

4TH ALL AFRICA POSTHARVEST CONGRESS & EXHIBITION

Sponsorship
Packages



Theme: Sustainable Postharvest Management:
Boosting Intra-African Agricultural Trade and
Enhancing Food and Nutrition Security

19TH-22ND SEPTEMBER 2023

Physical event hosted by the African Union Commission
Addis Ababa, Ethiopia.

4TH ALL AFRICA POSTHARVEST CONGRESS & EXHIBITION

Sponsorship Packages

Contents

Introduction	2
Why Sponsor the 4 TH AAPHCE?	2
Sponsorship Packages	3
Previous Events	6

Introduction

The All Africa Postharvest Congress and Exhibition (AAPHCE) was conceptualized as a pan-African platform where diverse stakeholders in the agro-food sector convene to share information and experiences and build partnerships that are required for sustainable postharvest management and food losses and waste (FLW) reduction in the African context. Building upon the success of the previous three conferences held in 2017, 2019 and 2021, the 4TH AAPHCE arrives at a critical juncture as the world faces unparalleled levels of hunger and malnutrition. These issues are particularly acute in Sub-Saharan Africa, demanding urgent attention and collaborative action. The situation has been aggravated by other factors, including the aftermath of the COVID-19 pandemic, the Ukraine Russia conflict and climate change. The theme for the 4TH AAPHCE has been conceptualized as **‘Sustainable Postharvest Management: Boosting Intra-African Agricultural Trade and Enhancing Food and Nutrition Security’**. This theme recognizes the critical role of postharvest management to achieve food and nutrition security in sustainable food systems. The theme also recognizes the importance of postharvest management as a key catalyst in intra-African trade and acknowledges the declaration by the African Union of 2023 as the year of AfCFTA (African Continental Free Trade Area).

Why Sponsor the 4TH AAPHCE?

The 4TH AAPHCE is a pan-African convening that will bring together a diversity of stakeholders across Africa and beyond who work (directly or indirectly) in the agro-food sector. These include farmers, extension agents, traders, researchers, academia, students, innovators, policymakers, development partners, government departments, private sector/investors, civil society, media and others. There are several different ways in which your organization will benefit from taking out a sponsorship package at 4TH AAPHCE as outlined in the different packages (separate section). Associating your organizations name and brand in this high-level Africa Union event can be extremely valuable as it provides an opportunity to enhance visibility of your organization's activities as you build new partnerships and strengthen existing ones. Further details of the sponsorship packages can be found in the following pages. For more information on the packages and to discuss your sponsorship requirement please contact:

Komla Bissi bissik@africa-union.org copy to postharvest@aaphce.com

Sponsorship Packages

STRATEGIC PARTNER

\$150,000

(Number of slot available = 1)

- 1 Sponsored session within the congress agenda (contribute content or choose a session)
- 7 minutes welcome remarks at the high level opening ceremony panel opportunity to appoint a keynote/plenary speaker for the congress
- Opportunity to screen organization ads/videos before a keynote plenary sessions: (Partner is responsible for recording a 3 minutes ads/videos)
- Side event host (see the side event brochure)
- The organization is identified as the strategic partner of the congress in all publicity materials
- VIP seating at front of congress hall
- 20 complimentary congress registrations
- One single exhibition booth (3*3)
- Logo on the homepage of the congress website and linked to organization website
- Full page colour advertisement in the congress program

PLATINUM SPONSOR

\$80,000

(Number of slots available = 2)

- 5 minutes slot for opening remarks at the high level panel during the opening ceremony
- Opportunity to appoint keynote/plenary speakers for the congress
- Opportunity to screen organization ads/videos. The sponsor is responsible for recording the 2 minutes ads/videos
- Side event host
- VIP seating at front of congress hall
- 15 complimentary congress registrations
- One single exhibition booth (3*2)
- Include organization logos in all digital media platforms of the congress. Logo on congress website with link to organization website and other promotion materials
- Half page colour advertisement in the congress program

GOLD SPONSOR

\$50,000

(Number of slots available = 4)

- Opportunity to appoint keynote/plenary speakers for the congress
- Side event host
- Include organization logos in all digital media platforms of the congress
- One single exhibition booth (3*2)
- ¾-page, 4-colour advertisement in congress program
- 10 complimentary congress registrations
- Logo on congress signage, congress promotions, and congress website

SILVER SPONSOR

\$30,000

(Number of slots available = 6)

- 6 complimentary congress registrations
- ¾-page, 4-colour advertisement in congress program
- 50-word profile of company/organization in congress program
- Logo on congress signage, congress promotions, and congress website

MEDIA PARTNER

\$15,000

(Number of slots available = 2)

- Recognition as media sponsor for congress
- Branding and sponsorship recognition on all post-event video productions, branding on congress backdrop for press congress and speakers interview
- 5 complimentary congress registrations
- Full-page, 4-colour advertisement in congress program
- Logo on congress giveaway
- Company profile, logo, and contact information in congress website and program

AIRLINE PARTNER

In-kind

- Recognition as airline partner/ sponsor for congress
- Airline brandings in congress website and social media
- Airline pull up banners in the congress hall

Previous Events

A total of 301 participants attended the 3RD AAPHCE virtual congress.

888

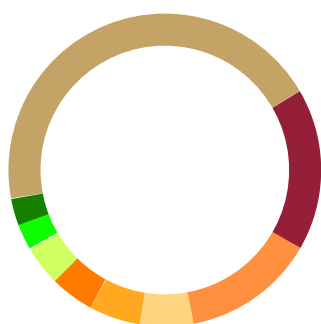
INVITEES

467

REGISTRANTS

301

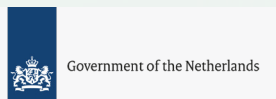
PARTICIPANTS



- 41% EDUCATIONAL INSTITUTIONS
- 20.6% NON-GOVERNMENTAL ORGANIZATIONS (NGO)
- 14% AGRICULTURAL AND AGRO-BASED INDUSTRIES
- 7.5% GOVERNMENTAL ORGANIZATIONS
- 5.1% TECHNOLOGICAL AND COMMUNICATION ORGANIZATIONS
- 4.3% PRIVATE BUSINESS SECTORS
- 3.8% PRESS
- 3.4% FINANCIAL INSTITUTIONS

3RD AAPHCE Sponsors

STRATEGIC PARTNERS



Food and Agriculture
Organization of the
United Nations

PLATINUM SPONSORS



SIDE EVENT ORGANIZERS

