



FEBRUARY 26 - 28, 2025 • JNICC

• DAR ES SALAAM • TANZANIA

21st AFRICAN FINE COFFEES



CONFERENCE & EXHIBITION

SPONSORSHIP PACKAGES







The **African Fine Coffees**
Conference and Exhibition

is Africa's largest coffee trade

VALUE
REGENERATION

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 take part
in the annual event.

SPONSORSHIP PACKAGES

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

Conference Lanyards	\$25,000
Lunch	\$30,000/day
Tanzania Shirt/Scarf (Royal Tour Shirt/scarf)	\$18,000

SILVER

Official Airline	\$20,000
Coffee Break	\$15,000
Coffee Safari	\$15,000

BRONZE

Taste of Harvest Pavilion	\$12,000
Africa Barista Championship	\$12,000
B2B Cupping Pavilion	\$12,000
Other	\$8 - \$12,000

CHROMIUM

All	\$5,000
-----	---------

Conference Sessions, AFCA Member Lounge, Conference Awards, Internet Sponsor, Cupping Aprons, Drinking Water/Water Bottles, Disposable Cups, Conference Notepads, or other.

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 category 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 (one 1.5 hour session)
- Feature article in the AFCA Coffee Magazine
- Complimentary 6x3 m exhibition booth (Premium Booth)
- Five complimentary Delegate Badges (full conference access)
- 10 complimentary Day Passes (valid only on Opening Day)
- Digital highlight reel featured during the conference (video to be provided by sponsor, max. 3 minutes)
- Reserved table for eight people at the Closing Dinner
- Company logo on all printed conference materials and signage, including primary back-drop banners in main conference halls
- 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 Magazine
- Link to your website featured on <https://afca.coffee> for one year
- Insert your company flyer/brochure in all conference attendees' bags
- On-screen acknowledgement prior to commencement of conference sessions



DIAMOND SPONSOR

The Diamond Sponsorship offers unique visibility to the sponsor, hosting participants at one of three select social events, or showcasing your brand on the conference bag. With an elaborate dinner or cocktail set up, a sumptuous menu and unforgettable entertainment, this is the event of the conference. Available benefit options of this sponsorship category include:

Dinner or Cocktail Host

- Host a branded traditional Tanzanian evening from the decor to the food, to the lively and colourful entertainment: a unique experience no one will forget anytime soon
- Exclusive rights to branding the dinner/cocktail venue
- Complimentary 3x3 m exhibition booth (Regular Booth)
- One complimentary Delegate Badge (full conference access)
- Five-minute welcome remarks at the sponsored dinner or cocktail
- Digital highlight reel featured during the conference (video to be provided by sponsor, maximum 3 minutes)
- Reserved table at the sponsored event for eight people
- Giveaway of branded items during the event (items provided by sponsor)
- Company logo on all printed conference materials and signage, including primary back-drop banners in main conference halls
- 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 Magazine
- Link to your website featured on <https://afca.coffee> for one year
- Insert your company flyer/brochure in all conference attendees' bags
- On-screen acknowledgement prior to commencement of conference sessions



DIAMOND SPONSOR CONT.

Conference Bag Sponsor

- 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)
- One complimentary Delegate Badge (full conference access)
- Five-minute welcome remarks at the Closing Dinner
- Digital highlight reel featured during the conference (video to be provided by sponsor, maximum 3 minutes)
- Reserved table for eight people at the Closing Dinner
- Giveaway of branded items during select social event (items provided by sponsor)
- Company logo on all printed conference materials and signage, including primary back-drop banners in main conference halls
- 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 Magazine
- Link to your website featured on <https://afca.coffee> for one year
- Insert your company flyer/brochure in all conference attendees' bags
- On-screen acknowledgement prior to commencement of 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 category include:

- Complimentary 3x3 m exhibition booth (Regular Booth)
- One complimentary Delegate Badge (full conference access)
- Reserved table for eight people at the Closing Dinner
- Company logo on all printed conference materials and signage, including primary back-drop banners in main conference halls
- One full-page advertisement in the final conference/exhibition catalogue
- One half-page advert in the Conference Magazine
- One half-page advert in the Post Conference Magazine
- Link to your website featured on <https://afca.coffee> for one year
- Insert your company flyer/brochure in all conference attendees' bags
- On-screen acknowledgement prior to commencement of 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 and Coffee Safari trips. Available benefit options of this sponsorship category include:

Coffee Break Sponsor

- Complimentary 3x3 m exhibition booth (Regular)
- Reserved table for eight people at the Closing Dinner
- Company logo on all printed conference materials and signage, including primary back-drop banners in main conference halls
- Featured as official "Coffee Break Sponsor" on social media and conference website
- 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

Coffee Safari Sponsor

- Complimentary 3x3 m exhibition booth (Regular)
- Reserved table for eight people at the Closing Dinner
- Company logo on all printed conference materials and signage, including primary back-drop banners in main conference halls
- Coffee Safari trip promoted on social media and conference website
- 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 Bronze Sponsorship allows sponsors to support some of the conference's most exciting activities: competitions. These include the Regional Taste of Harvest Competition and the Africa Barista Championship. Additional options include the B2B Cupping Pavilion, or other negotiable options to be discussed with the AFCA team. Benefits of this sponsorship category include:

B2B Cupping Pavilion/Taste of Harvest/Barista Championship Sponsor

- Two complimentary Delegate Badges (full conference access)
- Reserved table for eight people at the Closing Dinner
- Company logo on all printed conference materials and signage, including primary back-drop banners in main conference halls
- Featured as the "Official Sponsor" of the selected activity on social media and conference website
- 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

Other Sponsorships

- Two complimentary Delegate Badges (full conference access)
- Reserved table for eight people at the Closing Dinner
- Company logo on all printed conference materials and signage, including primary back-drop banners in main conference halls
- 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



CHROMIUM SPONSOR

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

- One complimentary Delegate Badge (full conference access)
- Company logo on all printed conference materials and signage, including primary back-drop banners in main conference halls
- 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



21st AFRICAN FINE COFFEES CONFERENCE & EXHIBITION

**For more information,
please contact
the AFCA team:**

 *gilbert@afca.coffee*

 *ross.muhumuza@afca.coffee*



afca.coffee/conference/