



SPONSORSHIP AND BENEFITS CARD

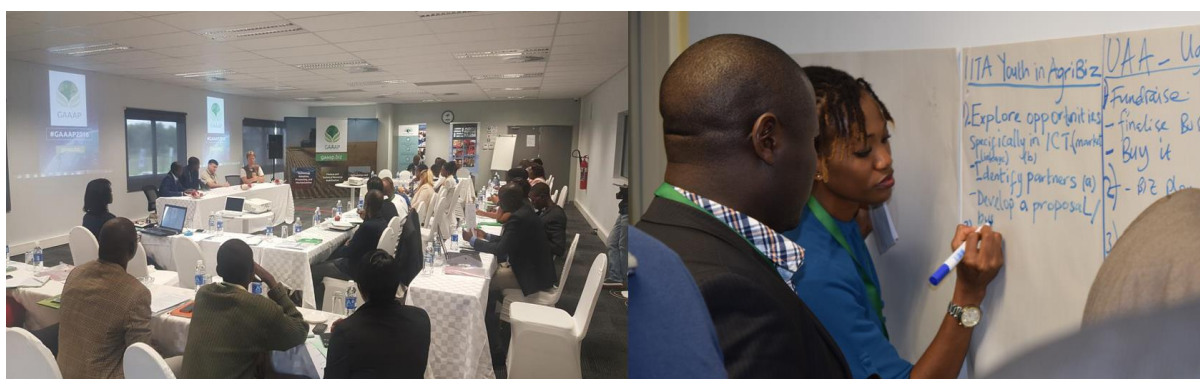
GLOBAL AFRICAN AGRIBUSINESS ACCELERATOR PLATFORM

GAAAP BACKGROUND INFORMATION

- A. About GAAAP:** The Global African Agribusiness Accelerator Platform seeks to identify and work with Africa-active agribusiness/ agriculture enterprise owners aged 40 or below who have been in business at least 2-3 years or more, and who seek to grow their enterprises by 20% year on year over the next three years.

The objective of the platform is also to:

- a) promote intra-African, intra-youth, knowledge and success model sharing,
- b) promote trade and investment in agriculture and agribusiness among platform members,
- c) promote youth in agriculture and agribusiness by showcasing and promoting platform members,
- d) create mutually beneficial linkages between youth owned enterprises and the growing number of smallholder farmer transformation “projects” on the continent; and
- e) accelerate the economic impact of agriculture and agribusiness enterprise owners who are GAAAP members – in the communities where they are active.



- B. GAAAP Components:** There are six key components to GAAAP:

a) THREE WORKSHOP MODULES

- 1) Technology and Mechanization Adoption Workshop - a two-day technology and mechanization adoption platform meeting (December 2016)
- 2) Finance and Resource Mobilization Workshop - a two-day finance and resource mobilization platform meeting (April/ May 2017);



- 3) Partnership and Trade Mobilization Workshop (August/ September 2017) - a two-day partnership and trade development meeting;

b) ADDITIONAL SUPPORT RESOURCES

Other support to be offered:

- 4) Centers of Excellence - Learning Journey Tours – Periodically, we will coordinate “learning journeys” to take GAAAP members to selected cities/ places globally where there are technologies, processes, innovations that can be catalytic if implemented in Africa;
- 5) Knowledge Portal – GAAAP is establishing a web platform through which GAAAP members will have a robust e-knowledge sharing and dissemination vehicle. This “portal” will build on the work we did in developing the UNDP African Women and Youth Finance Portal (see <http://www.africa-platform.org/WomenandYouthFinance>) and in authoring the [2012 UNDP Inclusive Business Finance Handbook](#).
- 6) Volunteer Mentorship Corps – GAAAP will seek to identify retired professionals who are willing to mentor GAAAP mentors.



Dr. Florence Wambugu, CEO, Africa Harvest Biotech Foundation International

(L-R) Lerato Mbele, BBC; Michael Sudarkasa, CEO, ABG/ GAAAP Founder; HE Inonge Wina, VP, Zambia; Michael Sudarkasa; HE Inonge Wina, VP, Zambia

C. Why be a GAAAP Financial Partner/ Sponsor: GAAAP is seeking to identify partner institutions that work with young people in Africa in the agriculture/ agribusiness sectors and that provide or sell technical assistance, finance, equipment/ technology and/or that are seeking to secure agribusiness value chain partners and we are offering these institutions a continental platform to promote their services, financial products and programs to a dynamic community of agricultural/ agribusiness actors who are already engaged in agriculture – and who have the potential to be engaged for the next 20 plus years. They represent the future of agricultural agribusiness transformation in the 21st century. We welcome partnership at the Module level and also across the entire platform. As we have been able to attract high level support for GAAAP, we also can assist in positive brand positioning and facilitate strategic access for supporters of GAAAP.

The GAAAP “Value Proposition” includes:

- a. For Services and Equipment Suppliers – GAAAP offers an opportunity to market to and cultivate business relationships with a dynamic continent wide community of young agri-



preneurs with growing business and the potential to be long-term partner/ buyers/ distributors/marketers of your company/ firm;

- b. For Development Institutions – GAAAP offers an opportunity to work with and support a cadre of vanguard companies owned and managed by young agri-preneurs who are “walking the talk” and who represent the future agriculturalists that Africa needs to drive its transformation. By working everyday on their businesses, employing staff, earning an income, feeding the continent – they “make agriculture sexy”. GAAAP seeks to popularize their brands and their stories to attract other young people to agribusiness as a profession and vocation.
- c. For NGOs/ Foundations/ Development Firms – GAAAP’s participants represent potential partners, suppliers and/ or buyers or service providers for existing agriculture focused programs and projects managed by development consulting firms/ foundations/ NGOs and provide innovation, energy and showcase gender inclusion in the agribusiness sector. Again, working with them offers toward the delivery of agricultural development initiatives presents a “walking the talk” opportunity and helps both contribute to their ability to hire and work with more young agripreneurs, but also inspires young people involved in the target programs to aspire to entrepreneurship opportunities - within the broad agribusiness value chain.

D. About the Organizer: Established in 2005, Africa Business Group (ABG) (www.abghq.com) is an African economic development company with three key areas of focus: 1) Economic and Business Development Consulting; 2) Project Development and Implementation in a number of key sectors to the African economy (including tourism, agribusiness/ agriculture, renewable energy, and manufacturing); and 3) the provision of Capacity Development services and assistance.

As “private sector development” specialists, a particular focus of ABG involves facilitating increased private sector involvement in the implementation of the continent’s economic development through the fostering of greater public-private collaboration and partnership.

Through the provision of superior service, ABG’s Corporate Mission is to:

- Develop and implement African and internationally funded initiatives that foster public and private sector collaboration to accelerate economic development in Africa;
- Help African governments, agencies, and regional and continent-wide institutions to develop and implement policies, strategies and programs to increase trade and investment in Africa, and between Africa and the rest of the world;
- Help Africa-based businesses to expand across Africa, and internationally; and
- Help overseas businesses to successfully trade and invest in Africa.

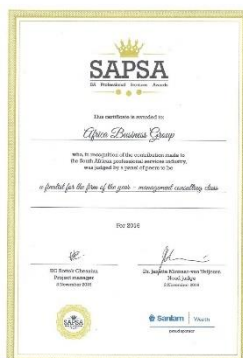
From its principal offices in Johannesburg, South Africa and with the assistance of a continentally and internationally based cadre of consulting associates, the Africa Business Group is a growing company that specializes in the design, promotion, facilitation and implementation of African economic development projects – with a particular focus on supporting private sector



engagement and development within continental development initiatives.

Selected past and current clients of ABG include:

- AGCO
- Grow Africa
- Alliance for a Green Revolution in Africa
- African Fertilizer and Agribusiness Partnership
- UNDP African Facility for Inclusive Markets
- NEPAD Agency
- African Union, Economic Affairs Department
- Rockefeller Foundation
- African Development Bank
- International Finance Corporation
- UNDP – Swaziland, Malawi, Nigeria
- Federal Ministry of Agriculture and Rural Development of Rep. of Nigeria
- UN Economic Commission for Africa
- European Commission
- Tshwane University of Technology Centre for Energy and Electric Power
- African Rural and Agricultural Credit Association
- African Union, Department of Rural Economy and Agriculture
- USAID
- GIZ
- Welsh Assembly Government, UK
- South African Treasury
- South Africa Broadcasting Corporation
- Sesame Workshop
- Discovery Channel
- Technium Wales
- Gauteng Department of Economic Development
- City of Johannesburg Department of Economic Development
- South Africa National Development Agency
- Independent Communications Authority of South Africa
- African Forum For Utility Regulators
- African Forum for Agricultural Advisory Services
- Development Alternatives International



**ABG - Finalist – 2016 Management Consulting Firm of the Year,
[South Africa Professional Service Awards](#)**

SPONSORSHIP AND PARTNERSHIP OPPORTUNITIES

Support for GAAAP is sought in eight specific areas:

1. **[Delegate Participation Bursary](#)** – agree to contribute to the cost of travel and accommodation of youth agripreneurs interested in attending GAAAP;

[Sponsorship Request:](#) \$1,200.00 USD per delegate – optimal minimum support 3 – 5 delegates per sponsor. We are seeking to raise a pool of resources that would support, partially or fully, 80 – 100 agripreneurs;

2. **[Networking Dinner Sponsorship](#)** – agree to contribute to the cost of the Module Networking Dinners;



Sponsorship Request: \$2,500.00 USD for a dinner for 100 -120 delegates, and included a reception and light entertainment;

3. **Venue and Logistics Support** – agree to contribute to the cost of the provision of transport for shuttles and tours and for the venue;

Sponsorship Request: \$6,750.00 USD – which includes support for the a) conference venue fees: \$1,500.00, b) conference package (meals and teas/ coffees): \$3,500.00, c) administration fees: \$500.00, d) Ground transportation (airport transfers): \$500.00, and e) Hotel to Venue Shuttle: \$750.00;

4. **Exhibition Support** - agree to financially support the development of the Business to Business Fair component of GAAAP;

Sponsorship Request:

a) \$250 USD: sponsor gets 1 table, 2 chairs, and they are allowed to bring one of their own pull-up banners;

b) \$500 USD: sponsor gets 1 tables, 2 chairs and they are allowed to bring one of their own pull-up banners and to speak on a panel during GAAAP;

c) \$1000 USD: sponsor gets 1 tables, 2 chairs and they are allowed to bring two of their own pull-up banners, and they are given the opportunity to Chair/ Moderate a Session or to speak at the Lunch or the Networking Dinner, they can also have a banner at the lunch/ dinner;

5. **Investment Facilitation Platform Support** – agree to support the facilitation of the Module II IFP – support for judges/ mentors in attendance, prizes for best project/ business idea;

Sponsorship Request: \$1,500.00 per mentor/judge for airfare and accommodation (Target 3-5 mentors) and/ or \$500.00 toward pool for prizes for top delegate presenters (Target pool size \$5000.00);

6. **GAAAP Magazine/ Media Support** – agree to support the development of GAAAP’s media platform. The GAAAP Secretariat is developing a trimester published magazine as a knowledge product to capture content disseminated during the modules and to raise the profile and promote the young agripreneurs within the community across the continent and internationally. We are also developing a You Tube Channel and a Knowledge Portal toward this same end and support can similarly be channeled to one or all three areas;

Sponsorship Request: \$4,000.00 per each Module issue to receive a) logo and 300 word insert in GAAAP newsletters related to that Module, 2 Page insert in Magazine re Module, or for \$10,500.00 to be featured in all three issues in a given year.



7. **General GAAAP Development and Promotional Support** – agree to support the development of GAAAP and to have your brand/ product/ service/ program (s) promoted within the Platform Community. This outreach type of financial support aims to help attract more delegates to the GAAAP community.

Sponsorship Request:

- a) \$15,000.00 contribution includes feature in all GAAAP media platforms (newsletter, magazine, social media and YouTube channel) throughout all three modules, placement of company/ organizational brochure in Delegate Packs, placement of 2 banners at venue;
- b) \$7,000.00 contribution for just one module.
8. **Knowledge Contributions** – in addition to the provision of financial support, the GAAAP Secretariat also welcomes contributions from institutions seeking to be knowledge partners (such partnerships typically are developed and implemented through mutual agreement, and, minimally included the provision of an opportunity to present during the GAAAP modules). Partners can be both financial supporters of GAAAP and Knowledge Partners.

Sponsorship Request: While many delegates within GAAAP are knowledge providers and admittedly contribute to the community, a recognized GAAAP “Knowledge Partner” must have a product or service that the institution is willing to provide to GAAAP members over the course of a 12 month period on a free/ discounted basis (i.e. admission to other forums/ events/ courses offered by the Partner; and/or offer a discounted price on technology/ equipment; and/or have a willingness to offer one or more GAAAP community focused programs in addition to participation in the 3 formal GAAAP modules.

For More Information Contact:

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Or www.abghq.com





GAAAP SPONSORSHIP AND PARTNERSHIP CONFIRMATION FORM

Name: _____

Title/ Position: _____

Organisation: _____

Address: _____

Tel: _____

Mobile: _____

E-mail: _____

URL: _____

On behalf of (Organization): _____

We would like to be a Sponsor/ Supporting Partner of the Global African Agribusiness Accelerator Platform - signed:

Signature of Institutional Representative

We are would like to be a sponsor/ partner in the following category:

_____ Delegate Participation Bursary

_____ Networking Dinner Sponsorship

_____ Venue and Logistics Support

_____ Exhibition Support

_____ Investment Facilitation Platform Support

_____ GAAAP Magazine/ Media Support

_____ General GAAAP Development and Promotional Support

_____ Knowledge Contributions

Please complete form and forward to info@gaaap.biz . A formal invoice will be prepared and forwarded to you for payment.

Please also forward a "High Resolution" version of your institutional logo.