

Sponsorship Proposal: Adopt a Line Item

Theme: *The Future of Africa: Interoperability, AI and Public Policy Across Critical Sectors*

The OpenGov Africa Summit is a five-day, Pan-African, multi-sector event convened by The Commons Co. It is anchored by a Physical Hub in Lagos and a fully synchronized Global Virtual Hub, and it is built to be radically open: free to attend for students, community-organized, and structurally designed to elevate voices from across the continent, not just its capitals and boardrooms.

Delivering that openness at scale costs money, and we believe funding it should be as transparent and participatory as the summit itself. Rather than asking sponsors to buy an abstract package, we are inviting organizations, agencies and communities to fund the specific, tangible things that make the summit run: a lunch, a lanyard, an interpreter, a shuttle, a stream.

This document lists everything that can be sponsored, what it costs, how that cost is calculated, and what recognition it earns. It also lays out detailed sponsorship tiers and a set of premium, exclusive naming rights opportunities, from an Official Hotel Partner to the Awards Gala Dinner, for partners who want a flagship association with a specific moment of the summit.

Scale & Attendance

This is our inaugural edition and a Pan-African event. We are planning for a minimum of 2,500 physical guests per day at the Physical Hub, scaling up to 5,000 per day depending on funding and the final venue selected. These figures cover physical attendance only and exclude Global Virtual Hub attendees, who join separately online.

Across the five event days, total physical footfall at the hub is estimated at 12,500 to 25,000 (daily attendance multiplied by 5 days). The true number of unique individuals will land somewhat lower than that, since a core cohort of roughly 1,000 accredited delegates, speakers, media and volunteers is expected to attend across multiple days, while general public attendance will vary day to day depending on that day's tracks.

The budget below uses this accredited cohort (about 1,000 people) and an average daily public footfall of 3,750 (the midpoint of 2,500 and 5,000) as its minimal, fundable baseline. Headcount-driven items such as meals, water stations, security and connectivity will scale up further if funding supports the full 5,000-guest-per-day target and a larger venue.

Why This Model

- **Transparency:** every dollar sponsored maps to a visible, named cost, not a black box.
- **Accessibility:** local businesses, diaspora groups and community associations can sponsor a single item, such as lanyards or a coffee break, without needing a five-figure budget.
- **Visibility:** sponsors are recognized exactly where their contribution shows up, on the shuttle they funded, the Wi-Fi they powered, the interpreter they made possible.
- **Scalability:** the same model works whether a partner is a multinational or a neighborhood association, consistent with the summit's own interoperability theme.

Sponsorship Tiers: What's In It For You

Individual line items in the catalog can be sponsored on their own, or bundled into one of the tiers below for broader visibility. Every tier from Gold and up also includes standing access to our multi-stakeholder forum, described later in this document.

Title Partner

US \$150,000 (1 available)

- Summit named "OpenGov Africa Summit, powered by [Sponsor]" across all branding, press and website
- Opening and closing plenary stage time (5 to 10 minutes)

- Logo on every delegate badge, the main stage backdrop and the website homepage
- Choice of any 5 line items from the sponsorship catalog, with dedicated recognition for each
- Reserved seat at every VIP roundtable session
- Dedicated private meeting space for the duration of the summit
- Seat on the OpenGov Africa multi-stakeholder forum steering committee
- First right of refusal to renew as Title Partner for the 2027 edition
- 10 complimentary in-person delegate passes

Platinum

US \$70,000 (3 available)

- Logo on the main stage backdrop and all Virtual Campus lobby screens
- Reserved seat at a VIP roundtable session
- Choice of 3 line items from the sponsorship catalog
- Dedicated private meeting space
- Dedicated social media feature and inclusion in the post-summit report
- Standing invitation to join the OpenGov Africa multi-stakeholder forum
- 6 complimentary in-person delegate passes

Gold

US \$50,000 (6 available)

- Logo on the program, website and event signage
- Exhibition or networking table at the Physical Hub
- Choice of 1 line item from the sponsorship catalog
- Invitation to the OpenGov Africa multi-stakeholder forum
- 3 complimentary in-person delegate passes

Silver

US \$15,000 (Open)

- Logo on the website and printed program
- 2 complimentary in-person delegate passes
- Named support for a shared or partial line item
- Listed as a founding supporter for future multi-stakeholder forum activities

Community / Grassroots

US \$250 to \$15,000, or in-kind (Open)

- Logo on the website community wall
- Social media shout-out
- Open invitation to Community Day (Day 5) programming
- Cash or in-kind: catering, printing, transport or local goods welcome

Quick Reference

Tier	Investment	Headline Benefits	Slots
Title Partner	US \$150,000	Summit named "OpenGov Africa Summit, powered by [Sponsor]" across all branding, press and website; Opening and closing plenary stage time (5 to 10 minutes)	1
Platinum	US \$70,000	Logo on the main stage backdrop and all Virtual Campus lobby screens; Reserved seat at a VIP roundtable session	3
Gold	US \$50,000	Logo on the program, website and event signage; Exhibition or networking table at the Physical Hub	6

Silver	US \$15,000	Logo on the website and printed program; 2 complimentary in-person delegate passes and 4 complimentary virtual passes	Open
Community / Grassroots	US \$250 to \$15,000, or in-kind	Logo on the website community wall; Social media shout-out	Open

Detailed Tier Benefits

A side-by-side view of exactly what each tier includes, so you can see what a speaking slot, a booth or a complimentary pass is actually worth at each level.

Benefit	Title Partner	Platinum	Gold	Silver	Community
Logo on website and printed program	Yes	Yes	Yes	Yes	Yes
Logo on main stage backdrop	Yes	Yes	No	No	No
Logo on delegate badges	Yes	Yes	No	No	No
Speaking slot (opening/closing plenary)	Yes	No	No	No	No
Reserved seat, VIP roundtable	Yes	Yes	No	No	No
Exhibition or networking table	Yes	Yes	Yes	No	No
Dedicated private meeting space	Yes	Yes	No	No	No
Complimentary in-person passes	10	6	3	2	No
Choice of line items from catalog	5	3	1	Shared	No
Social media feature & press mention	Yes	Yes	Yes	No	No
Multi-stakeholder forum access	Steering seat	Standing member	Invited member	No	No
First right of refusal, 2027 edition	Yes	No	No	No	No

Everything You Can Sponsor: Full Cost Breakdown

Each row shows the minimal cost breakdown for that item next to a running cumulative total, so you can see exactly where your contribution sits within the overall budget. Meal costs use modest catering rates suited to a first-year, community-organized summit.

Line Item	Minimal Breakdown	Item Cost	Cumulative Total	Sponsor Recognition
MEALS & REFRESHMENTS				
Daily lunch for accredited delegates	\$6 x 1,000 delegates x 5 days	30,000	30,000	Signage on catering stations, daily mention
Breakfast & coffee breaks, accredited delegates	\$3 x 1,000 delegates x 5 days	15,000	45,000	Branded cups and napkins, lounge signage
Water & refreshment stations	\$1 x 3,750 avg. daily guests x 5 days	18,750	63,750	Branded water stations across the hub
BADGING & ACCESS				
Delegate lanyards, badges & holders	\$3 x 1,000 accredited delegates	3,000	66,750	Logo printed on every lanyard
General admission wristbands	\$0.50 x 3,750 avg. daily guests x 5 days	9,375	76,125	Branded wristband design
CONNECTIVITY & TECHNOLOGY				
Venue Wi-Fi, scaled for up to 5,000 concurrent users	flat infrastructure cost, peak capacity	15,000	91,125	Wi-Fi splash page + venue signage
Global Virtual Hub streaming & platform hosting	5 days, multi-track livestream	10,000	101,125	Logo in virtual lobby + stream lower-third

VIP TRANSPORTATION & SECURITY				
Speaker & VIP airport transfers & security	\$150 x 40 speakers/VIPs	6,000	107,125	Branded shuttle signage, driver lanyards
Accredited delegate shuttle, hotels to venue	shuttle fleet, 5 days	8,000	115,125	Vehicle branding, shuttle schedule signage
PRODUCTION, MEDIA & RECORDING				
AV, staging & livestream production	5 days, multi-stage	25,000	140,125	Verbal mention at each plenary, on-screen bumper
Professional session recording & archive library	multi-camera, all tracks, 5 days	10,000	150,125	Credit on every archived session
Photography & daily content coverage	5 days	5,000	155,125	Photo credit line, behind-the-scenes co-branding
MARKETING & PROMOTION				
Pan-African marketing campaign	pre-event and live coverage, social, radio, PR	20,000	175,125	Logo in campaign creative, tagged partner
Design & printing of promotional materials	banners, flyers, programs	5,000	180,125	Logo on all printed collateral
SWAG & MERCHANDISE				
Delegate welcome kits	\$8 x 1,000 accredited delegates (notebook, pen, tote)	8,000	188,125	Logo on kit items and packaging
Speaker & VIP gift items	\$25 x 100 speakers/VIPs	2,500	190,625	Logo on gift packaging
DIVERSITY & ACCESSIBILITY				
Sign language interpreters	interpreter team, all plenaries, 5 days	10,000	200,625	Named as Accessibility Partner
Mini creche & childcare support	staffed childcare space, 5 days	6,000	206,625	Named sponsor of the creche
Wheelchair access, ramps & accessible seating	venue retrofit and equipment	4,000	210,625	Signage at accessible entry points
Multilingual interpretation (English and French)	booth interpreters, 5 days	6,000	216,625	Named as Language Access Partner
Accessible shuttle transport	wheelchair-adapted vehicles, 5 days	3,000	219,625	Vehicle branding
VENUE & SAFETY				
Security & crowd management	scaled to up to 5,000 guests/day, 5 days	15,000	234,625	Listed as Safety Partner across signage
PEOPLE: VOLUNTEERS & SPEAKERS				
Volunteer kits	\$15 x 200 volunteers (t-shirts, ID, welcome pack)	3,000	237,625	Logo on volunteer t-shirts
Speaker travel support fund	\$1,500 x 15 speaker stipends	22,500	260,125	Named as Speaker Access Sponsor
BRANDING & SIGNAGE				
Venue signage, banners & wayfinding	full Physical Hub branding	12,000	272,125	Primary logo placement across the hub
COMMUNITY DAY (DAY 5)				
Workshop & hackathon kits and materials	materials across all tracks	5,000	277,125	Named sponsor of Community Day

Estimated Total Operating Budget: US \$277,125

Premium & Exclusive Sponsorships

Beyond the line-item catalog and the tiers above, the following are stand-alone, high-visibility naming rights tied to a specific place, moment or touchpoint of the summit. These sit outside the cost-recovery budget above and are priced as premium partnership opportunities in their own right.

Official Hotel Partner (Exclusive)

US \$25,000

Be the officially designated hotel partner for the summit's visiting delegates, speakers and VIPs. Includes logo on delegate travel communications and transport signage, plus the ability to offer a negotiated group rate promoted directly to the accredited delegate list.

Official Airline Partner (Exclusive)

US \$25,000

Be the officially designated airline for delegate and speaker travel to Lagos. Includes logo on speaker travel materials, a dedicated delegate discount code, and recognition across pre-event travel communications.

Feature Nation Partner

US \$8,000 per nation, multiple available

An African country's tourism board, ministry or convening partner can be spotlighted as a Feature Nation. Includes a dedicated country showcase area at the Physical Hub, and national flag and branding across the venue. Designed to work alongside our country coordinator model already active in Kenya and Ghana.

Entrance Branding

US \$26,000

Prime signage at the Physical Hub's main entrance, the first brand delegates see as they arrive each day of the summit.

Billboards (Host City)

US \$30,000

Out-of-home billboard placements in high-traffic Lagos locations in the weeks leading up to the summit, building public awareness ahead of the event.

Registration Area Branding

US \$30,000

Logo placement across registration desks, badge collection points and queue signage, the first checkpoint every delegate passes through each morning.

VIP / Business Lounge

US \$45,000

Logo placement in the dedicated VIP and speaker lounge, where high-level roundtables and private meetings take place throughout the summit.

Event App Sponsorship

US \$33,000

Logo placement on the summit's event app, used by every delegate for scheduling, agenda browsing and networking.

Awards Gala Dinner Sponsorship

US \$60,000

Presenting sponsor of the OpenGov Africa Awards closing gala on October 24, recognized across event signage, the program and press materials. In line with our awards integrity policy, this sponsorship is kept separate from award voting, judging and nominee-facing communications; a disclosure line accompanies any public sponsor naming tied to the Awards.

Beyond the Summit: The Multi-Stakeholder Forum

Sponsorship here is not a one-off transaction. Gold-tier sponsors and above are invited into an ongoing OpenGov Africa multi-stakeholder forum: a continuing space connecting government, private sector and civil society between summit editions, to keep the interoperability conversation alive year-round. Title and Platinum partners hold standing seats; Gold partners are invited as members. This is where policy pilots, cross-border partnerships and follow-on funding conversations continue long after the summit closes.

Community & Grassroots Sponsorship

We are intentional about keeping the door open to informal-sector businesses, local vendors, alumni networks and diaspora associations who want to contribute but do not operate on corporate marketing budgets. Community sponsors can adopt a single low-cost line item, contribute in-kind goods or services, or co-sponsor a line item with other community partners to split the cost and share recognition.

Next Steps

- Use Open Collective (<https://opencollective.com/opengovafrika/projects/opengov-africa-summit>) to select one or more line items, a tier package, or a premium exclusive placement from the sections above.
- Email sponsor@opengovafrika.org to confirm availability and lock in your recognition placement.
- For sponsorship conversations and tier customization, reach out to Yiga directly at yiga@opengovafrika.org or call +234-706-168-5623.
- Sign a short sponsorship agreement outlining deliverables, deadlines and asset requirements.
- Receive a recognition confirmation pack ahead of the event (Oct 6 to 10, or Oct 20 to 24, 2026, exact dates TBA).

Sponsorship: sponsor@opengovafrika.org | Contact: +234-706-168-5623 ; yiga@opengovafrika.org | summit.opengovafrika.org

All figures are planning-stage estimates prepared by the organizing committee and subject to revision as vendor quotes and venue capacity are confirmed.