



ASPEN NETWORK
OF DEVELOPMENT
ENTREPRENEURS

WEST AFRICA



ANDE WEST AFRICA REGIONAL CONFERENCE

19-20 JULY 2022 | KEMPINSKI HOTEL GOLD COAST CITY ACCRA, GHANA | #ANDEWA2022

DECENT JOBS AND ECONOMIC GROWTH | CLIMATE AND ENVIRONMENTAL ACTION | GENDER EQUALITY

The **Aspen Network of Development Entrepreneurs (ANDE)** is a global network of organizations that propel entrepreneurship in developing economies. ANDE members provide critical financial, educational, and business support services to small and growing businesses (SGBs) based on the conviction that SGBs will create jobs, stimulate long-term economic growth, and produce environmental and social benefits. Ultimately, we believe that SGBs can help lift countries out of poverty. ANDE's West Africa Chapter is headquartered in Lagos, Nigeria, and works with members across West African countries.

First held in 2017, the **ANDE West Africa Regional Conference** is a destination event for ANDE members and regional partners, including corporations, investment firms, development finance institutions and venture capitalists, capacity building agencies, accelerators, academic institutions, foundations, governments, and research institutions. The conference offers tangible opportunities to network,

collaborate, and learn with some of West Africa's foremost leaders, practitioners, and visionaries. In 2021, we hosted around 140 participants across 69 organizations and 18 countries to discuss solutions to common challenges in the West African Small and Growing Business (SGB) sector.

The 2022 conference, under the theme **"Accelerating SGB Growth in Africa,"** will focus on critical talent challenges in the SGB sector and the crosscutting sector issues of gender equality, climate and environmental action, and decent work and economic growth—all in the context of building a sustainable entrepreneurial ecosystem post-COVID. The two-day conference will feature an interactive agenda, with sessions focused on solutions to the most pressing challenges faced by SGBs, informal networking time, and Anglophone and Francophone plenaries with speakers working to build the culture of entrepreneurship in the region.

PREVIOUS SPONSORS INCLUDE



SPONSORSHIP PACKAGES

As a sponsor of the West Africa Regional Conference, your organization will have access to a diverse global and regional audience with ample opportunities to connect attendees to your brand, cultivate new partnerships, and amplify your work. Conference sponsor logos are prominently displayed on the conference website, all digital and printed marketing collateral, and ANDE social media accounts.

Gold Sponsor | USD \$15,000

A Gold Sponsor receives full recognition of their support as a major partner, including prime organizational visibility and mentions at the event and through ANDE communication channels. This is a valuable option for organizations wanting to prominently showcase their work in the sector. Benefits include:

- Acknowledgment from the stage at opening and closing of the conference
- Opportunity to co-design a breakout session or host a side event, such as breakfast roundtable, to discuss issues most relevant to your organization and the SGB sector
- Opportunity to give one micro-talk to attendees in Ted Talk style as a thought leader, with content in alignment with ANDE's conference vision and theme
- Co-creation of a blog post to be featured on ANDE's website and other media platform
- ANDE-facilitated connections to relevant players based on funder interests
- Inclusion of organization's logo on conference webpage and digital and print conference materials
- Daily social media mention during conference
- Complimentary conference passes for three attendees

Silver Sponsor | USD \$10,000

Silver Sponsor is an excellent option for organizations desiring more reach and recognition for their work in the sector. You play an integral role in the conference and contribute directly to the conference agenda. Benefits include:

- Acknowledgment from the stage at opening and closing of the conference
- Opportunity to co-design a breakout session
- Opportunity to give one micro-talk to attendees in Ted Talk style as a thought leader, with content in alignment with ANDE's conference vision and theme
- ANDE-facilitated connections to relevant players based on funder interests
- Inclusion of organization's logo on conference webpage and digital and print conference materials
- Mention on social media before and after the conference
- Complimentary conference passes for two attendees

Bronze Sponsor | USD \$5,000

Bronze Sponsor provides a platform to reach a wider audience of entrepreneurial ecosystem support organizations and gain recognition through the conference. Benefits include:

- Acknowledgment from the stage at opening and closing of the conference
- Inclusion of organization's logo on conference webpage and digital and print conference materials
- Mention on social media before or after the conference
- Complimentary conference pass for one attendee



To confirm your sponsorship or to discuss additional opportunities, please contact **Flora Bracco**.



**ASPEN NETWORK
OF DEVELOPMENT
ENTREPRENEURS**
aspen institute

www.andeglobal.org

WestAfricaChapter.ANDE@aspeninstitute.org

