable pay.



BRIDGING THE MENTORSHIP GAP

63% of women report **never having a formal mentor**.

We provide targeted mentorship for mid-level professionals where support often dwindles.



Our Impact

20,000+

Social Media Impressions

900+

Social Impact Beneficiaries

42%

Founder Representation

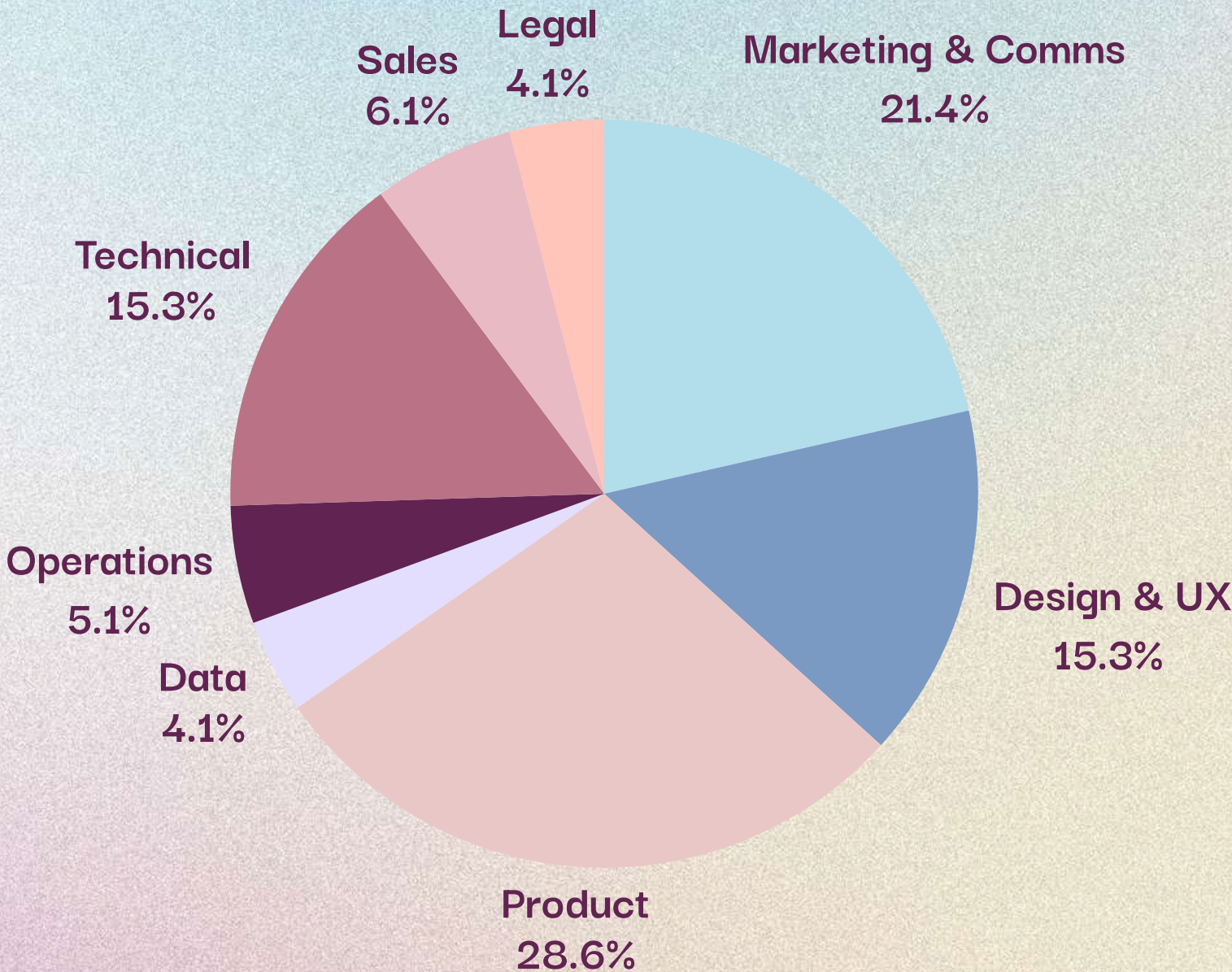
15+

Virtual Events (30+ Attendees each)



Our Footprint

INDUSTRIES



LOCATIONS



Portfolio of Members

adyen

Photoroom

Spotify

Microsoft

Google

**AMERICAN
EXPRESS**

Bumble

Wakanow

lyft

Toptal

Moniepoint

sky

nestcoin

0x

norebase



Some of Our Members



Chidi Uguru

Norebase



Dara Olayebi

Spotify



Elizabeth Abati

Google



Ibukun Itimi

Lyft



Ahanna Anaba

Finverity



Iwalola Sobowale

Moniepoint



Chidalu Onyenso

Earthbond



Lade Tawak

Lobster Ink



Previous Events & Initiatives



About the UnleashHER Potential Summit

THEME	Empowering Women: Building Careers & Businesses
DATE	April 11, 2025
LOCATION	Radisson Blu Anchorage Hotel, V.I., Lagos

EVENT AIM

- Inspiration and Empowerment:**
Provide women across all industries & career levels with the tools and confidence to reach their full potential.
- Networking:**
Facilitate connections between attendees and industry leaders and foster a sense of belonging among attendees.

EVENT NUMBERS

250
Attendees

10+
Speakers

5+
Grants

PANEL & KEYNOTE TOPICS

- Career Pivots: Finding and Following Your North Star
- Cultivating Authentic Connections in Women's Communities
- Breaking the Funding Barrier: Strategies for Women Entrepreneurs
- Crafting an Authentic Personal Brand That Resonates
- Invest Like a Pro: Strategies for Women to Build Generational Wealth
- Prioritizing Self-Care & Preventing Burnout



About the UnleashHER Potential Summit

EVENT STRUCTURE

- Opening Remarks & Keynote Address
- **Panel Discussions:** Career & Authentic Connections
- **Keynote:** Breaking the Funding Barrier
- Lunch Break & Networking Activities
- **Workshop:** Crafting an Authentic Personal Brand
- **Panel Discussions:** Building Wealth & Preventing Burnout
- **EmpowerHER Grant:** Grants awarded to three selected women-owned businesses
- **HERise Scholarship:** Two full scholarships for women pursuing tech programs (AltSchool Africa or Google).
- Closing Remarks

AUDIENCE PROFILE



The Scale-Up Builder

Background: Founder or early employee at a startup

Career: E-commerce Business Owner, Tech Startup Founder, Operations Lead

Interests: Business payments, High-risk investments, Premium self-care, Networking



The Rising Professional

Background: Early to mid-career professional in non-tech industries

Career: Marketing Specialist, Analyst, Social Media Manager, Student

Interests: Financial literacy, Career development, Fashion & beauty, Community



The Innovation Driver

Background: Mid to senior-level professional or entrepreneur in creative industries

Career: Brand Strategist, Product Manager, UX Designer, CTO, Consultant, Entrepreneur

Interests: Long-term investments, Holistic wellness, emerging tech (AI), Cross-border payments



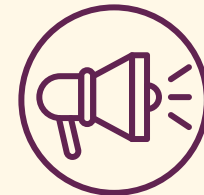
Why Sponsor Us?



ACCESS A DIVERSE TALENT POOL

By sponsoring, you gain immediate access to a network of accomplished women professionals, most of whom are entrepreneurs.

This summit provides a unique opportunity to connect, engage, and potentially collaborate with this dynamic talent pool.



GAIN BRAND VISIBILITY

As a sponsor, your brand will be prominently displayed across all event materials and social media platforms.

This summit presents a unique opportunity to position your brand directly in front of potential customers who are actively seeking solutions to enhance their businesses.



EMPOWER WOMEN ENTREPRENEURS

Your sponsorship directly fuels initiatives like the EmpowerHER Grant program, fostering female talent and innovation.

This enhances your reputation as a champion for women's advancement in business and makes a tangible difference in the lives of women.



Event Sponsorship Packages

PLATINUM HEADLINE SPONSOR

- ✓ All benefits included in the **Gold package**
- ✓ Keynote speaking opportunity and/or brand presentation slot
- ✓ 5 full-access tickets to the summit for company representatives
- ✓ VIP networking session with speakers
- ✓ Invitation to speak to our members on company’s services post-event
- ✓ Featured case study on our website showcasing our partnership

¥4,300,000/\$2,900

GOLD ACCELERATOR SPONSOR

- ✓ All benefits included in the **Silver package**
- ✓ Featured panel speaker
- ✓ 3 full-access tickets to the summit for company representatives
- ✓ Promotional materials, banners, and the event website will feature company logo
- ✓ Distribute branded merchandise in attendee bags

¥2,500,000/\$1,650

SILVER ASPIRATION SPONSOR

- ✓ Mentions on PR, event materials and social media.
- ✓ Interactive booth at event
- ✓ 2 full-access tickets to the summit for company representatives
- ✓ Brand presentation slot
- ✓ Opportunity to distribute branded merchandise at the event

¥1,800,000/ \$1,200



Custom Sponsorship Packages

EMPOWERHER GRANT SPONSOR

- ✓ Sponsor 1-3 women-owned small businesses (1m, 750k, 500k Naira prizes)
- ✓ 6-month access to sponsor's product/service for winners
- ✓ Logo inclusion in all grant-related promotions
- ✓ Opportunity to present money on stage
- ✓ 1 full access event ticket

₦500,000 - ₦1,000,000

HERISE SCHOLARSHIP SPONSOR

- ✓ Sponsor 3 full tech program scholarships
- ✓ Brand recognition in all scholarship communications
- ✓ Featured in post-event impact report
- ✓ Distribute branded merchandise in attendee bags
- ✓ 1 full access event ticket

₦300,000 - ₦499,999

EVENT TICKET SPONSOR

- ✓ Sponsor at least five event tickets
- ✓ Recognition across all social media platforms and PR
- ✓ Branded 'sponsored by' tickets for recipients
- ✓ Mention during event opening ceremony
- ✓ Digital 'thank you' feature post-event

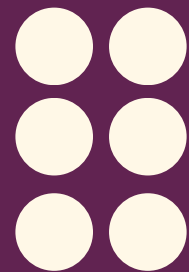
₦100,000 - ₦299,999



Reach Out to Us!

**HerSynergy
Tribe**

A network of rising
women leaders



hersynergytribe



hersynergy



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hillary@hersynergytribe.com

