



FORTY UNDER 40 AFRICA

KENYA, MARCH 2024

PROPOSAL

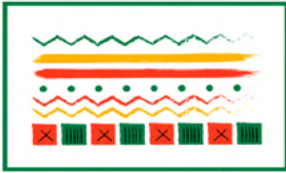




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ABOUT US



The Forty under 40 Africa Award is to identify, honour and celebrate a cross-section of the continent's most influential and accomplished young business leaders under the age forty from a wide range of industries we cover, who are committed to business growth, professional excellence and community service and have risen up the ranks of their companies or industries at a relatively young age as result of this.

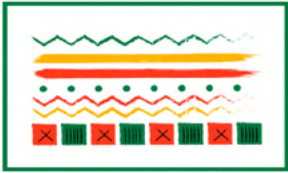
We believe that in putting the spotlight on these young achievers it will not only celebrate them but also build a strong platform for them by giving a voice and opportunities to the next generation of industry pacesetters while building a positive attitude in our youth to strive for excellence at a tender age.

Year after year, we have seen outstanding individuals of trailblazers strive hard with dedication and perseverance by overcoming challenges and economic instability. These are the people we want to award.

Our Jury is seeking outstanding entrepreneurs, executives, managers and professionals in the public, private and non-profit sectors and will recognise attributes such as achievements in business, experience and innovation, vision, leadership and community involvement.

Our categories cover a wide range of all the various sectors you can think of, ranging from banking and finance, energy, family business, agriculture, theatre and arts, journalism, fashion, law, sports, event management, health, technology and innovation amongst others.





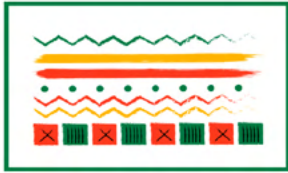
PURPOSE



To recognize and celebrate emerging leaders under the age of 40 who demonstrate or impact personally and/or professionally through their exceptional leadership. To identify projects and individual achievements that have enabled young achievers to set them apart from their competitors and have produced clear and compelling value, return on investment, and other relevant results.

To encourage our upcoming youth that excellence and success can be achieved at a very tender age. To help shape the narrative on Africa by highlighting the best stories of positive change from young change makers in the various fields of endeavor



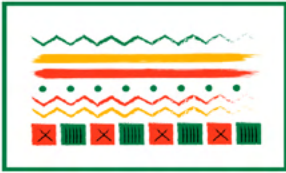


THE AWARDS PROCESS

The following levels of supervision, authentication and validation will be implemented to guard the credibility of the awards.

- 1.Nominations by the public or the nominee
- 2.Request for supporting documents from nominated individuals
- 3.Vetting of data by Jury against criteria glossary
- 4.Decision by Jury or Awarding Board and public voting
- 5.All individuals shortlisted will be notified directly.
- 7.Shortlisted candidates or finalists will be published
- 8.Winners are finally announced at the Award ceremony.





CRITERIA GLOSSARY AND SCORING

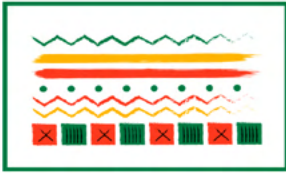
25% Professional and Entrepreneurial Achievements

- Significant business accomplishments
- Past distinctions and Awards
- Professional designations or memberships, licenses
- Educational qualifications

25% Innovation, Vision, Leadership

- Professional innovation
- Industry and team leadership
- Industry disruption





15% Power and Influence

- Board Appointments
- Professional Growth
- Roles in key decision- making

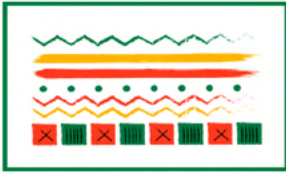
15% Business/ Community Involvement

- Board member of an Industry Association
- Member of an industry association
- Participation in professional mentorship programs
- Participation on a non-profit board /activity

20% Voting

- People's choice via online voting



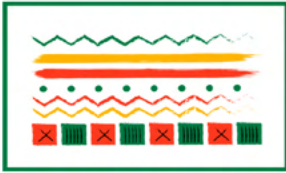


JUDGING

The Award is supervised by Jury and an Awarding Board. The Jury is made up of The Head Judge, Kris Senanu, (Founder and Chairman of Blackrock Capital Limited), Executive Director of Youth Hub Africa, Rotimi Olawale (Representing Western Africa), Erick Inghatt Matsanza, Founder Spice Without Borders

(Representing Eastern Africa), Farouk Khailann the Chief Executive Officer of Premium Africa Holdings (Representing the people of West Africa, Tadzie Madzima, Director of Ignite Youth Foundation (Representing Southern Africa), Dr. Lungile Mhlongo, Chief Executive Officer of Numa Medical Aesthetics (Representing South Africa) and Mohamed Ezzeldin, Chief Executive Officer of Lemon Spaces (Representing Northern Africa)





ELIGIBILITY



Nominees must be a citizen of any of the 55 African nations, living on the continent or in the Diaspora.

Must be nominated by someone else other than the proposed award recipient.

Nominees with repeat submissions will have no advantage over those with one nomination. The selection process is not swayed by the number of nominations an individual receives.

Nominations cannot be anonymous, and letters of recommendation, Social Security, and Company Tax Documents may be required. Nominee must still be under the age of 40 or 40 in the year of the event. Nominee must be an Entrepreneur, Shareholder, Founder, or Co-Founder of a company





EVENT STATISTICS

FORTY UNDER 40 AFRICA '22



Nominations from 16 countries across Africa



- 12 GHANA
- 1 TOGO
- 12 NIGERIA
- 2 NIGER
- 1 CAMEROON
- 1 SIERRA LEONE
- 1 MORROCO
- 2 EGYPT
- 9 KENYA
- 1 SOUTH SUDAN
- 1 TANZANIA
- 3T UGANDA
- 8 ZIMBABWE
- 1 SWAZILAND
- 8 SOUTH AFRICA
- 1 NAMIBIA



FORTY UNDER 40 AFRICA '23

NUMBER OF NOMINEES FROM EACH COUNTRY



Nominations from
24 countries
across Africa



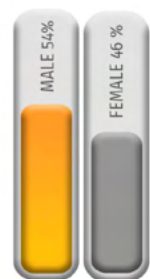
CATEGORY OF PERSONALITIES



PERCENTAGE



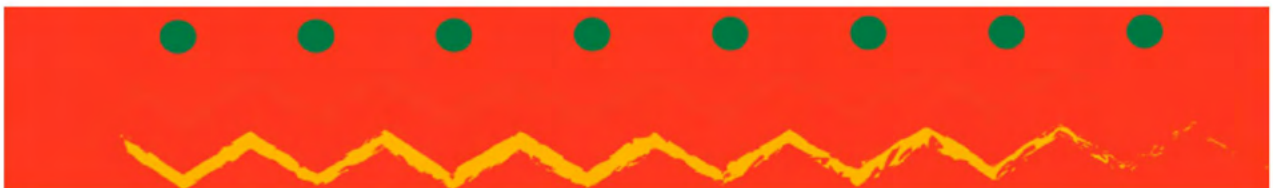
GENDER BREAKDOWN

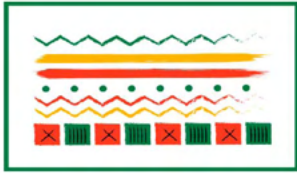


Forty Under40 Africa Categories



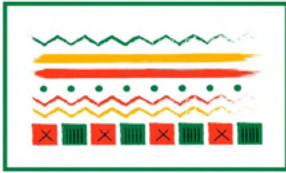
Agriculture and Agro Processing
Architecture
Authorship and Creative Writing
Banking and finance
Beauty and Lifestyle
Community Development
Consultancy & Professional Services
Education
Energy/Oil and Gas
Environmental & Climate Sustainability
Fashion
Family Business
Governance and Government Agencies
Health and Wellness
Human Resource and Development
Hospitality
Journalism (Radio / TV / Newspaper)
Law
Logistics and Supplies
Manufacturing
Media (Digital and Social)
Music & Entertainment
Marketing & Communications
Printing / Press and Publishing
Philanthropy and Charity
Real Estate Development / Construction
Science, Technology and Innovation
Sports
Social enterprise
Theatre and Arts
Telecom and Mobile / Software Development





FORTY|40 AFRICA 2022 AWARDS IN PICTURES





FORTY UNDER 40 AFRICA 2022 TOUR IN PICTURES

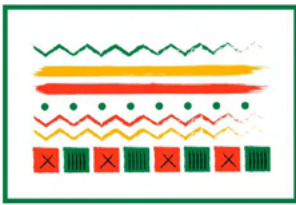


FORTY UNDER 40 AFRICA 2023 TOUR IN PICTURES



CLICK HERE FOR <https://drive.google.com/file/d/15blv9LS8R-Z2aUuG62LFF27CKtyBryEDm/view?usp=drivesdk>
EVENT VIDEO



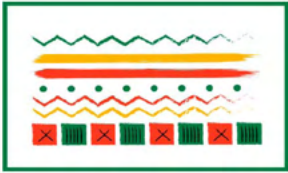


FORTY UNDER 40 AFRICA 2023 AWARDS IN PICTURES



CLICK HERE FOR
MORE PICTURES

https://drive.google.com/drive/folders/1-JxB_Ei-U0xEl4So7oGAe0V1YacCl9CUl?usp=share_link



Why sponsor?

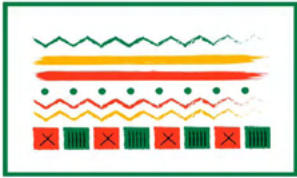
We are committed to supporting the development of business relationships and we will make every effort to promote this aim when we partner with you in a sponsorship. Your firm will have top priority in terms of time, exposure and opportunity before, during and after the events.

The Event currently brings together 25 countries on the Africa continent. The event is preceded by a tour, Summit and Exhibition. Your brand can leverage on the mileage and post publicity benefits through news articles, interviews and publications. The brand has over 2 million reach on social media with positive post engagements of over 12000. With over 140 nominees and individual campaign flyers your brand becomes visible to different countries

The event offers you and your company the opportunity to market yourself and build image awareness as well as gain maximum exposure by becoming a sponsor of these events.

During the Awards Gala, we aim to create a professional business atmosphere, which provides guests and sponsors, with a comfortable and relaxing environment in which they can develop the contacts that lead to future transactions



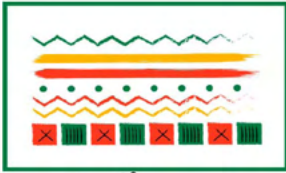


Direct Sponsorship Benefits

The benefits start right from when nominations are open aside the following

- 1. Social Media Advantage;**
Our LinkedIn, Facebook, and Instagram pages have experienced a notable growth in engagement. The data sheet is available for sponsors
- 2. Brand Association and Promotion;**
 - Associate with the tour by branding and leverage on over 50 participants from different countries shuttled from one tour site to the other
- 3. Nominee campaign flyer**
 - Brand advertisements directly on nominee campaign flyers. Nominees broadcast this to their constituents
- 4. Summit/Exhibition/Awards live streaming**
 - The summit is streamed to a live audience. Sponsors can benefit from logo impositions during live streaming and backdrop visibility.
- 5. Award**
Access to quality 70 page magazine profiling nominees. Event branding, souvenirs etc
- 6. Database:**
We have a database of about 20,000 verified voters and emails sourced from over 30 countries from the continent and the world at large
- 7. International Exposure**
 - The award has international recognition hence more exposure with pre publicity and post publications in various countries





8. Media coverage

Media coverage from host country and participating countries through press releases

9. Voting

- Get to make brand visible on voting platforms on the website

10. Government and Diplomatic endorsement

Governments and various ministries association with the Awards puts sponsors in good books of the county



The Awarding Board



Professor David Attah Peters

University of Ghana
Chairman - Awarding Board



Mary Phadi

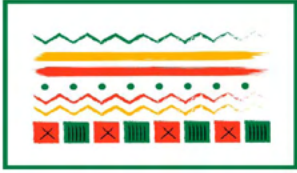
President Trackers Association
of South Africa (TASA)



Dr Martha Namundjebo-Tilahunt

United Africa Group, Namibia





Jury



KRIS SENANU



Mr Rotimi Olawale
Western Africa



**Erick Inghatt
Matsanza**
Eastern Africa



Farouk Khailann
Western Africa



Tadzie Madzima
Southern Africa

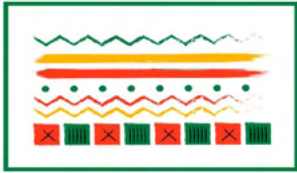


Mohamed Ezzeldin
Northern Africa



**Dr. Lungile
Mhlongo**
Southern Africa





SPONSORSHIP OPTIONS



Title Sponsorship



Gold Sponsorship



Silver Sponsorship



Tour Sponsorship



Venue and Accommodation Sponsorship



Drink Sponsorship



Award Naming Right



Summit and Exhibition Sponsorship



Platinum

Title Sponsorship

- Branding of the sponsors in all sections and event venue
- Data base sharing with sponsor
- Presentation of Awards by representative from your company.
- Speaking rights of 5 minutes during the events and summits/live activities associated with the event
- Five Award naming rights
- Title name for subsidiary events/associated activity
- Full page advertisement/profile in awards ceremony brochure
- Logo imposition on all motion graphics during the Award
- 3x MC mentions during the Award
- Mention of Platinum sponsorship during the launch of finalists
- One complimentary table (10 persons) at the Award ceremony.
- One complimentary place at the high or dignitary table at the Ceremony.
- Sponsor status on website, electronic flyers and nominee flyers and motion graphics
- Company's commemorative brochures and literature on each table.
- Sponsorship Award and Certificate
- Logo and TVC to be played at the event and live on virtual platforms to participating countries
- Opportunity to network with senior industry figures, rising stars as well as influential guests
- Opportunity for both parties to discuss other forms of benefits
- Exhibition space at the Summit
- Media interview platform regarding the event
- Mention of Platinum sponsor in all media relations activities.

USD100,000



GOLD

Sponsorship benefits

- Branding of event venue only and exhibition
- Presentation of Awards by representative from your company.
- Speaking rights of 5 minutes during the events and summits/live activities associated with the event
- Two Award naming right
- Title name for subsidiary events/associated activity
- Full page advertisement/profile in awards ceremony brochure
- Logo imposition on all motion graphics during the Award
- Logo and TVC to be played at the event and live on virtual to participating countries
- 3x MC mentions during the Award
- Mention of Gold sponsor in all media relations activities.
- Mention of Gold sponsorship during the launch of finalists.
- One complimentary table (5persons) at the Award ceremony
- Sponsor status on website, electronic flyers, nominee flyers and motion graphics
- Company's commemorative brochures and literature on each table.
- Opportunity to network with senior industry figures, rising stars as well as influential guests
- Sponsorship Award and Certificate

USD50,000



SILVER

Sponsorship benefits

- Branding of event venue only
- Presentation of Awards by representative from your company.
- Speaking rights of 5 minutes during the events and summits/ live activities associated with the event
- One Award naming right
- Full page advertisement/profile in awards ceremony brochure
- Logo imposition on all motion graphics during the Award
- 3x MC mentions during the Award
- 3 complimentary tickets to the Award ceremony.
- Company's commemorative brochures and literature on each table.
- Sponsorship Award and Certificate
- Logo and TVC to be played at event and live on virtual to participating countries
- Opportunity to network with senior industry figures, rising stars as well as influential guests

USD25,000



AIRLINE PARTNERSHIP

Sponsorship benefits

- Branding of event venue only
- Presentation of Awards by representative from your company.
- Speaking rights of 5 minutes during the events and summits/live activities associated with the event
- One Award naming right
- Full page advertisement / profile in awards ceremony brochure
- Logo imposition on all motion graphics during the Award
- 3x MC mentions during the Award
- 3 complimentary tickets to the Award ceremony.
- Company's commemorative brochures and literature on each table.
- Sponsorship Award and Certificate
- Logo and TVC to be played at event and live on virtual to participating countries
- Opportunity to network with senior industry figures, rising stars as well as influential guest

Request 30 -50 percent discount
5000 USD worth of complimentary tickets



CATEGORY SPONSORSHIP

- The company or personality gets to name a particular Award after its brand.
- Two complimentary tickets to the events

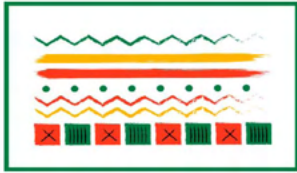
USD1500



ADVERTISEMENT IN MAGAZINE

- 500 to 1000 usd depending on the page





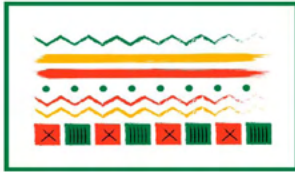
SOCIAL MEDIA STATISTICS



INSTAGRAM

CLICK HERE FOR MORE <https://drive.google.com/file/d/1pBgGPSBfEinDVQ3cdlbIY-2IhUbyBV3k/view?usp=drivesdk>





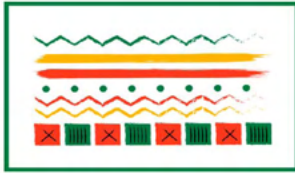
FACEBOOK SUMMARY FOR THE STATED PERIOD

- *The post reach on the Facebook page wERE **85,218** people*
- *Page and profile visits were **8,309***
- *Facebook business page impressions were **139,449***
- *Post engagement were **10,936***
- *Page likes currently stands at **1,655***
- *Total page reaction were **2,733**, comments were recorded as **671**, content shares were **259** and Link clicks were **1,244**.*

NB: All figures for the Stated Period were achieved through organic means

FACEBOOK





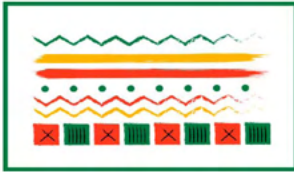
TWITTER SUMMARY FOR THE PERIOD

- The account impression on the Twitter page was **37,214** people reached
- Tweets reach was recorded as **28,011**
- Page following stands at **115** (**65** new followers gained)
- Total tweet likes were 358, total replies were 339 and 65 retweets were gained for the Twitter page
- **31** Website clicks were recorded

NB: All figures for the 90 days period were achieved through organic means only.

TWITTER





LINKEDIN SUMMARY FOR THE STATED PERIOD

- The LinkedIn page had a total reach of **159,261** (monthly unique visits = **31,976.4**)
- The Stated Period saw an organic and paid average unique visits of **1,709**
- A total of **567** LinkedIn followers were achieved for the Stated Period.
- **137** website clicks were recorded for the Stated Period
- A total of **1,168** reactions, **67** comments and **166** reposts were achieved for the stated period

All figures recorded are organic and paid, for the Stated Period

LINKEDIN





CONTACT US

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