

Reasons to invest in the Africa Food Prize

Investing in the Africa Food Prize is your opportunity to invest in Africa's only prize fund and initiative dedicated solely to agriculture and food systems.

As you can see from investor successes so far, the Africa Food Prize is a unique opportunity to showcase your products, services, and initiatives to a large and very specific audience.

Your investment awards you access to the high profile and highly influential Africa Food Prize committee and gives you multiple opportunities to influence and leverage them and their networks.

Across the year, we offer frequent marketing and branding opportunities to help you maintain, grow, and strengthen your presence and market position through:

- Speaker slots at high-profile events, covered by national, international, and global press, including the AGRF Food Systems Forum Gala Dinner
- Op Eds and other press opportunities with outlets including:

CNBC

Reach: 23 million households across 48 African countries

BBC

Reach: 489 million adults every week, globally

AllAfrica.com

Reach: 10s of millions through Google Newsstand, Apple News, Facebook Instant Articles, Bloomberg and many more

- Advertisements, features, and blogs hosted on the Africa Food Prize and AGRF websites, which together attract XXXX visitors every month
- Support with reaching out to and connecting with key contacts in major markets



Your investment

Your investment is crucial to the success of efforts to transform and sustain Africa's food systems. With your investment, we will:

- continue to build the Africa Food Prize brand and visibility, alongside the visibility of our partners and sponsors
- produce and disseminate effective communications on innovations and initiatives forging a new era for Africa's food systems, food and nutrition security, and agri-food economy
- build the Africa Food Prize prize money, which attracts extraordinary innovators and agripreneurs
- plan and manage the annual awards ceremony, and manage the prize admin

Sponsorship Package

The Africa Food Prize is seeking a few sponsorship partners to step forward as leaders in the continental agenda, and it offers the following benefits packages for platinum, gold, and silver partners.

Sponsorship Package	PLATINUM US\$ 100,000	GOLD US\$ 50,000	SILVER US\$ 20,000
Participation in the Africa Food Prize Award and Ceremony at the AGRF Summit	★	★	★
Official media relations support	★		
10 VIP passes for the Africa Food Prize Award and Ceremony	★		
7 VIP passes for the Africa Food Prize Award and Ceremony		★	
4 VIP passes for the Africa Food Prize Award and Ceremony			★
Promotion of your relevant content on the Africa Food Prize and on AGRF TV	★	★	
Press coverage at the Africa Food Prize Award and Ceremony	★		
Participation in relevant press events	★	★	
Logo positioning in all press events	★	★	★
Logo positioning on all collateral as a sponsor in the respective Categories	★	★	★
Mention on all Africa Food Prize social media platforms (Facebook and Twitter) as a sponsor in respective categories	★	★	★
Logo featuring on the Africa Food Prize website with a hyperlink leading directly to your website	★	★	★
Logo placement in the AGRF newsletter leading up to the Africa Food Prize Award and Ceremony	★	★	★
The rights to distribute your marketing materials at the Africa Food Prize Award and Ceremony	★		
Official recognition in the main Africa Food Prize Award and Ceremony	★	★	★
Feature in the Africa Food Prize events video highlights	★	★	