

# Cascades Africa Summit **2024**



CA24 supports companies across Africa raise investment capital, from international investors worth \$12 Trillion +

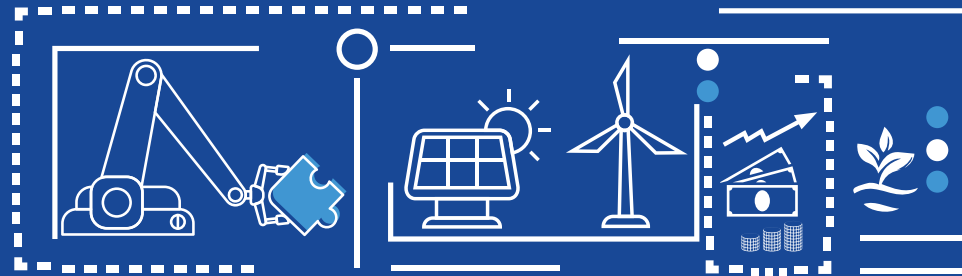
**1st** Annual Summit

18th - 19th November 2024  
Riyadh, Saudi Arabia

Created by



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## INVESTMENT + DEALMAKING + PARTNERSHIPS

CAS24 brings the most powerful business, investment, cultural and political leaders, from around the world together with one goal in mind:

*Invest into fast growing companies across Africa.*



Oil & Gas



Agriculture



Consumer  
+ Retail



Manufacturing



Financial  
services



Technology,  
Media & Telecom

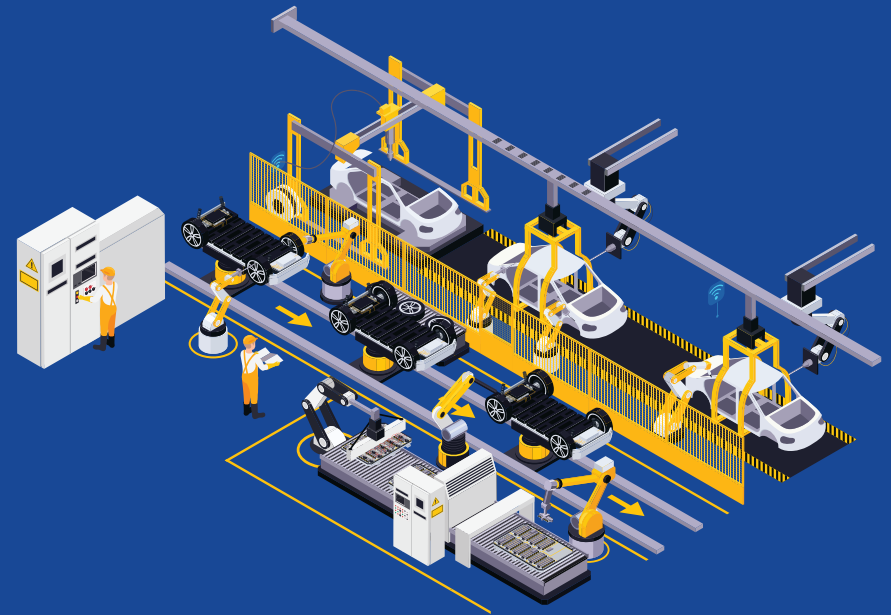
## THE WHY

By the year 2050, Africa's population will increase from the current 1.4B to 2.4B, whilst GDP will scale from \$3.3T today, to a staggering \$29T by 2050. This growth requires huge amounts of capital, knowledge transfers from around the world, and the rollout of infinitely scalable, innovative, low cost solutions. That compliment the continents ability to leapfrog, and improve the quality of life for all.

### Investment

Africa needs capital, and lots of it. Every vertical across the board is poised for exponential growth, and the existing capital commitments are simply just not enough.

The world needs to come together to accelerate the pace of investment into Africa, the last frontier. Our role is to build the platform to facilitate dealmaking on a level that is unprecedented, to shape the future of Africa's development.



## Results Orientated

Gone are the days of talking for talking's sake. Africa needs real change, and now. Our CAS24 is focused on delivering real action, and tangible change, both during and after our events.

Government, business leaders and investors are able to sign deals during our 'dealmaker' sessions.

Innovators are able to share their long term vision for society, to a room full of relevant decision makers. Who have the necessary resources to bring about actual, measurable change.



## Our Partners



## Our Past Speakers



H.E. PRESIDENT UMARO EMBALÓ:  
PRESIDENT OF THE REPUBLIC OF  
GUINEA-BISSAU AND CHAIRMAN OF  
ECOWAS REGIONAL GOVERNMENT



H.E. PRESIDENT MACKY SALL:  
PRESIDENT OF THE REPUBLIC OF  
SENEGAL & CHAIRPERSON OF THE  
AFRICAN UNION



PROF. YEMI OSINBAJO, SAN, GCON:  
THE VICE-PRESIDENT  
OF THE FEDERAL  
REPUBLIC OF NIGERIA



DR. NGOZI OKONJO-IWEALA:  
DIRECTOR GENERAL OF THE  
WORLD TRADE  
ORGANIZATION (WTO)



TOSIN ENIOLORUNDA:  
FOUNDER AND CHIEF EXECUTIVE  
OFFICER MONIEPOINT INC  
(FORMERLY TEAMAPT INC)



DR. OBIAGELI EZEKWESILI:  
ECONOMIC AND POLICY EXPERT /  
SENIOR ECONOMIC ADVISER, WORLD  
BANK VICE-PRESIDENT, AFRICA REGION  
(2007-2012)



MUGO KIBATI:  
TELKOM KENYA CEO



MEMME ONWUDIWE:  
HARVARD LAW LECTURER



JENNIFER MCCARRON:  
NETFLIX DIRECTOR



ANDREW MITCHELL:  
SECRETARY OF STATE FOR  
INTERNATIONAL DEVELOPMENT  
OF THE UNITED KINGDOM



BEN ROBERTS:  
LIQUID TELECOM CHIEF  
TECHNOLOGY  
& INNOVATION OFFICER



JAY ALABRABA:  
PAGA GROUP CO-FOUNDER

Past Sponsors & Partners



London  
Stock Exchange



Yale



MOODY'S



Past Celebrity Performances



D'BANJ



BASKETMOUTH



BOVI



DON MOEN



NSG



KIDI



KUAMI EUGENE

## Networking Benefits

We are dedicated to supporting our sponsors achieve a ROI, grow market share, and increase brand equity, via:



### ONE-ON-ONE MEETINGS

With investment, government & business leaders arranged throughout the 2-day summit. If there are decision makers you would like to meet, who are not already attending CAS24, our team can send out personalised invites.



### PRE EVENT PR + NETWORKING

Sponsors will be featured in major global publications, showcasing your innovations in the market. Furthermore, dedicated conversations will be arranged with government, business and investment leaders. This ensures maximum ROI during the 2 day CAS24.



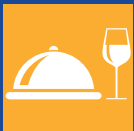
### DEALMAKING EVENT

In the evening of the first day of CAS24, preselected sponsors, government, business and investor participants will meet to close deals and form partnerships.



### POST EVENT DEALMAKING

Each sponsor will have their own lobbying, business development, strategic and investment related goals. Our customer success team will work with you hand-in-hand to ensure your objectives are met.



### GALA DINNER

Day 2 of CAS24, will end with our gala dinner, featuring celebrity performances. Our gala dinner will present ample networking opportunities, with dedicated concierge support, to ensure you are able to meet the decision makers most relevant to you.



### CONCIERGE

Our concierge team are available to support you secure meetings with your key prospects. This service is also available for your benefit before the CAS24 begins.



### SIGNATURE SPEECHES

A core theme of CAS24, is to inspire government, business leaders and investors to partner with you, to innovate, and accelerate development.

As such, Signature Speeches are designed to rally stakeholder action post CAS24, and adopt a futuristic element to inspire the audience. Thus solidifying sponsor relevancy in the eyes of decision makers.



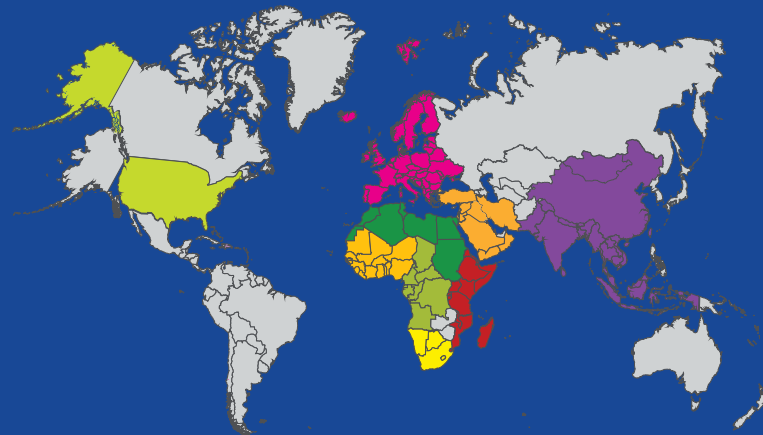
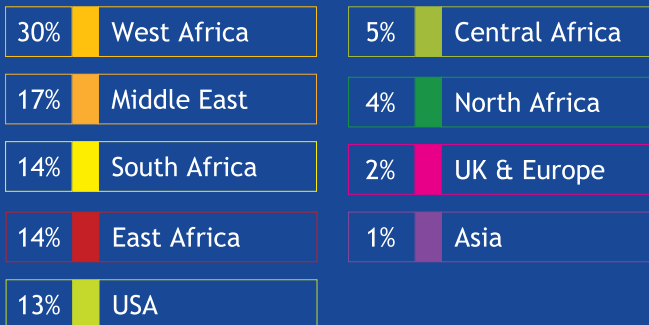
### NETWORKING APP

Download our IOS & Android app, and reach out directly to your fellow attendees. Connections can be made, and meetings scheduled with ease.

## Who Attends?



## CEOs



## JOB TITLES

- The President
- Vice President
- Government Ministers & Cabinet Secretaries
- Chief Executive Officer
- Chief Operations Officer
- Chief Technology Officer
- Chief Investment Officer
- Board Members
- Managing Director
- Partner
- Director
- Fund & Portfolio Managers
- Heads of: Marketing, Sales, Strategy, Innovation and Growth

## FROM

- Government Ministries
- Multinationals
- Listed Companies
- High Growth Businesses
- Start-Ups
- Sovereign Wealth Funds
- Venture Capitalists
- Private Equity Funds
- Banks
- Property Developers
- Media



## Sponsorship Packages

Above and beyond offering traditional sponsorship services, our packages include business development, marketing and lobbying.

PACKAGE	DIAMOND	GOLD	SILVER	BRONZE
<b>CONTENT &amp; THOUGHT LEADERSHIP</b>				
Official CAS Video Feature	✓			
Global Press Release	✓	✓	✓	✓
<b>BUSINESS DEVELOPMENT &amp; NETWORKING</b>				
Facilitated Meetings	3	2	1	
VIP Summit Pass	3			
Access To Networking App	✓	✓	✓	✓
Dealmaking Zone Pass	✓	✓		
Gala Dinner Access	✓	✓	✓	✓
VIP Networking Pass	✓			
Pre-Event Digital Pitch To Investors	✓	✓	✓	✓
Pre, During & Post Event Concierge	✓	✓		
Summit Pass		2	2	1
Pre & Post Investor Event Intros	✓	✓	✓	✓
Fundraising Strategy Consultancy	✓	✓		

To sponsor WhatsApp Joshua King on +44 77744 85421 or email [joshua@chenwasa.com](mailto:joshua@chenwasa.com)

BRANDING, MARKETING & LEAD GENERATION				
	DIAMOND	GOLD	SILVER	BRONZE
Group Social Media Welcome Announcement	✓	✓	✓	✓
Youtube Influencer Coverage	✓			
Logo On Event App & Digital Brochure	✓	✓	✓	✓
Sponsorship Tier Website Branding	✓	✓	✓	✓
Standard Marketing Pack	✓	✓	✓	✓
Event Newsletter Sponsor	✓	✓	✓	
Online & Offline Impressions	20M	15M	10M	1M
PRE, ONSITE & POST EVENT COMMERCIALS				
Logo On Indoor Screens	✓	✓	✓	
Early Bird Pricing in USD	From \$30K	From \$20K	From \$10K	From \$5K
Standard Pricing (After March 5th 24)	\$36k+	\$24k+	\$12k+	\$6k+

Sponsorship  
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