



**The 20th African Fine Coffees Conference & Exhibition,
featuring the 1st “African Coffee Week”**

SPONSORSHIP PACKAGE

**February 6-10, 2024
Millenium Hall, Addis Ababa, Ethiopia**

A top-down photograph of a white ceramic cup filled with dark coffee, sitting on a light-colored wooden tray. Several vibrant green coffee leaves with distinct veins are scattered around the cup, some overlapping it. The background is dark and out of focus.

“Specialty Coffee at Origin”

The African Fine Coffees Conference & Exhibition is Africa’s largest coffee trade platform, bringing together over 2,000 regional and international coffee professionals, including producers, traders, and roasters. Public and private sector officials, as well as governments and NGOs take part in the annual event.

This year’s theme “Specialty Coffee at Origin” sheds light on the high quality coffees being grown and consumed in producing countries. It also invites coffee professionals to explore Ethiopia, the origin of coffee.



20th AFCC&E Sponsorship Packages— Ethiopia

PLATINUM

Host Country Partner \$150,000
Co-Host Country Partner \$75,000

DIAMOND

Dinner (Welcome, Closing) \$45,000
Conference Bags \$40,000
African Connection Cocktail \$35,000

GOLD

Lunch \$30,000/per day
Conference Lanyards \$25,000
Ethiopian Shirt/Scarf \$18,000

SILVER

Official Airline \$20,000
Coffee Break \$15,000
Coffee Safari \$15,000
Taste of Harvest Pavillion \$15,000
African Barista Championish \$15,000
B2B/Member Lounge \$12,000

BRONZE

All \$8-10,000
Conference Sessions, B2B Cupping Room/Pavillion, Conference Awards,
Internet Sponsor, Cupping Aprons, Drinking Water/Water Bottles, Dis-
posable Cups, Conference Notepads, Keychains, etc.

Platinum Sponsor

The Platinum Sponsorship is the highest level of sponsorship designed to offer unmatched attention from the coffee world. Sponsors will have strong media visibility and play a key role in hosting Africa's largest coffee business trade forum. Benefits of this sponsorship include:

- Recognition as the Platinum Sponsor and mention in all conference adverts
- Five-minute speech at the official Opening Ceremony
- B2B cupping session of your company's best coffees during the conference (two coffee sample permitted)
- Feature article in the AFCA Coffee Magazine
- Digital highlight reel featured during the conference (video to be provided by sponsor)
- Complimentary 6x3 m exhibition booth (Premium Booth)
- Five complimentary exhibitor badges (full conference access)
- 10 complimentary day passed (valid for Opening Day)
- Reserved table at each of the social events
- Company logo featured during Opening Ceremony
- Company logo and name on all AFCA print materials for one year



Platinum Sponsor

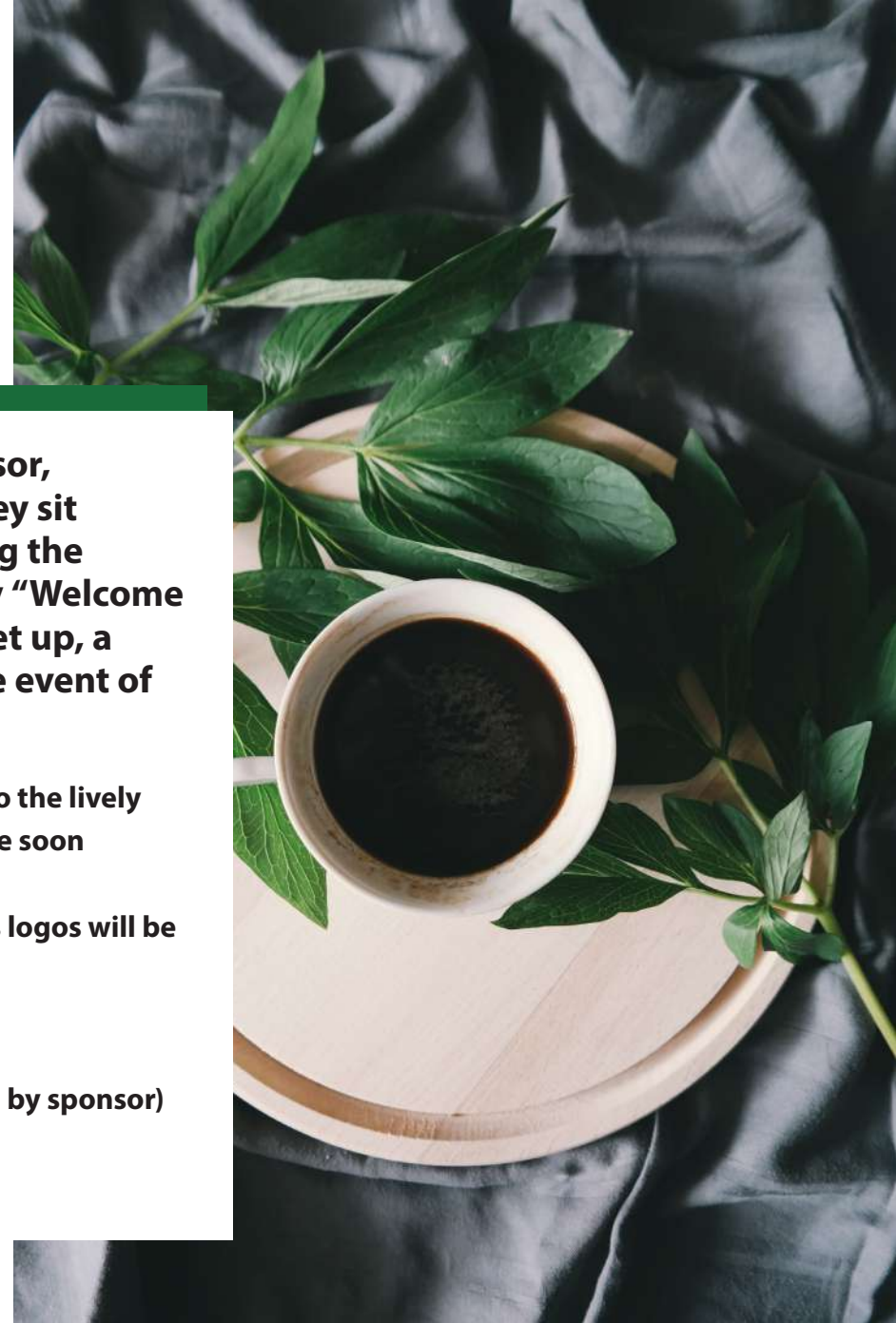
- Company logo on all printed conference materials and signage
- One full-page advertisement in the final conference/exhibition catalogue
- One full-page advert in the Conference Magazine
- One full-page advert in the Post Conference Celebratory Magazine
- Link to your website featured on <https://afca.coffee> for one year
- Insert of your company flyer/brochure in all conference attendees' bags
- On-screen acknowledgement prior to commencement of all conference sessions



Diamond Sponsor

The Diamond Sponsorship offers unique visibility to the sponsor, hosting participants at one of three select social events. As they sit down and network with new and old business contacts holding the conference bag, you will be able to project your brand and say “Welcome to the Land of Origins.” With an elaborate dinner or cocktail set up, a sumptuous menu and unforgettable entertainment, this is the event of the conference. Benefits of this sponsorship include:

- **Host a branded traditional Ethiopian evening from the decor to the food, to the lively and colorful entertainment: a unique experience no one will forget anytime soon**
- **Exclusive rights to branding the dinner/cocktail venue**
- **Exclusive right to brand the Conference Bags (only AFCA and the Sponsor’s logos will be displayed on the bags)**
- **Complimentary 3x3 m exhibition booth (Regular Booth)**
- **Five-minute welcome remarks at the Gala Dinner**
- **Digital highlight reel featured during the conference (video to be provided by sponsor)**
- **Reserved table at the Opening Dinner for eight people**



Diamond Sponsor

- Giveaway of branded items during the Opening Dinner (items provided by sponsor)
- Company logo and name on all AFCA print materials for one year
- Company logo on all printed conference materials
- One full-page advertisement in the final conference/exhibition catalogue
- One full-page advert in the Post Conference Celebratory Magazine
- Link to your website featured on <https://afca.coffee> for one year
- Insert of your company flyer/brochure in all conference attendees' bags
- On-screen acknowledgement prior to commencement of all conference sessions



Gold Sponsor

The Gold Sponsorship aims to showcase the sponsor's branding on conference lanyards, keychains, or other souvenirs. The AFCA team will be happy to discuss a range of possibilities for this sponsorship. Benefits of this sponsorship include:

- Complimentary 3x3 m exhibition booth (Regular Booth)
- Reserved table at the Opening Dinner for eight people
- Company logo and name on all AFCA print materials for one year
- Company logo on all printed conference materials
- One full-page advertisement in the final conference/exhibition catalogue
- One full-page advert in the Post Conference Celebratory Magazine
- Link to your website featured on <https://afca.coffee> for one year
- Insert of your company flyer/brochure in all conference attendees' bags
- On-screen acknowledgement prior to commencement of all conference sessions



Silver Sponsor

The Silver Sponsorship provides sponsors with the opportunity for promotion in some of the conference's key features, such as coffee breaks, Coffee Safari trips, or the B2B/Member Lounge. The details of this sponsorship package are negotiable, and can be discussed with the AFCA team. Benefits of this sponsorship include:

- Complimentary 3x3 m exhibition booth (Regular)
- Reserved table at the Opening Dinner for eight people
- Company logo and name on all AFCA print materials for one year
- Company logo on all printed conference materials
- Half-page advertisement in the final conference/exhibition catalogue
- Half-page advert in the Conference Magazine
- Link to your website featured on <https://afca.coffee> for one year
- Insert your company flyer/brochure in all conference attendees' bags



Bronze Sponsor

The details of this sponsorship package are negotiable, and can be discussed with the AFCA team. Benefits of this sponsorship include:

- Two complimentary delegate badges and three day passes
- Reserved table at the Opening Dinner for eight people
- Company logo and name on all AFCA print materials for one year
- Company logo on all printed conference materials
- Half-page advertisement in the final conference/exhibition catalogue
- Link to your website featured on <https://afca.coffee> for one year
- Insert your company flyer/brochure in all conference attendees' bags



Please contact us for more information.

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