



Sponsorship Packages







Brewing Africa's Next Generation

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 take part in the annual event.



SPONSORSHIP PACKAGES

Platinum

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

Silver

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

Diamond

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

Bronze

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

Gold

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

Chromium

All	\$5,000
AFCA Member Lounge, Conference Sessions, 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)**
- **5 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, maximum 3 minutes)
- Reserved table for **8 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 Ethiopian 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)**
- 1 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 8 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



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 8 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 8 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





For general inquiries or custom sponsorship opportunities,
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<https://afca.coffee/conference/>

#AFCA2027

