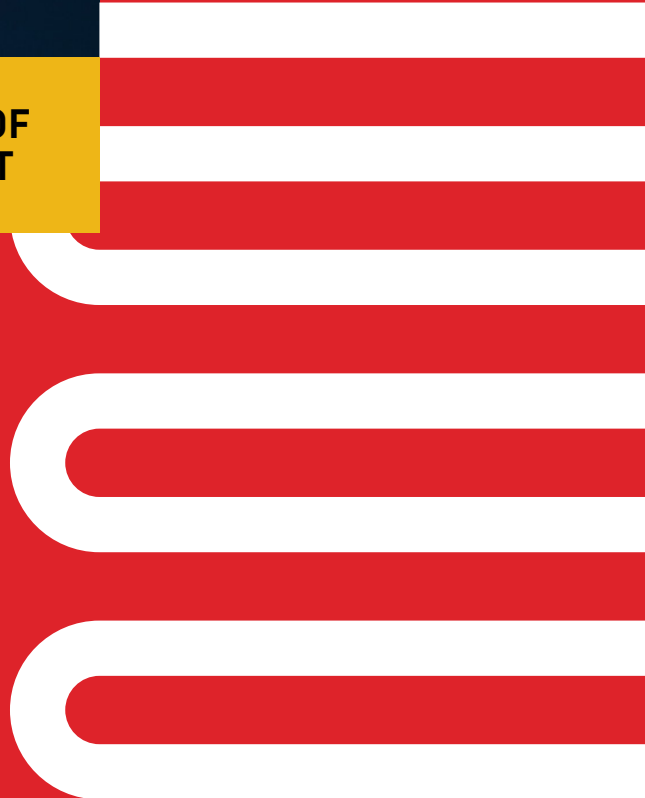


SPONSORSHIP PROPOSAL.



**RECOGNIZING THE BEST OF
AFRICA ON THE INTERNET**



INTRODUCTION

The Africa Web Awards is the first continental awards honouring excellence on the internet in Africa. We aim to bring a dynamic and innovative approach to acknowledging and appreciating digital entrepreneurs throughout the African continent. There has been a surge of online activity and entrepreneurship in the 21st century which has seen the emergence of many talented persons in the fields of website and design, video creation and editing, social media content creation, application building and podcast hosting. These fields help to contribute to creativity and innovation, not only in Africa, but throughout the world.

The Africa Web Awards is being put together by a talented group of African professionals based in Africa and the diaspora who have seen the potential of African creatives in the online domain. This group forms a concept-driven firm focused on socially enhancing the human connection through information, design, technology and experiences based in the U.S. and Nigeria.



The Africa Web Awards celebrates and elevates Africa's top digital creators, innovators, and entrepreneurs, empowering them to shine on a global stage through excellence in websites, video, social content, apps, and podcasts.

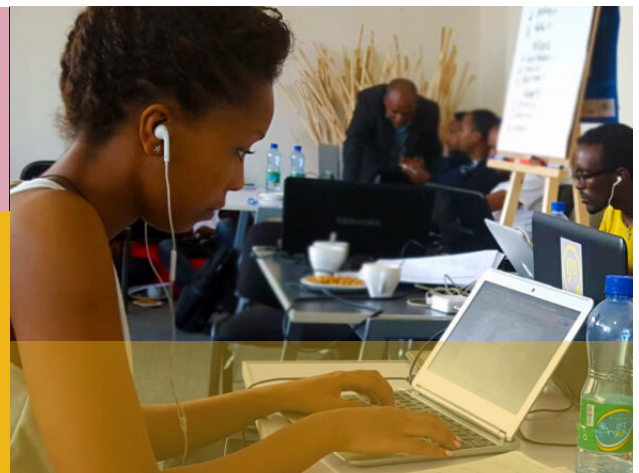


MISSION

AWARD CATEGORIES



The Africa Web Awards honors excellence in 5 major categories: Websites, Video, Social Content, Apps, and Podcasts.



Celebrate other people's success. Give them the roses while they can still smell it.

ANONYMOUS

SPONSORSHIP

The Africa Web Awards seeks to connect with global brands that portray corporate social responsibility and supports projects and initiatives that empowers African entrepreneurs and creatives. We are seeking both financial and non-financial partners to assist us in executing our event.

FINANCIAL SPONSORSHIP

CASH SPONSORS: The Committee is seeking to form strategic partnerships with global corporations that can help us with the execution of this event. While the event is being held virtually, there are many expenses that we will incur. This will include:

- Implementing the right front-end and backend programming on the Africa Web Award website;
- Creating communication and content to enhance our partnerships;
- Installing tools that will assist us in conducting surveys to securely track and collect data from all engaging platforms; and
- Delivering prizes to winners.

Our sponsors will help us to reach our goals and execute a highly successful event.

PRIZE SPONSORS: According to a report by *Alliance for Affordable* published in October 2019, consumers in African countries are paying some of the highest rates in the world for internet access. In light of this, Africa Web Awards aims to empower African digital entrepreneurs through the provision of devices to access the internet through giveaways and cash prizes. Our sponsors can therefore assist in providing financial sponsorship that we can use to purchase devices for persons to access the internet and implement the vision of African entrepreneurs having unimpeded access to the internet to build their online empires.

MEDIA PARTNERS

Finally, we are also looking to connect with various media partners that can provide secure and frequent advertising on multiple communication platforms. These resources help to increase the awareness and visibility of this event and will aid in getting the word out to our targeted audience.

IN-KIND SPONSORSHIP

Aside from our needs for financial sponsorship, we are also seeking assistance in getting in-kind sponsorship for the event. This includes items such as technological support and awards. In-Kind sponsorship can help us to provide the quality experience that we offer to our participants, commentators, judges, and voters.

We have no doubt that the resources that you can offer to us can improve our website's capacity and user experience and streamline how we conduct and connect with audiences across Africa.





WHY SPONSOR?

We offer several sponsorship benefits to our potential partners. This includes increased brand awareness, media exposure, community engagement and access to participants' data.



Access Participant Profile Data

All of our Sponsors and Partners will benefit from access to our participants' data from engagement with Africa Web Awards online platform. This will enable you to learn more about consumers and develop effective strategies so that you can reach them more effectively.



Showcase Your Product or Service

Africa Web Awards is an opportunity for creatives, content curators, entrepreneurs, agencies, and organizations across Africa to be recognized for their hard work. Sponsorship with us enables you to showcase your products and/or services and market yourself to a potential target audience.



Increase Web Traffic & Social Media Following

As our sponsors will have the opportunity to be displayed on our website and social media with links forwarding to their websites and social media accounts, they are likely to benefit from an increased online following where you can use the opportunity to engage with the audience online and turn them into paying customers.



Connect with Customers

Sponsorship will also give brands the opportunity to connect with customers on a more intimate level as our sponsors will be able to share their brand story with our target audience and increase their sales and profitability. Opportunities to connect will be through custom content, offerings, and co-branded communication.



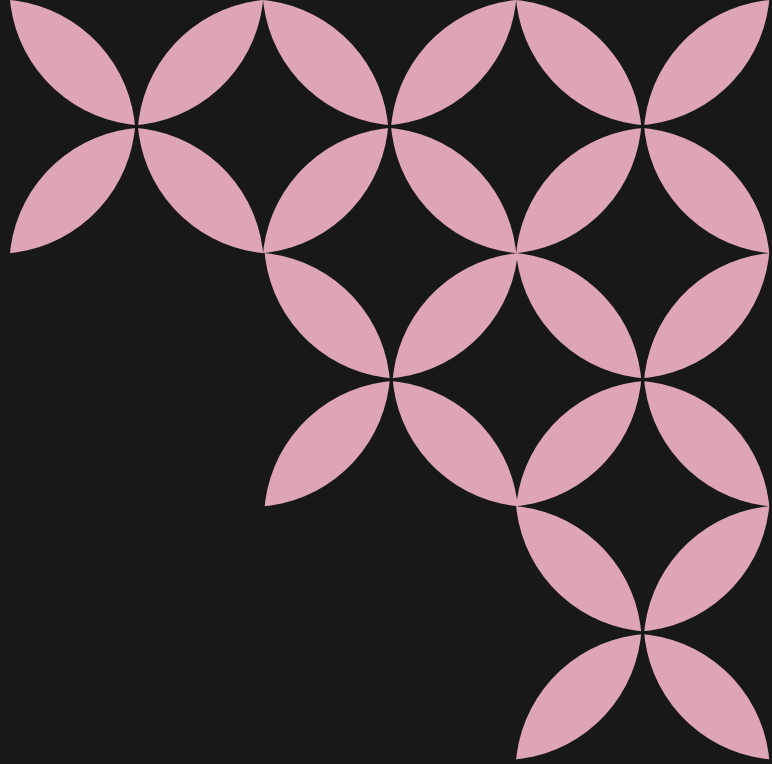
Brand Visibility & Credibility

Sponsorship will increase your brand credibility in supporting the unique and resonant nature of the African internet community. Our advertising techniques will also our partners to benefit from maximum visibility which will help to increase its awareness and exposure.



Support Africa's Creativity, Entrepreneurship & Tenacity

Sponsorship will also enable your organization to have an opportunity to be part of a social initiative to continue to provide internet access, media, and technological skills to young Africans.



AFRICA WEB AWARDS

CONTACT US

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