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Sponsorship Brochure

#ATF2024



Arewa Tech Fest is a pioneering technology festival designed to ignite innovation, inspire tech enthusiasts, and build a thriving ecosystem for technology-driven solutions across Northern Nigeria. The festival will feature a diverse range of activities, including keynote sessions, panel discussions, exhibitions, hackathons, masterclasses, and the launch of the Arewa Tech Fund to support emerging tech startups.

#kanotechfest

technology

transformative force in Nigeria's Tech *

Nigerian



Our Mission / Vision

Mission:

Our mission is to create a platform that connects innovators, entrepreneurs, investors, and industry leaders, fostering a vibrant tech community in Northern Nigeria. We aim to empower the next generation of tech talent, drive economic growth, and bridge the gap between tradition and modern technology.

Vision:

We envision a Northern Nigeria where technology and innovation are at the forefront of socio-economic development. Through Arewa Tech Fest, we strive to create an inclusive and dynamic tech ecosystem that drives progress and opens new opportunities for all.

Objectives

- **Innovation:**

To showcase cutting-edge technologies and innovative solutions that address local and global challenges.

- **Techpreneurship:**

To inspire and support tech startups through mentorship, networking, and funding opportunities.

- **Economic Development:**

To stimulate economic growth by promoting technology adoption and creating new business opportunities in the region.

EVENT COMPONENTS

Keynote / Panel Sessions

Interactive Discussions: Engaging discussions featuring influential speakers from the tech industry, government, private sector, and academia. Experts will share insights on the latest trends and the future of technology.



Exhibitions

Innovative Solutions: Showcase of cutting-edge technologies, products, and services from startups, established tech companies, and research institutions.



Hackathons

Intense, competitive programming events where teams solve real-world challenges.

Masterclasses

Skill Enhancement: Workshops led by tech experts focusing on various domains such as software development, cybersecurity, data science, and digital marketing.





Arewa Tech Fund

The fund, dedicated to supporting tech startups in Northern Nigeria, provides seed capital, grants, and investment opportunities through a competitive selection process to identify the most promising startups based on innovation, scalability, and impact, while also offering beneficiaries ongoing mentorship and business development training.



Target Audience

- Tech Entrepreneurs and Startups: Aspiring and established entrepreneurs looking for opportunities to grow their businesses.
- Investors: Venture capitalists, angel investors, and financial institutions interested in investing in the tech ecosystem.
- Tech Enthusiasts and Professionals: Individuals passionate about technology and seeking to expand their knowledge and network.
- Students and Academics: Young talents and researchers keen on learning and contributing to technological advancements.
- Government and Policymakers: Officials interested in understanding and supporting the tech ecosystem.



Why Sponsor Arewa Tech Fest?

- **Promote Your Brand**

Align your brand with innovation and progress by sponsoring Arewa Tech Fest. Gain visibility among a targeted audience of tech enthusiasts, entrepreneurs, investors, and policymakers.

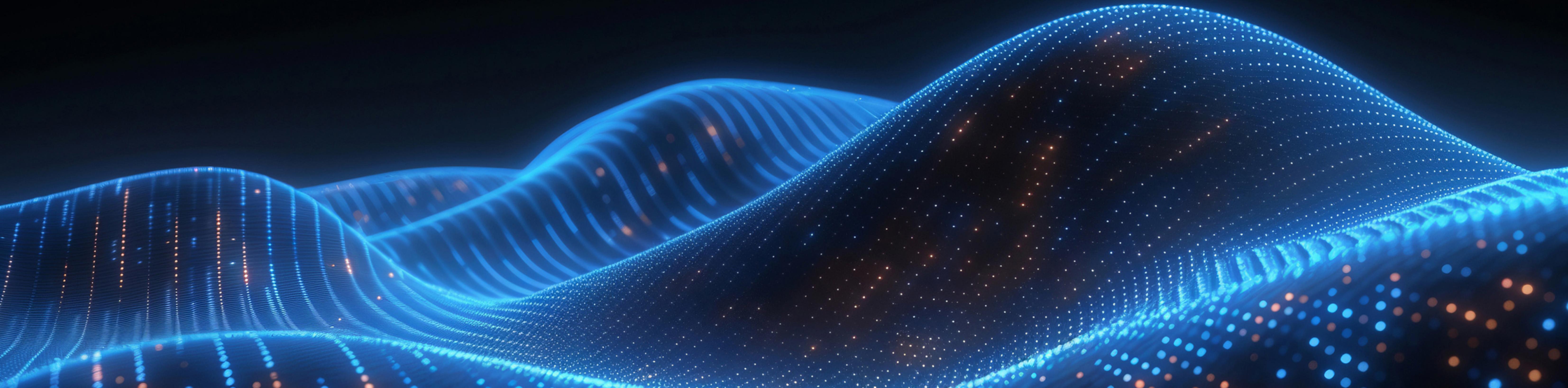
- **Engage with Your Audience**

Directly interact with potential customers, partners, and talent. Showcase your products and services in our exhibitions and engage with attendees through workshops and networking events.

- **Support Economic Growth**

Contribute to the socio-economic development of Northern Nigeria by supporting tech innovation and entrepreneurship. Your sponsorship will help nurture local talent and drive economic growth.

Your sponsorship will not only highlight your organization's leadership in technology and innovation but also contribute significantly to the **growth and development of the tech ecosystem in Nigeria**. Arewa Tech Fest: Spotlight on Kano 2024 is more than an event; it's a movement towards a more innovative future, and your support is crucial to its success.



Sponsorship Packages:

Platinum - N50,000,000

- Title Sponsor Recognition: Prominent recognition as a Title Sponsor on all event materials and communications.
- Speaking Opportunity: Keynote speaking slot during the opening ceremony.
- Logo Placement: Premier logo placement on the main stage, event website, brochures, and all promotional materials.
- Exhibition Space: Prime exhibition booth location (20x20 feet).
- VIP Passes: 20 VIP passes with access to all areas, including VIP networking sessions.
- Advertising: Full-page ad in the event program, feature in press releases, and social media mentions.
- Custom Branding: Opportunity to brand a designated area of the event venue.
- Post-Event Report: Detailed report on event impact and attendee engagement.

Gold Sponsor - N25,000,000

- Recognition as Gold Sponsor: Acknowledgment as a Gold Sponsor on event materials and communications.
- Panel Participation: Opportunity to participate in a panel discussion.
- Logo Placement: Logo placement on the main stage, event website, brochures, and promotional materials.
- Exhibition Space: Prominent exhibition booth location (15x15 feet).
- VIP Passes: 10 VIP passes with access to all areas, including VIP networking sessions.
- Advertising: Half-page ad in the event program, feature in press releases, and social media mentions.
- Custom Branding: Branding opportunities within the exhibition area.
- Post-Event Report: Detailed report on event impact and attendee engagement.

Silver Sponsor - N10,000,000

- Recognition as Silver Sponsor: Acknowledgment as a Silver Sponsor on event materials and communications.
- Speaking Opportunity: Speaking slot in a breakout session.
- Logo Placement: Logo placement on the event website, brochures, and promotional materials.
- Exhibition Space: Standard exhibition booth location (10x10 feet).
- VIP Passes: 5 VIP passes with access to all areas, including VIP networking sessions.
- Advertising: Quarter-page ad in the event program and social media mentions.
- Custom Branding: Branding opportunities within the exhibition area.
- Post-Event Report: Summary report on event impact and attendee engagement.

Customized Sponsorship

- Hackathon Sponsor | • Masterclass Sponsor | • Networking Session Sponsor
- Entertainment Sponsor

Benefits of Sponsorship

- Brand Exposure: High visibility across all event materials and media coverage.
- Networking Opportunities: Engage with industry leaders, innovators, and potential partners.
- Market Insight: Gain valuable insights into the Northern Nigerian tech landscape.
- Corporate Social Responsibility: Showcase your commitment to supporting local innovation and economic development.

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Stay Connected and Updated on:

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Join us in making the inaugural Arewa Tech Fest a landmark event that will shape the future of technology and innovation in Northern Nigeria!

Arewa Tech Fest: Inspiring Innovation, Igniting Change.