



The Group of 20 Industrialized Nations (G20) will convene their annual summit in November 2024. The central theme of this summit is "Building a Just World and a Sustainable Planet." Recognizing the significant impact of inclusive digital transformation on national and sub-national economies as catalysts for economic growth, the G20 is fostering synergies with critical stakeholders worldwide to advance and enhance inclusive digital transformation.

In alignment with this objective, the G20 has approved the convening of the Africa Digital Economy Summit as a strategic component of its general assembly. This event is scheduled to take place in Sao Paulo, Brazil, from October 21st to 24th October, 2024. The Africa Digital Economy Summit aims to bring together Heads of Government, policymakers, innovators, entrepreneurs, and a broad range of stakeholders to explore the challenges and opportunities in stimulating and consolidating Africa's digital economy for robust engineering and economic growth.

Deliberations from this pre-summit will contribute to the main agenda of the G20 program, which will be attended by leaders from the G20 member countries (Argentina, Australia, Brazil, Canada, China, France, Germany, India, Indonesia, Italy, Japan, Republic of Korea, Mexico, Russia, Saudi Arabia, South Africa, Türkiye, United Kingdom, and the United States) alongside the African Union and the European Union.

# AFRICA DIGITAL ECONOMY SUMMIT

G20

EDITION  
2024

## SPONSORSHIP PACKAGE

Funmilayo Ogunsanmi  
Co-Chair Organizing Committee; AfriDES  
Phone: +1 202-500-3323  
Email: funmilayo.ogunsanmi@hubfordigitalexcellence.com  
and

Dr.Tammy Francis  
Phone: +1(361) 834-5799  
Email:tammy.francis@hubfordigitalexcellence.com

[www.africadigitaleconomysummit.com](http://www.africadigitaleconomysummit.com)

## Digital Transforma- tion For Sustainable Growth: Africa's Path to a Connected Future



T20  
Brasil 2024  
Let's rethink the world

Powered by:  
Hub for Digital Excellence  
([www.hubfordigitalexcellence.com](http://www.hubfordigitalexcellence.com))

Dear Sir/Ma

I hope this meets you well.

We are writing to you on behalf of the Hub for Digital Excellence Limited, a diaspora led organization aimed at advancing digital commerce and digital excellence in Africa, to extend an invitation to sponsor the Africa Digital Economy Summit-G20 Edition.

Africa is at a strategic turning point in its economic development, with a necessary impetus toward the economy's structural transformation, as regional public policies recommended. Despite sluggish economic growth, exacerbated by oil price volatility, improved governance and the shift towards digital transformation are development vectors advocated by the IMF to revitalize the economy.



Happening on the sidelines of the G20 Summit in Brasil with the focus on digital transformation, the choice of Sao Paulo as the host city of this significant summit is no coincidence.

The Africa Digital Economy Summit-G20 Edition will serve as a flagship event that showcases Africa's dedication to technological advancement, risk mitigation, innovation, and smart investment. Moreso, it will provide an ideal platform for governments in Africa to highlight their achievements, policies, and initiatives in the digital space.

AfriDES 2024 promises to be a platform for reflection and dialogue for AU Member States, policy makers, governments, academia, experts, universities, start-ups, businesses and economic actors, to envision Africa's future in the digital field, in line with the AU Agenda 2063.

By sponsoring the Africa Digital Economy Summit-G20 Edition, you will have the unique opportunity to showcase your product/service and your organization's commitment to Africa's economic growth and development.





We firmly believe that your organization's participation as a sponsor will significantly enhance the success and impact of the Africa Digital Economy Summit-G20 Edition. Moreover, it will serve as a testament to your commitment to fostering economic growth and digital transformation in Africa.

Attached to this letter, you will find detailed information regarding the sponsorship packages available for your consideration.

To secure your sponsorship and reserve your organization's presence at the Africa Digital Economy Summit-G20 Edition, please kindly contact Funmilayo Ogunsanmi on +1 202-500-3323 or email: [funmilayo.ogunsanmi@hubfordigitalexcellence.com](mailto:funmilayo.ogunsanmi@hubfordigitalexcellence.com), Cc: [funmilayogunsanmi@gmail.com](mailto:funmilayogunsanmi@gmail.com) on or before 31st of August, 2024.

We would be delighted to provide any additional details or clarification you may need.

Thank you for your time and consideration. We eagerly await your favorable response and the opportunity to welcome your organization as a valued sponsor at the Africa Digital Economy Summit-G20 Edition.

Dr. Tammy Francis  
Co-chair,  
Africa Digital Economy Summit-G20 Edition  
For: AfriDES'24 Organizing Committee

# VISIBILITY OFFER

## Official sponsorship (Executive)

Official - Sponsorship: \$30,000 USD

Benefits:

1. POS Support: Logo on Invitations, Posters, Urban Sign Display 4/3, Press kits, Badges, Joint press conference.
2. Clothing Support: Placement of the "Official Sponsor" logo on polo shirts, T-shirts and caps, and on both sides of the summit's Shopping bags.
3. Media Support: The event will receive significant media coverage, Radio & Broadcast Press, Press Announcement, Posters.
4. Visual presence of the "Platinum Sponsor" on the banners at the press conference, Announcement of the "Official Sponsor" during the Opening Ceremony, Advertising insertion of the "Official Sponsor" in the exhibition catalog according to the 2 x 3rd cover formula.
5. Joint press releases as sponsors of the summit.
6. Free advert in the event brochure (full page)/ Full Retractable Banner.



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- 7. Deal Hub (Investment Deal Room Access).
  - 8. Speaking opportunity for three top executives of the organization/government + 4 VIP Tickets.
  - 9. Access to a Network of Influential Stakeholders.
  - 10. Access to data about attendees and in-event interactions, which can be highly informative for product development and market research.
  - 11. A dedicated mini-hall/break room allocated to your brand
  - 12. A dedicated 45-minutes workshop/breakout session.





# VISIBILITY OFFER

## Gold (Executive)

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**Gold - Sponsorship: \$20,000 USD**

Benefits:

1. POS Support: Logo on Invitations, Posters, Urban Sign Display 4/3, Press kits, Badges.
2. Clothing Support; Placement as Gold sponsor on both sides of the summit's Shopping bags.
3. Media Support: The event will receive significant media coverage, Radio & Broadcast Press, Press Announcement, Posters.
4. Dedicated discussion/fireside chat/panel discussion
5. Joint press releases as sponsors of the summit.
6. Free advert in the event brochure (Half page)/Full Retractable Banner.
7. Deal Hub (Investment Deal Room Access).
8. Speaking opportunity for two top executives of the organization/government+3 VIP tickets to the event.
9. Opportunity for sponsor to have a booth at the event venue.

# VISIBILITY OFFER

## Silver (Executive)

Silver - Sponsorship: \$10,000 USD

Benefits:

1. POS Support: Logo on Invitations, Posters, Urban Sign Display 4/3, Press kits, Badges.
2. Clothing Support: Placement of the "Official Sponsor" logo on both sides of the summit's Shopping bags.
3. Media Support: The event will receive significant media coverage, Radio & Broadcast Press, Press Announcement, Posters.
4. Dedicated discussion/fireside chat/panel discussion
5. Joint press releases as sponsors of the summit.
6. Free advert in the event brochure (Quarter page)/Full Retractable Banner.
7. Deal Hub (Limited Deal Room Access).
8. Speaking opportunity for one top executive of the organization/government+ 2 VIP tickets to the event..
9. Opportunity for sponsor to have a booth at the event



# INVESTMENT DEAL ROOM



## THEME

Digital Transformation for Sustainable Growth:  
Africa's Path to a Connected Future.



Digital Commerce/Blockchain/Fintech/Defi, Smart Finance, Smart Investment, Circularity economy, E-Government.

Expected at the Africa Digital Economy Summit-G20 Edition: Heads of government from Africa, Ministers, Thought leaders, Investors, Entrepreneurs and Startups companies.

Additionally, Speakers and VIP guests from both the Corporate and Public sector.

Hosted at: Meliá Paulista Hotel, São Paulo, Brasil.

Phone: +1 202-500-3323

Address: First Floor F1, The City Mall Onikan, Onikan, Lagos, Nigeria.

Email: [funmilayo.ogunsanmi@hubfordigitalexcellence.com](mailto:funmilayo.ogunsanmi@hubfordigitalexcellence.com)

Website: [www.africadigitaleconomysummitcom](http://www.africadigitaleconomysummitcom)