

24-26 March 2025

Associate your brand with Zambia's largest and most influential tech festival and startup event

Mulungushi International Conference Centre Lusaka, Zambia

www.zam-digitalweek.co.zm

Brought to you by





Organised by







In collaboration with







SPONSORSHIP BROCHURE

Join us at Zambia Digital Week 2025

Co-located with

ZAMBIA FINANCE WEEK

60

0

ZAMBIA TRADE AND

The Zambia Digital Week 2025 conference will feature multiple forums, summits and events, including:

3



Sponsorship packages outlined in this brochure ensure brand visibility in all featured forums, summits and events at the Zambia Digital Week 2025.

If you require a sponsorship package and brand visibility for a specific forum, summit or event, please contact the event organizers at sponsor@connect-events.global

Meet the partners behind Zambia Digital Week 2025



Loita Business, a portfolio company of Loita Capital Partners International, is a leading technology company building one of Africa's largest business to business (B2B) ecommerce networks and supply chain finance and fintech ecosystems in Africa.



Loita Group is a Mauritius incorporated investment group with four distinct pillars of business operations, all of which centre around services to banking institutions and corporate entities across Africa, focusing on investment banking, payments, fund transfer switches, and bank management.



The African Export-Import Bank (Afreximbank) is the foremost Pan-African multilateral financial institution devoted to financing and promoting intra- and extra-African trade. The bank was established in October 1993 by African governments, African private and institutional investors, and non-African investors.



SMART AFRICA is a bold and innovative commitment from African heads of state and government to accelerate sustainable socio-economic development on the continent, ushering Africa into a knowledge economy through affordable access to broadband and usage of information and communications technologies.



t Invest Africa is the leading membership organisation for companies and investors operating on the African continent. Our network comprises global corporations, private investors, fund managers, family offices, policy makers, and entrepreneurs.



DP World is an Emirati multinational logistics company based in Dubai, United Arab Emirates. It specialises in cargo logistics, port terminal operations, maritime services, and free trade zones. Formed in 2005 by the merger of Dubai Ports Authority and Dubai Ports International, DP World handles 70 million containers that are brought in by around 70,000 vessels annually.



The Digital Council Africa is an independent, not-for-profit organisation that acts as a bridge and connector between the government, the technology industry, and stakeholders across Africa to develop the digital sector and economy.



The Ministry of Technology and Science is responsible for formulating and reviewing Technology and Science policies in order to contribute to economic growth. It collaborates with industry and wider private sector in developing relevant innovations; coordinate Research to promote investment in science and technology and promote advancement of knowledge and skills in science and technology in order to accelerate transformation into digital economy.



The Payments Association of Zambia serves as a joint industry platform from which members are able to collaborate in dealing with various issues of mutual interest including payment systems policy formulation, innovations, and the conduct of public and private dialogue.



When people come together, amazing things happen. Connect Events is the next-generation events company powering and connecting global industry communities and creating platforms for growth. Our events are designed to transform market insights into business opportunities, power industry growth through knowledge sharing, and enable connections.

Discover our speaker lineup



Hon. Felix Mutati Minister of Technology and Science Zambia GUEST OF HONOUR



Lacina Kone Director General and CEO Smart Africa KEYNOTE SPEAKER



Justin Chinyanta Chairman & CEO Loita Capital Partners International



5

Gwen Mwaba Managing Director Trade Finance & Correspondent Banking Afreximbank



Mukwandi Chibesakunda Chief Executive Officer ZANACO



Yele Oyekola CEO and co-Founder Duplo





Andrew Bourne Regional Manager, Africa ZOHO Corporation



Chiti Mbizule Mutati Programme Officer, Southern Africa Paradigm Initiative



Wallen Mangere Executive Chairman Tano Digital Solutions



Mulenga Mutati CEO and Lead Actuary Gralix Actuarial Consulting



Obey Domingo VP Business Development, Africa Thunes



Tanaka Pasipanodya Group CFO Tano Digital Solutions



Discover our speaker lineup



Emeka Onyia **Director of Innovation and Product Development** Afreximbank



Takudzwa Keith Chimeto Group CEO Smatech Group



Precious Murena Nyika CEO and co-Founder Winfield Strategy and Innovation



6

Maureen Mba **Director of Compliance** Afreximbank



Pfungwa Serima **Business Advisor** Octanexus



Tokelo Matlou Supply Chain Finance Manager, Rest of Africa Addendum Financial Technologies



George Thomas Regional Sales Director Alibaba Cloud Intelligence Group



Pedro Besugo Head of Investor Relations and **Business Development Invest Africa**



Roy Muyelu CEO Probase Group





Stephen Enderby CEO EFT Ventures



Tutsirai Dhombo **Country Manager, South Africa** Invest Africa







Jack Bismohun Commercial Director AeTrade Group





www.zam-digitalweek.co.zm

Partner with us *BESPOKE SPONSORSHIP OPPORTUNITIES AVAILABLE

8



Contact our team sponsor@connect-events.global

Why partner with Zambia Digital Week 2025?

BRAND AMPLIFICATION Amplify your brand to a global audience and be seen as a visionary tech leader by associating your brand with Zambia Digital Week 2025, Zambia's most influential tech festival.	REVENUE DIVERSIFICATION Diversify your revenues through innovative new partnerships, programmes, and alternative channels.	LEAD GENERATION AND EXECUTIVE AND VIP CONNECTIONS	PRODUCT SHOWCASE Be part of the local and global tech community powering Zambia's digital transformation and benefit from the buzz of the Zambia Digital Week exhibition and conference stages to showcase your latest, innovative solutions and products.	MEDIA AND PR OUTREACH Our PR activities will reach millions this year. Work with our PR to share your announcements with the media and build powerful stories around your brand.
RECRUITMENT Attract leading talent to your business.	<section-header>DATA CAPTURE AND ANALYTICSThe data generated during our events will be captured and analysed for you to be able to reach out to potential clients and partners post- event.</section-header>	<section-header>YEAR-ROUND OPPORTUNITIESOur digital marketing and advertising services, ranging from webinars to content syndication or bespoke virtual events, will help you create regular touchpoints with our engaged community and your targeted audience.</section-header>	THOUGHT LEADERSHIP With thousands of attendees joining us during Zambia Digital Week 2025, showcase your expertise, latest innovations and solutions alongside other tech leaders, change-makers, government officials, and influencers.	ACCESS TO KNOWLEDGE Share a stage with thought leaders.
		ENHANCE CREDIBILITY Highlight your company's expertise to a global audience.	ESTABLISH Connect with international strategic partners.	LEAD Be among the titans amplifying Zambian tech.

Zambia Digital Week 2025 Our sponsorship packages

Zambia Digital Week 2025 offers sponsors and advertisers unrivalled exposure and profiling among their peer and client groups. We offer appealing options and a highly effective platform to showcase your capabilities and mission.

Prices for all sponsorship packages are quoted in US Dollars

- Companies making payments in Zambia have the option to pay the ZMW equivalent.
- Companies making payments in South Africa have the option to pay the ZAR equivalent.
- Companies from other jurisdictions must pay into our USD bank account.

Main Sponsorship Packa	ages
------------------------	------

Headline	Diamond	Platinum	Gold	Silver	Bronze
US\$25,000	US\$20,000	US\$15,000	US\$12,000	US\$8,000	US\$5,000



NETWORKING SPONSORSHIP PACKAGES

CATEGORY (PLEASE INDICATE WITH AN (X) THE SPONSORSHIP LEVEL)	COST			
PRE-DAY: SUNDAY, 23 MARCH 2025				
WELCOME COCKTAIL RECEPTION: LEAD SPONSOR AND SUPPORTER	US\$6,000			
WELCOME COCKTAIL RECEPTION: SUPPORTER (10 SLOTS AVAILABLE)	US\$2,000			
DAY 1: MONDAY, 24 MARCH 2025				
NETWORKING BREAKFAST	US\$2,750			
	US\$3,000			
COFFEE BREAK (AFTERNOON)	US\$3,000			
	US\$6,000			
VIP NETWORKING DRINKS RECEPTION: LEAD SPONSOR AND SUPPORTER	US\$6,000			
VIP NETWORKING DRINKS RECEPTION: SUPPORTER	US\$2,000			
DAY 2: TUESDAY, 25 MARCH 2025				
	US\$2,750			
COFFEE BREAK (MORNING)	US\$3,000			
COFFEE BREAK (AFTERNOON)	US\$3,000			
	US\$6,000			
GALA DINNER (LEAD SPONSOR AND SUPPORTER)	US\$12,500			
GALA DINNER (SPONSOR AND PARTNER)	US\$6,000			
GALA DINNER DJ AND CULTURAL DANCE SPONSOR	US\$4,000			
DAY 3: WEDNESDAY, 26 MARCH 2025				
	US\$2,750			
	US\$3,000			
COFFEE BREAK (AFTERNOON)	US\$3,000			
	US\$6,000			
INDUSTRY NETWORKING PARTY (LEAD SPONSOR AND SUPPORTER)	US\$6,000			
INDUSTRY NETWORKING PARTY (SUPPORTER)	US\$2,000			
INDUSTRY NETWORKING PARTY DJ SPONSOR	US\$4,000			

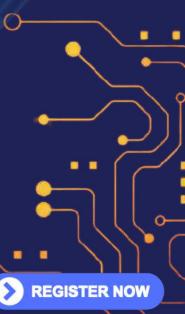


SPONSORSHIP PACKAGES: MEETING ROOMS AND NETWORKING LOUNGES

CATEGORY (PLEASE INDICATE WITH AN (X) THE SPONSORSHIP LEVEL)	COST
ZAMBIA DIGITAL WEEK 2025 - VIP NETWORKING LOUNGE (VIP HOSPITALITY-THE VILLAGE) OPEN TO REGISTERED CONFERENCE DELEGATES, SPONSORS, AND EXHIBITORS	US\$2,750
ZAMBIA DIGITAL WEEK 2025 VIP NETWORKING PRIVATE MEETING ROOMS PRIVATE MEETING ROOM-EXCLUSIVE TO GUESTS INVITED BY THE SPONSOR	US\$2,000
INVESTOR LOUNGE THE INVESTOR LOUNGE PROVIDES A SPACE FOR ENTREPRENEURS AND INVESTORS TO CONVENE, BUILD RELATIONSHIPS, AND ENGAGE IN MEANINGFUL DISCUSSION.	US\$2,000
BUSINESS MATCH MAKING LOUNGE SPONSOR MATCHMAKING LOUNGE USED STRICTLY BY INVITATION	US\$5,000

OTHER BESPOKE SPONSORSHIP OPPORTUNITIES

CATEGORY (PLEASE INDICATE WITH AN (X) THE SPONSORSHIP LEVEL)	соѕт
DEAL ROOM, INVESTMENT SHOWCASE, AND DEAL BOOK	US\$5,000
SPONSOR STAGE SPONSOR	US\$20,000
	US\$2,500
SPONSORED MASTERCLASS OR SESSION SPONSOR	US\$2,500
CHARGE AND CONNECT SPONSORSHIP	US\$2,500
OFFICIAL ZAM-DW 2025 NETWORKING APP	US\$6,000
DELEGATE BAGS	US\$6,000
BADGES AND LANYARDS	US\$5,000
LINKWAY PILLAR BRANDING-3 PILLARS	US\$2,000
	US\$10,000
CONFERENCE REGISTRATION SPONSOR	US\$3,000
FAST CHATS AND VIDEO INTERVIEWS	US\$5,000
FLOOR STICKERS AND POSTER SITES	US\$500



o



OTHER BESPOKE SPONSORSHIP OPPORTUNITIES

CATEGORY (PLEASE INDICATE WITH AN (X) THE SPONSORSHIP LEVEL)	COST
FULL ADVERT FULL PAGE ADVERT IN THE CONFERENCE MAGAZINE, EXHIBITOR CATALOGUE, AND POST-SHOW REPORT	US\$1,000
HALF PAGE ADVERT FULL PAGE ADVERT IN THE CONFERENCE MAGAZINE, EXHIBITOR CATALOGUE, AND POST-SHOW REPORT	US\$500

TAILORED SPONSORSHIP PACKAGES

Contact us at sponsor@connect-events.global for a tailored package (cost and benefits to be negotiated with the sponsor).





.

Headline sponsor

Position your brand as the main sponsor of Zambia Digital Week 2025, showcasing your brand across the entire event with thought leadership, implementation of innovative programmes to diversify revenues, branding, and networking.

BENEFITS

- NAMING RIGHTS TO THE CONFERENCE (online and onsite)
 - Recognized as the headline partner for "Zambia Digital Week 2025"
 - Zambia Digital Week 2025, Powered by YOU, or Brought to you by YOU, or "YOUR COMPANY NAME"
- COMPLIMENTARY EXECUTIVE VIP PASSES
 40
- BRANDED AND DEDICATED PRIVATE MEETING ROOM TO HOST CLIENTS AND MEETINGS EXHIBITION STAND/SPACE
 - Up to 54 sqm (6 m x 9 m) (Fully equipped shell scheme or raw space options)
- FLYERS AND MARKETING MATERIAL IN DELEGATE
 BAGS
- SPONSORSHIP STATUS FOR ZAMBIA DIGITAL
 WEEK 2025 COLLOCATED AND PARTNER EVENTS
- ALLOCATED TABLES AT GALA DINNER
 3
- DEDICATED ONLINE AND ONSITE ACCOUNT MANAGER TO FACILITATE BUSINESS MEETINGS WITH BOTH PRIVATE SECTOR AND GOVERNMENT OFFICIALS
- VIP TRANSPORTATION AND CONCIERGE DURING THE SUMMIT
- CONNECT CLUB MEMBERSHIP
 Free membership (12 months)



AGENDA

- Opening keynote address-main plenary
- Sponsor announcement
- Panel discussion participation (moderator or panellist)
- Fireside chats
- Company/Product showcase (5-7 mins)
- Opportunity to host one side event, such as a masterclass, panel, workshop, showcase, breakaway session etc.

PR

- A press release with headline sponsor announcement, sent to all media and Connect Club
- Newsletter Promotion of online
- PR articles
- Digital banner placement in the newsletter for 12 weeks
- 2 marketing mailshots to event attendees and Connect Club member database
- Social media posts
- An exclusive interview with a key executive to be conducted during the conference and published on the official event channels

US \$25,000

BRANDING

- Headline event branding across all stages, including mainstage, venue signage, conference registration area, expo, gala dinner, welcome reception, networking events, and key launch events
- Promotional video on the mainstage, sponsor stands, and digital screens in venue
- Opportunity to brand the VIP Networking Lounge
- Advert in official Zambia Digital Week 2025 magazine and exhibitor catalogue
 - 3 Full page adverts
- Headline App branding: headline profile and logo plus partner brands - Zambia Digital Week 2025
 - Powered by YOU or
 - Brought to you by YOU
- LANYARDS: Official lanyard co-sponsor with your brand on every attendee
- Conference area registration branding
- Branding in the plenary room and mainstage
- Logo, interactive banner, and profile on the event website, official Zambia Digital Week 2025 conference magazine, and Zambia Digital Week 2025 post-show report
- Logo on all online correspondence



Diamond sponsor

BENEFITS

- COMPLIMENTARY EXECUTIVE VIP PASSES
 o 30
- BRANDED AND DEDICATED PRIVATE MEETING ROOM TO HOST CLIENTS AND MEETINGS
- EXHIBITION STAND/SPACE
 - Up to 36 sqm (6 m x 6 m) or (4 m x 9 m)
 (Fully equipped shell scheme or raw space options)
- FLYERS AND MARKETING MATERIAL IN DELEGATE BAGS
- SPONSORSHIP STATUS FOR ZAMBIA DIGITAL WEEK 2025 CO-LOCATED AND PARTNER EVENTS
- ALLOCATED TABLES AT GALA DINNER

 2
- DEDICATED ONLINE AND ONSITE ACCOUNT MANAGER TO FACILITATE BUSINESS MEETINGS WITH BOTH PRIVATE SECTOR AND GOVERNMENT OFFICIALS
- VIP TRANSPORTATION AND CONCIERGE DURING THE SUMMIT
- CONNECT CLUB MEMBERSHIP • Free membership (12 months)



AGENDA

- Opening keynote address-main plenary S
- Sponsor announcement
- Panel discussion participation (moderator or panellist)
- Fireside chats
- Company/Product showcase (5-7 mins)
- Opportunity to host one side event, such as a masterclass, panel, workshop, showcase, breakaway session etc.

PR

- Promotion of online
- PR articles
- Digital banner placement in the newsletter for 12 weeks
- 2 marketing mailshots to event attendees and Connect Club member database
- Social media posts
- An exclusive interview with a key executive conducted during the conference and published on the official event channels
- Contact list of all attendees

US \$20,000

BRANDING

- Promotional video on the mainstage, sponsor stands, and digital screens in venue
- Opportunity to brand the VIP Networking Lounge
- Advert in official Zambia Digital Week 2025 magazine and exhibitor catalogue
 - ° 2 Full page adverts
- LANYARDS: Official lanyard co-sponsor with your brand on every attendee
- Conference area registration branding
- Branding in the plenary room and mainstage
- Logo, interactive banner, and profile on event website, official Zambia Digital Week 2025 conference magazine, and Zambia Digital Week 2025 post-show report
- Logo on all online correspondence



Platinum sponsor

BENEFITS

- COMPLIMENTARY EXECUTIVE VIP PASSES

 20
- BRANDED AND DEDICATED PRIVATE MEETING ROOM TO HOST CLIENTS AND MEETINGS
- EXHIBITION STAND/SPACE
- Up to 18 sqm (6 m x 3 m) (Fully equipped shell scheme or raw space options)
- FLYERS AND MARKETING MATERIAL IN DELEGATE BAGS
- SPONSORSHIP STATUS FOR ZAMBIA DIGITAL WEEK
 2025 COLLOCATED AND PARTNER EVENTS
- ALLOCATED TABLES AT GALA DINNER

 1
- DEDICATED ONLINE AND ONSITE ACCOUNT MANAGER TO FACILITATE BUSINESS MEETINGS WITH BOTH PRIVATE SECTOR AND GOVERNMENT OFFICIALS
- VIP TRANSPORTATION AND CONCIERGE DURING THE SUMMIT
- CONNECT CLUB MEMBERSHIP
 - Free membership (12 months)

AGENDA

- Opening keynote address-main plenary
- Sponsor announcement
- Panel discussion participation (moderator or panellist)
- Fireside chats
- Company/Product showcase (5-7 mins)
- Opportunity to host one side event, such as a masterclass, panel, workshop, showcase, breakaway session etc.

PR

- Promotion of online PR articles
- Digital banner placement in the newsletter for 12 weeks
- 2 marketing mailshots to event attendees and Connect Club member database
- Social media posts
- An exclusive interview of a key executive to be conducted during the conference and published on the official event channels
- Contact list of all attendees

US \$15,000

BRANDING

•

٩

`.

- Promotional video on the mainstage, sponsor stands, and digital screens in venue
- Opportunity to brand the VIP Networking Lounge
- Advert in the official Zambia Digital Week 2025 magazine and exhibitor catalogue
 - 1 Full page advert
- LANYARDS: Official lanyard co-sponsor with your brand on every attendee
- Conference area registration branding
- Branding in the plenary room and mainstage
- Logo, interactive banner, and profile on the event website, official Zambia Digital Week 2025 conference magazine, and Zambia Digital Week 2025 post-show report

6

• Logo on all online correspondence





Gold sponsor

BENEFITS

- NAMING RIGHTS TO THE CONFERENCE (online and onsite)
 - Named as the headline partner "Zambia
 - Digital Week 2025"
 - Powered by YOU or
 - ^o Brought to you by YOU or
 - "YOUR COMPANY NAME" Zambia Digital Week 2025
- COMPLIMENTARY EXECUTIVE VIP PASSES
 - o 10
- BRANDED AND DEDICATED PRIVATE MEETING ROOM TO HOST CLIENTS AND MEETINGS
- EXHIBITION STAND/SPACE
 - Up to 12 sqm (4 m x 3 m) (Fully equipped shell scheme or raw space options)
- FLYERS AND MARKETING MATERIAL IN
 DELEGATE BAGS
- SPONSORSHIP STATUS FOR ZAMBIA DIGITAL
 WEEK 2025 COLLOCATED AND PARTNER EVENTS
- ALLOCATED TABLES AT GALA DINNER

 1
- DEDICATED ONLINE AND ONSITE ACCOUNT MANAGER TO FACILITATE BUSINESS MEETINGS WITH BOTH PRIVATE SECTOR AND GOVERNMENT OFFICIALS
- VIP TRANSPORTATION AND CONCIERGE DURING THE SUMMIT
- CONNECT CLUB MEMBERSHIP
 Free membership (6 months)



AGENDA

- Opening keynote address-main plenary
- Sponsor announcement
- Panel discussion participation (moderator or panellist)
- Fireside Chats
- Company/Product showcase (5-7 mins)
- Opportunity to host one side event, such as a masterclass, panel, workshop, showcase, breakaway session etc.

PR

- Promotion of online PR articles
- Digital banner placement in newsletter for 12 weeks
- 2 marketing mailshots to event attendees and Connect Club member database
- Social media posts
- An exclusive interview with a key executive to be conducted during the conference and published on the official event channels
- Contact list of all attendees

BRANDING

- Promotional video on the main stage, sponsor stands, and digital screens in the venue
- Opportunity to brand the VIP Networking Lounge

\$12,000

- Advert in the official Zambia Digital Week 2025
- magazine and exhibitor catalogue
 - 1 Full page advert
- LANYARDS: Official lanyard co-sponsor-your brand on every attendee
- Conference area registration branding
- Branding in the plenary room and mainstage
- Logo, interactive banner, and profile on the event website, official Zambia Digital Week 2025 conference magazine, and Zambia Digital Week 2025 post-show report
- Logo on all online correspondence



Silver sponsor

BENEFITS

- COMPLIMENTARY EXECUTIVE VIP PASSES
 - 5
- EXHIBITION STAND/SPACE
 - Up to 9 sqm (3 m x 3 m) (Fully equipped shell scheme or raw space options)
- FLYERS AND MARKETING MATERIAL IN DELEGATE BAGS
- ALLOCATED TABLES AT GALA DINNER
 1
- DEDICATED ONLINE AND ONSITE ACCOUNT MANAGER TO FACILITATE BUSINESS MEETINGS WITH BOTH PRIVATE SECTOR AND GOVERNMENT OFFICIALS
- CONNECT CLUB MEMBERSHIP
 Free membership (4 months)

AGENDA

- Sponsor announcement
- Panel discussion participation (moderator or panellist)
- Fireside chats
- Company/Product showcase (5-7 mins)
- Opportunity to host one side event, such as a masterclass, panel, workshop, showcase, breakaway session etc.

PR

- Promotion of online PR articles
- Digital banner placement in newsletter for 12 weeks
- 2 marketing mailshots to event attendees and Connect Club member database
- Social media posts
- An exclusive interview with a key executive to be conducted during the conference and published on the official event channels
- Contact list of all attendees

BRANDING

•

• Promotional video on the mainstage, sponsor stands, and digital screens in venue

\$8,000

- Advert in official Zambia Digital Week 2025 magazine and exhibitor catalogue

 1/2 (half) page advert
- Conference area registration branding
- Branding in plenary room and mainstage
- Logo, interactive banner, and profile on event website, official Zambia Digital Week 2025 conference magazine, and Zambia Digital Week 2025 post show report
- Logo on all online correspondence





Bronze sponsor

BENEFITS

- COMPLIMENTARY EXECUTIVE VIP PASSES
 o 3
- EXHIBITION STAND/SPACE
 - Up to 6 sqm (3 m x 3 m) (Fully equipped shell scheme or Raw Space options)
- FLYERS AND MARKETING MATERIAL IN DELEGATE BAGS
- ALLOCATED TABLES AT GALA DINNER
 1
- DEDICATED ONLINE AND ONSITE ACCOUNT MANAGER TO FACILITATE BUSINESS MEETINGS WITH BOTH PRIVATE SECTOR AND GOVERNMENT OFFICIALS
- CONNECT CLUB MEMBERSHIP
 - Free membership (3 months)

AGENDA

- Sponsor announcement
- Panel discussion participation (moderator or panellist)
- Fireside chats
- Company/Product showcase (5-7 mins)
- Opportunity to host one side event, such as a masterclass, panel, workshop, showcase, breakaway session etc.

PR

- Promotion of online PR articles
- Digital banner placement in newsletter for 12 weeks
- 2 marketing mailshots to event attendees and Connect Club member database
- Social media posts
- An exclusive interview with a key executive to be conducted during the conference and published on the official event channels
- Contact list of all attendees

BRANDING

•

- Promotional video on the mainstage, sponsor stands, and digital screens in venue
- Advert in official Zambia Digital Week 2025 magazine and exhibitor catalogue

 1/4 (quarter) page advert
- Conference area registration branding
- Branding in plenary room and mainstage
- Logo, interactive banner, and profile on event website, official Zambia Digital Week 2025 conference magazine, and Zambia Digital Week 2025 post show report
- Logo on all online correspondence





19

US \$5,000

Exhibition Packages

Platinum Pavilion Sponsor -Shell Scheme Option

\$200 per sqm shell scheme

Secure up to 18 sqm exhibition booth or host up to 4 companies for US\$10,000

18 SQM (3 M x 6 M) SCHELL SCHEME

WHAT IS INCLUDED

- Power, Wi-Fi, lighting, dustbin
- Basic furniture (one table, 2 x chairs)
- Company name plate

BRANDING

- Company logo and profile to feature on Zam-DW Week website and app/online portal with reciprocal link to your website of choice
- Listing on digital event guide
- Newsletter Promotion
- Social Media Post

DELEGATE PASSES

- Unlimited exhibitor passes (exhibitor passes are for exhibitor staff who man the stands during Zam-DW 2025)
- 8 x VIP executive passes (refer to event delegate info pack and website for benefits)



REGISTER NOW

NETWORKING AND LEAD GEN

- Access to the event networking app
- Lead Insights Report: Obtain specific lead data for everyone visiting your booth or clicking on your sponsor profile. You will receive the report within 24 hours of the event, including a personalized dashboard with enhanced profiling, segmentation, and scoring so you can quickly follow up with your most engaged leads in real time.
- A personalized review is available upon request to discuss how to best engage your data through tailored lead nurturing and marketing post-event.
- 365-day high-impact online digital exhibition.



US \$10,000

Networking sponsorship packages

Networking is paramount at Zambia Digital Week 2025; we know how to connect attendees online and in person. We offer various opportunities to showcase your brand to industry leaders across Zambia Digital Week 2025.

WELCOME COCKTAIL RECEPTION Lead sponsor and supporter

Seize the opportunity to entertain and network with influential policymakers and top industry executives at Zambia Digital Week 2025.

- Welcome address at cocktail reception
- Named sponsor on agenda
- Branding at cocktail reception
- Silver event branding
- Silver online branding
- 4 VIP Executive Passes
- Sponsor event placement-Silver
- Plus sponsor accorded all benefits accruing to

silver sponsors

Cost US\$6,000

WELCOME COCKTAIL RECEPTION Supporter

Seize the opportunity to entertain and network with influential policymakers and top industry executives at Zambia Digital Week 2025.

- 10 slots available
- Welcome address at cocktail reception
- Named sponsor on agenda
- Branding at cocktail reception
- Bronze event branding
- Bronze online branding
- 2 VIP executive passes
- Sponsor event placement-Bronze
- Plus sponsor accorded all benefits accruing to
- bronze sponsors

Cost US\$2,000

PRE-DAY

SUNDAY 23 MARCH 2025

NETWORKING BREAKFAST

- App branding and listing
- Named sponsor on agenda
- Branding in breakfast area
- Online branding
- 2 VIP executive passes
- Sponsor event placement-Bronze
- Plus sponsor accorded all benefits accruing to bronze sponsors

Cost US\$2,750

NETWORKING LUNCH

- Event branding at lunch
- Online branding
- Named sponsor on agenda
- 3 VIP executive passes
- Sponsor event placement-Silver
- Plus sponsor accorded all benefits accruing to silver sponsors

Cost US\$6,000

COFFEE AND TEA BREAK

Coffee fuels our visitors and conference delegates to walk the halls and listen in on trends across all three days. With expected high traffic to the coffee point, your brand will be the key highlight at the conference with thousands getting to know what your company does. You will also get brand exposure with a cup in hand.

MORNING

- App branding and listing
- Fully branded coffee point
- Opportunity to provide branded coffee cups to be used by baristas
- Opportunity to scan badges of delegates in return for a cup of coffee
- Named sponsor on agenda
- Branding in coffee area
- Online branding
- 2 VIP executive passes
- Sponsor event placement-Bronze
- Plus sponsor accorded all benefits accruing to
- bronze sponsors

Cost US\$3,000

DAY 1

MONDAY 24 MARCH 2025

COFFEE AND TEA BREAK

AFTERNOON

- App branding and listing
- Fully branded coffee point
- Opportunity to provide branded coffee cups to be used by baristas
- Opportunity to scan badges of delegates in return for a cup of coffee
- Named sponsor on agenda
- Branding in coffee area
- Online branding
- 2 VIP executive passes
- Sponsor event placement-Bronze
- Plus sponsor accorded all benefits accruing to bronze sponsors

Cost US\$3,000





VIP NETWORKING DRINKS RECEPTION

Seize the opportunity to entertain and netw ork with influential policymakers and top industry executives at Zambia Digital Week 2025.

LEAD SPONSOR AND SUPPORTER

- Event branding at reception venue
- App branding and listing
- Online branding
- Named sponsor on agenda
- 4 VIP executive passes
- Sponsor event placement-Silver
- Plus sponsor accorded all benefits accruing to silver sponsors

VIP NETWORKING DRINKS RECEPTION

Seize the opportunity to entertain and network with influential policymakers and top industry executives at Zambia Digital Week 2025.

SUPPORTER

- 8 slots available
- Event branding at reception venue
- App branding and listing
- Online branding
- Named sponsor on agenda
- 2 VIP executive passes
- Sponsor event placement-Bronze
- Plus sponsor accorded all benefits accruing to bronze sponsors

Cost US\$6,000

Cost US\$2,000



DAY 1

MONDAY 24

MARCH 2025

NETWORKING BREAKFAST

- App branding and listing
- Named sponsor on agenda
- Branding in breakfast area
- Online branding
- 2 VIP executive passes
- Sponsor event placement-Bronze
- Plus sponsor accorded all benefits accruing to bronze sponsors

Cost US\$2,750

NETWORKING LUNCH

- Event branding at lunch
- Online branding
- Named sponsor on agenda
- 3 VIP executive passes
- Sponsor event placement-Silver
- Plus sponsor accorded all benefits accruing to silver sponsors

Cost US\$6,000

COFFEE AND TEA BREAK

Coffee fuels our visitors and conference delegates to walk the halls and listen in on trends across all three days. With expected high traffic to the coffee point, your brand will be the key highlight at the conference with thousands getting to know what your company does. You will also get brand exposure with a cup in hand.

MORNING

- App branding and listing
- Fully branded coffee point
- Opportunity to provide branded coffee cups to be used by baristas
- Opportunity to scan badges of delegates in return for a cup of coffee
- Named sponsor on agenda
- Branding in coffee area
- Online branding
- 2 VIP executive passes
- Sponsor event placement-Bronze
- Plus sponsor accorded all benefits accruing to
- bronze sponsors

Cost US\$3,000

DAY 2 TUESDAY 25 MARCH 2025

COFFEE AND TEA BREAK

AFTERNOON

- App branding and listing
- Fully branded coffee point
- Opportunity to provide branded coffee cups to be used by baristas
- Opportunity to scan badges of delegates in return for a cup of coffee
- Named sponsor on agenda
- Branding in coffee area
- Online branding
- 2 VIP executive passes
- Sponsor event placement-Bronze
- Plus sponsor accorded all benefits accruing to bronze sponsors

Cost US\$3,000



REGISTER NOW

GALA DINNER

Seize the opportunity to entertain and netw ork with influential policymakers and top industry executives at Zambia Digital Week 2025.

LEAD SPONSOR AND SUPPORTER

- Event branding at gala dinner
- 10 min video advertisement
- Online branding
- Named sponsor on agenda
- 10 VIP executive passes
- Sponsor event placement-Gold
- Sponsor announcement
- Plus sponsor accorded all benefits accruing to gold sponsors

Cost US\$12,500

GALA DINNER

Seize the opportunity to entertain and network with influential policymakers and top industry executives at Zambia Digital Week 2025.

SPONSOR AND SUPPORTER

- Event branding at gala dinner
- 5 min video advertisement
- Online branding
- Named sponsor on agenda
- 5 VIP executive passes
- Sponsor event placement-Silver
- Sponsor announcement
- Plus sponsor accorded all benefits accruing to
 - silver sponsors

Cost US\$6,000

GALA DINNER DJ AND CULTURAL DANCE SPONSOR

DAY 2

TUESDAY 25

MARCH 2025

- Event branding at reception venue
- Branding for Waiters/Waitresses
- App branding and listing
- Online branding
- Named sponsor on agenda
- **4 VIP executive passes**
- Sponsor event placement-Silver
- Plus sponsor accorded all benefits accruing to silver sponsors

Cost US\$4,000



NETWORKING BREAKFAST

- App branding and listing
- Named sponsor on agenda
- Branding in breakfast area
- Online branding
- 2 VIP executive passes
- Sponsor event placement-Bronze
- Plus sponsor accorded all benefits accruing to bronze sponsors

Cost US\$2,750

NETWORKING LUNCH

- Event branding at lunch
- Online branding
- Named sponsor on agenda
- 3 VIP executive passes
- Sponsor event placement-Silver
- Plus sponsor accorded all benefits accruing to silver sponsors

Cost US\$6,000

COFFEE AND TEA BREAK

Coffee fuels our visitors and conference delegates to walk the halls and listen in on trends across all three days. With expected high traffic to the coffee point, your brand will be the key highlight at the conference with thousands getting to know what your company does. You will also get brand exposure with a cup in hand.

MORNING

- App branding and listing
- Fully branded coffee point
- Opportunity to provide branded coffee cups to be used by baristas
- Opportunity to scan badges of delegates in return for a cup of coffee
- Named sponsor on agenda
- Branding in coffee area
- Online branding
- 2 VIP executive passes
- Sponsor event placement-Bronze
- Plus sponsor accorded all benefits accruing to
- bronze sponsors

Cost US\$3,000

DAY 3 WEDNESDAY 26

MARCH 2025

COFFEE AND TEA BREAK

AFTERNOON

- App branding and listing
- Fully branded coffee point
- Opportunity to provide branded coffee cups to be used by baristas
- Opportunity to scan badges of delegates in return for a cup of coffee
- Named sponsor on agenda
- Branding in coffee area
- Online branding
- 2 VIP executive passes
- Sponsor event placement-Bronze
- Plus sponsor accorded all benefits accruing to bronze sponsors

Cost US\$3,000



INDUSTRY NETWORKING PARTY

LEAD SPONSOR AND SUPPORTER

- Event branding at reception venue
- App branding and listing
- Online branding
- Named sponsor on agenda
- 4 VIP executive passes
- Sponsor event placement-Silver
- Plus sponsor accorded all benefits accruing to silver sponsors

Cost US\$6,000

INDUSTRY NETWORKING PARTY

SUPPORTER

- 8 slots available
- Event branding at reception venue
- App branding and listing
- Online branding
- Named sponsor on agenda
- 2 VIP executive passes
- Sponsor event placement-Bronze
- Plus sponsor accorded all benefits accruing to bronze sponsors

Cost US\$2,000

INDUSTRY NETWORKING PARTY DJ SPONSOR

DAY 3

WEDNESDAY 26

MARCH 2025

- Event branding at reception venue
- Branding for Waiters/Waitresses
- App branding and listing
- Online branding
- Named sponsor on agenda
- 4 VIP executive passes
- Sponsor event placement-Silver
- Plus sponsor accorded all benefits accruing to silver sponsors

Cost US\$4,000



Sponsorship packages Meeting rooms and networking lounges



VIP NETWORKING LOUNGE

(VIP Hospitality-The Village) Open to registered conference delegates, sponsors, and exhibitors. Sponsor the dedicated Meeting Zone at Zambia Digital Week 2025.

Exclusive branded lounge area where

registered delegates, sponsors, and exhibitors can meet during the conference Luxury space for executive leaders to relax and get away from the hustle and bustle of the main exhibition. As headline partner of the VIP Lounge, your brand will be at the forefront of the minds our most senior and influential attendees.

- 3 VIP executive passes
- Company logo and profile to feature on event website and app
- Sponsorship status-Bronze
- Afforded all benefits accruing to silver sponsors
- Branding on meeting zone walls and entrance
- Named sponsor on agenda
- Venue meeting room including basic furniture, WiFi, and power connection

VIP NETWORKING PRIVATE MEETING ROOMS

Private meeting rooms

Secure an exclusive branded lounge area where you can entertain your prospective clients in an informal setting throughout Zambia Digital Week 2025.

Opportunity to completely brand the Networking Lounge. Secure a meeting room to have those allimportant business meetings with current and potential clients.

Hurry! Meeting rooms are almost sold out

- 3 VIP executive passes
- Company logo and profile to feature on event website and app
- Sponsorship status-Bronze
- Branding on meeting zone walls and entrance
- Named sponsor on agenda
- Afforded all benefits accruing to silver sponsors
- Venue meeting room including basic furniture, WiFi, and power connection

Cost US\$2,000

INVESTOR LOUNGE

The global tech scene is making tremendous progress, and the unanimous feeling is that there is much more to come.

The Investor Lounge provides a space for

entrepreneurs and investors to convene, build relationships, and engage in meaningful discussions.

With the aim to continue to drive accessibility and provide professional support to early-stage founders, this will be an opportunity for ideas to be shared, supported, and brought to life through activations such as founder or investor matchmaking.

- Access to deal and projects showcase book
- Sponsor afforded silver sponsorship status, including all benefits accruing to silver sponsors.
- 2 VIP executive passes

Cost US\$3,750





FAST CHATS AND VIDEO INTERVIEWS

Take your brand to new heights with fast chats and indepth video interviews with top executives. Boost your visibility, network with influencers, and position yourself as a thought leader promoted across Zambia Digital Week 2025 channels.

Cost US\$4,000

CHARGE AND CONNECT SPONSORSHIP

Provides attendees a space to network and relax while charging their electronic devices.

- Branding around the charge and connect area and lounge, giving you great visibility among attendees
- 2 VIP executive passes
- Sponsor announcement
- Online branding
- Social media posts and other benefits

Cost US\$2,500

CONNECT GOLF TOURNAMENT

- Speech before the tournament begins
- Logo on golf t-shirts
- Design to be provided by the sponsor
- 8 VIP executive passes
- Sponsor accorded gold sponsorship status
- Opportunity to share content on Zam DW 2025 social media channels (including IG, Twitter, Facebook, LinkedIn, YouTube)
- Coverage on all social media channel platforms (including IG, Twitter, Facebook, LinkedIn, YouTube)

Cost US\$10,000

LINK WAY PILLAR BRANDING-3 PILLARS

Create maximum visual impact with your branding and messages in the busy walkways onsite with columns and wall spaces available for your message.

- Design to be provided by the sponsor of production
- 2 VIP executive passes
- Sponsor accorded bronze sponsorship status

Cost US\$2,000

BUSINESS MATCHMAKING LOUNGE SPONSOR

Matchmaking lounge used strictly by invitation

Take up a business lounge powered by YOU. The Business Matchmaking Lounge is the place where business discussions and matchmaking take place amongst all delegates, peers, and business leaders.

- Banner on matchmaking app
- Branding around matchmaking lounge
- Sponsorship status-Bronze
- Sponsor afforded all benefits accruing to silver sponsors
- 3 VIP executive passes

Cost US\$5,000

DELEGATE BAGS

- Design to be provided by the sponsor
- 3 VIP executive passes
- Logo on delegate bags
- Sponsor accorded silver sponsorship status
- Bags will be distributed to all show visitors and delegates
- Opportunity to share content on Zam DW 2025 social media channels (including IG, Twitter, Facebook, LinkedIn, YouTube)
- Coverage on all social media channel platforms (including IG, Twitter, Facebook, LinkedIn, YouTube)

Cost US\$6,000

DEAL ROOM, INVESTMENT SHOWCASE, AND DEAL BOOK SPONSOR

Position your brand as a leader in the Zambian and African tech ecosystem by supporting our Investment Showcase, which will highlight leading investor-ready ventures and startups from across Zambia on stage during Zambia Digital Week 2025.

The winning startups get to walk away with cash prizes.

INVESTMENT SHOWCASE PARTNER

- 8 slots available
- Sponsor event status-Silver
- 5 VIP executive passes
- App branding and listing
- Online branding
- Named sponsor on agenda
- Social media posts
- Agenda contribution and pitch
- Advisory panel
- Newsletter promotion x 1
- Online PR articles x 1
- Social media posts x 1
- Plus sponsor accorded all benefits accruing to bronze sponsors
- Full page advert in deal book
- Logo included on every page of deal book
- Logo included on cover of deal book
- Book distributed to all investors and financiers

Cost US\$5,000

STAGE SPONSOR

Become a stage sponsor and enjoy 2 days of sessions on a stage and a room named after your brand alongside a host of other benefits.

30

NAMING

- Zambia Digital Week 2025 mainstage named after you
- All sessions will be hosted on your stage

SPONSOR EVENT PLACEMENT

Platinum

BRANDING

- Platinum priority event branding
- Stage branding: Your logo and name
- Stage entrance branding: Your logo and name
- Platinum priority online branding
- Networking app placement: Platinum or stage name

AGENDA

- Agenda contribution: 1 x keynote
- Agenda contribution: 1 x panel slot

PREMIUM EXPO SPACE

18 sqm expo space: Premium 6 m x 3 m

PR

- Newsletter promotion x 2
- Online PR articles x 2
- Social media posts x 2

PODCAST

Podcast episode x 1

VIP PASSES

- 20 VIP executive passes
- Plus sponsor accorded all benefits accruing to platinum sponsors

Cost US\$20,000

CONNECTIVITY SPONSOR

Become the connectivity provider throughout the conference. Associate your brand with wireless internet capability for all attendees.

- Your corporate name and logo appear on wireless network username and password
- 2 VIP executive passes
- Sponsor announcement
- Online branding
- Social media posts and other benefits
- Afforded bronze sponsorship status

Cost US\$2,500

FLOOR STICKERS AND POSTER SITES

Show an ad, give them directions, lead them, and maximize visibility! Point them to where you are. Lead them to your booth. Grab the attendees' attention as they head to the halls so you are the first booth they want to visit. INSIDE HALL



Cost US\$500

THE OFFICIAL NETWORKING APP

APP PROMOTION

- App placement: Welcome video on homepage
- Logo included on all app pages
- App placement: 1st expo booth shown
- App placement: 50% of banner ads on app
- App placement: 1 sponsored sector of interest
- App placement: 2 x sponsor announcements on app
- Profile information on all app users

EVENT BRANDING

- Event branding: Bronze
- Online branding: Bronze

AGENDA

Agenda contribution: 1 x panel slot

PR AND MARKETING

- Newsletter promotion x 1
- Social media posts x 1
 - Opportunity to share content on Zam DW 2025 social media channels (including: IG, Twitter, Facebook,
 - LinkedIn and YouTube) Coverage on all social media channel platforms (including: IG, Twitter, Facebook,
 - LinkedIn and YouTube) Newsletter
 - promotion x 1 Social media posts x 1

Cost US\$6,000

PASSES

• 5 VIP executive passes

SPONSORED MASTERCLASS OR SESSION SPONSOR

Show your company's thought leadership through a sponsored masterclass, session, product demo, or training session at Zambia Digital Week 2025. These dedicated sessions on the agenda position your brand as a preeminent organisation and enable you to set the agenda and educate delegates on specific topics. Become a session sponsor and associate your brand with content produced at the conference.

PACKAGE BRANDING BENEFITS

- Your corporate name and logo appear on wireless network username and password
- Contribution to agenda
- 2 VIP executive passes
- Sponsor announcement
- Online branding
- Social media posts and other benefits
- Afforded bronze sponsorship status
- Sponsor event placement-Bronze
- Online branding
- App placement-Bronze

AGENDA

- Masterclass session x 60 min PR and marketing
- Newsletter promotion x 1
- Social media posts x 2

SPONSOR PASSES

2 VIP executive passes

MASTERCLASS OR SESSION SPONSOR SUPPORT

- Dedicated masterclass room with AV
- Promotion of masterclass to all attendees
- Pre-event sign-up form for masterclass data capture
- Profile information on pre-event masterclass sign-ups and attendees

Cost US\$3,000



BADGES AND LANYARDS

- Lanyards are your walking advertisements at Zambia Digital Week 2025. Exclusive to one company.
- 3 VIP delegate passes
- Sponsor accorded silver sponsorship status
- Ensures your company logo and message are seen by all visitors, including C-level delegates, government officials, international visitors, media, and international trade delegations
- Design to be provided by the sponsor
- Lanyards will be distributed to all show visitors, delegates, and VIPs
- Opportunity to share content on Zam DW 2025 social media channels (including: IG, Twitter, Facebook, LinkedIn and YouTube)
- Coverage on all social media channel platforms (including: IG, Twitter, Facebook, LinkedIn, and YouTube)

Cost US\$5,000

EDVAL

FULL ADVERT

Full page advert in the conference magazine, exhibitor catalogue, and post-show report

TAILORED SPONSORSHIP PACKAGES

Contact us for a tailored package sponsor@connect-events.global

Cost US\$1,000

HALF PAGE ADVERT

Half page advert in the conference magazine, exhibitor catalogue, and post-show report

Cost US\$500

CONFERENCE REGISTRATION SPONSOR

Sponsors, exhibitors, and all attendees will get a full view of your brand, onsite and online. Your logo will be showcased on registration pages, confirmation emails, and at the exhibition halls where registration counters are located. Listing and logo on all onsite registration kiosks.

- Official registration partner
- 3 VIP executive passes
- Sponsor
- Branding at registration (online and onsite)
- Listing and logo on all onsite registration kiosks
- Digital logo
- Networking opportunities

Cost US\$3,000

Join us at Zambia Digital Week 2025 and supercharge your digital transformation journey



Digital transformation is an imperative for businesses in today's economy.

"Each one of us in our organizations, whether it's public sector or private sector, will have to build our own digital capability. Because now, every company is a software company, every company is a digital organization".

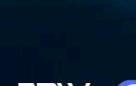
Satya Nadella, CEO, Microsoft



About the event venue

Mulungushi International Conference Centre

Surrounded by pristine gardens, the legendary Mulungushi International Conference Centre offers a wide range of business and meeting services. You will find us to be the perfect venue for an impressive event. Since 1970, the facility has catered to international dignitaries as well as large corporate clients, setting the standard for hospitality and customised service.





Get involved today



REGISTER NOW

Associate your brand with Zambia's largest and most influential tech festival and startup event.







CONTACT US

To register and get more information on how to get involved in Zambia Digital Week 2025, please visit **www.zam-digitalweek.co.zm**

General enquiries

info@connect-events.global

Sponsorship enquiries

sponsor@connect-events.global

Exhibition enquiries

exhibitor@connect-events.global

Media enquiries

media@connect-events.global

www.zam-digitalweek.co.zm

Address

Event organiser

Connect Events Regus Nelson Mandela Square 2nd Floor, West Towers Maude Street, Nelson Mandela Square Sandton, 2196 Johannesburg, South Africa

Tel: +27 11 881 5600 www.zam-digitalweek.co.zm

Promoter

Loita Business 1 Melrose Boulevard Ground Floor-Unit 5 Melrose Arch 2076 P.O. Box 411458 Johannesburg, South Africa

Tel: +27 11 684 1444 Fax: +27 11 684 1555 www.loitabusiness.com

aniillin....aniillin.

Let's build and transform Zambia together





