

2024 WEST AFRICA DEAL SUMMIT

**ACTIONS TO DEEPEN CATALYTIC
CAPITAL IN WEST AFRICA**

CIVIC CENTRE, OZUMBA MBADIWE ROAD,
VICTORIA ISLAND, LAGOS, NIGERIA

NOVEMBER 12-13TH, 2024
Hybrid Event (Online & In-person)

EXECUTIVE SUMMARY

The 2024 West Africa Deal Summit is a pivotal gathering of impact investment stakeholders scheduled to take place in Lagos, Nigeria, on November 12-13, 2024. This summit aims to drive actions that deepen catalytic capital in West Africa, creating an enabling environment for impactful investments that drive positive social and environmental change. The primary objective is to galvanise stakeholders, foster collaborative efforts, and mobilise action to accelerate the deployment of catalytic capital in the region. Be part of this transformative event that shapes the future of impact investing in West Africa. Join the summit to deepen catalytic capital and drive positive change that leaves a lasting impact. For sponsorship and partnership opportunities, please contact Joseph via jubek@impactinvestorsfoundation.org or Yaw Osei-Tutun via yaw.osei-tutu@impactinvestinggh.org. Please save the date on your calendar: November 12th-13th, 2024.

SUMMIT OVERVIEW

The 2024 West Africa Deal Summit will be a two-day event, featuring various components such as panel discussions, expert presentations, fireside chats, interactive workshops, masterclasses, deal rooms, an impact fund showcase, exhibitions, policy dialogues, and recommendations. It will kick off with the 7th Annual Convening on Impact Investing, organised by the Impact Investors Foundation (IIF), aimed at addressing barriers to the growth of the impact investment ecosystem in Nigeria through a multi-stakeholder platform process. This convening is the largest gathering of impact investment stakeholders in Nigeria.

It will then be followed by the 2024 West Africa Deal Summit, which is the region's premier meeting place to start and close conversations that actually move funding to where it can have the biggest impact and provide a good return. This event brings together investors, innovative financing vehicles, businesses and policymakers who want to be part of building a vibrant local ecosystem and effective partnerships with the global ecosystem.

SUMMIT FOCUS AREAS

The summit will focus on four key areas

- 1 **Tracking and Reporting Impact and Impact Investing Commitments:** Building on the momentum generated during the 2023 West Africa Deal Summit (WADS) in Accra, Ghana, the 2024 summit will track and report on the impact investing ecosystem stakeholder commitments made in the Joint Statement and Call to Action. This will provide a transparent assessment of progress and analyse successes and challenges faced by stakeholders in mobilising and deploying catalytic capital since the previous summit.
- 2 **Deepening Gains from the 2CAfrica Campaign:** The summit will provide an opportunity to deepen the gains achieved since the launch of the 3- year Catalytic Capital to Transform Africa (2CAfrica) campaign at the 2023 WADS. Participants will explore success stories, challenges, and lessons learned, assess the impact of initiatives undertaken under the campaign, and strategize on how to further leverage catalytic capital for sustainable development.
- 3 **Promoting Locally-Led Initiatives:** The summit will showcase innovative projects and enterprises that have successfully leveraged catalytic capital to drive sustainable development and social impact within the region. It emphasises supporting locally-led initiatives and home-grown solutions.
- 4 **Creating an Enabling Environment:** Discussions will centre on creating an enabling policy and regulatory environment that encourages and supports catalytic capital investments. Best practices, lessons from other regions, and strategies for overcoming barriers to impactful investments will be addressed.

EXPECTED OUTCOME

Major outcomes expected from the 2024 WADS include:



Mobilise \$100 million in new catalytic capital commitments

Attracting \$100 million in new commitments from impact investors, development finance institutions, philanthropic organisations, and private sector players during the summit.



Facilitate impactful linkages

for a minimum of 20 impact enterprises with at least 10 impact investors and strengthen existing platforms for deal sourcing, matchmaking, and successful deal closures, and thus unlock the potential for social enterprises and impact-driven businesses.



Establish impactful policy recommendations for catalytic capital investments

Creating concrete policy recommendations that promote and support catalytic capital investments in West Africa.



Foster cross-sector collaborations through strategic partnerships

Establishing 10 strategic partnerships between impact investors, enterprises, NGOs, and government representatives to drive collaborative solutions over a period of one year - between the 2024 and 2025 WADS.



Enhance impact measurement practices of 30 participating organisations

Improving the impact measurement practices of 30 participating organisations, including government MDAs, impact investors, enterprises, and NGOs.



TARGET AUDIENCE

The 2024 WADS will bring together a diverse audience, including impact investors, development finance institutions, philanthropic organisations, government representatives, local and international NGOs, social enterprises, start-ups, private sector investors, impact

■ UNIQUE BENEFITS OF PARTNERING WITH THE 2024 WEST AFRICA DEAL SUMMIT



Be part conversations that move money to the deals that have the highest return(Financial Impact)



Understand more about West Africa and the opportunities for impact and profit.



Contribute to the creation and growth of locally-led initiatives to build a thriving ecosystem for financing.



Engage with regional and national funds, government, institutions etc.



Associate with a credible West African-led forum driving investments to impact.



STRATEGIC PARTNERSHIP AND SPONSORSHIP OPPORTUNITIES FOR THE 2024 WEST AFRICA DEAL SUMMIT (WADS)

Sponsorship categories	Platinum Partner/Sponsor US\$ 35,000(2 slots)	Gold Partner/Sponsor US\$ 35,000(2 slots)	Silver Partner/Sponsor US\$ 10,000 (7 slots)	Bronze Partner/Sponsor US\$ 5,000 (7 Slots)
Benefits				
Speaker slots	2	2	1	1
Organise a side event specifically for your organisation	✓	✗	✗	✗
Customised Deal Room for screening, due-diligence and investor readiness training and matchmaking of enterprises/Investor	✓	✓	✗	✗
Complimentary passes	4	3	2	1
VIP Reception	✓	✓	✓	✓
Exhibition Booth	✓	✓	✗	✗

Sponsorship categories	Platinum Partner/Sponsor US\$ 35,000(2 slots)	Gold Partner/Sponsor US\$ 35,000(2 slots)	Silver Partner/Sponsor US\$ 10,000 (7 slots)	Bronze Partner/Sponsor US\$ 5,000 (7 Slots)
Video promotion during the event	✓	✓	✗	✗
Hyperlinked logo on the convening webpage	✓	✓	✓	✓
Branding on all conference collateral, website, and social media of NABs in West Africa (pre event, event and post-event)	✓	✓	✓	✓
Advert in the event brochure	Fullpage	Fullpage	Fullpage	Fullpage
Complementary invite to IIF Annual Dinner and Awards	✓	✓	✓	✓
15% discount on 2025 convening (subject to terms & conditions)	✓	✓	✓	✓

OTHER PARTNERSHIP OPTIONS : COST TBC

- Communications and media sponsorship
- Sponsor a training/breakout session e.g. SDG Impact Standards and Impact Management & Measurement (IMM) Training
- Dealroom Sponsorship
- Impact Fund Showcase sponsorship
- Translation and interpretation sponsorship





ACKNOWLEDGEMENT AND MARKETING

- 1 Acknowledgment on the conference website, event platform and during the event on all marketing material, Including your profile on the event website.
- 2 Custom LinkedIn graphic to post on your company LinkedIn page.
- 3 Promotion of sponsor's participation on African GSG NABs social channels before and during the event.





STRATEGIC PARTNERSHIP AND SPONSORSHIP OPPORTUNITIES FOR THE 2024 ANNUAL DINNER AND AWARDS CEREMONY

Sponsorship categories	Platinum Partner/Sponsor US\$ 20,000	Gold Partner/Sponsor US\$ 16,000	Silver Partner/Sponsor US\$ 10,000	Bronze Partner/Sponsor US\$ 5,000
Benefits				
Deliver keynote speech at the Annual Dinner and Awards	✓	✗	✗	✗
Speaker slot at the morning session	1	✗	✗	✗
VIP Reception	✓	✓	✓	✓
Complimentary pass(es) to WADS	4	3	2	1
Exhibition Booth	✓	✗	✗	✗
Hyperlinked logo on the convening webpage	✓	✓	✓	✓
Branding on all conference collateral, website, and social media of NABs in West Africa (pre event, event and post-event)	✓	✓	✓	✓

Sponsorship categories	Platinum Partner/Sponsor US\$ 20,000	Gold Partner/Sponsor US\$ 16,000	Silver Partner/Sponsor US\$ 10,000	Bronze Partner/Sponsor US\$ 5,000
Advert in the event brochure	Fullpage	Fullpage	Fullpage	Fullpage
Special table at the IIF Dinner and Awards	10	7	5	2
15% discount on 2025 convening (subject to terms & conditions)	✓	✓	✓	✓

The background image shows a conference setting. At the top, a banner features logos for the Ghana Impact Summit, West Africa Summit, United Nations Ghana, GIPC (Ghana Investment Promotion Centre), RISA (Research and Innovation Systems for Africa), GSG (Driving real impact), FMO VENTURES, and WFP (World Food Programme). Below the banner, a large blue rectangular overlay covers the center of the image. At the bottom, a table is visible with water bottles and a sign that says 'SPEAKERS'.

PHOTO GALLERY





SPONSORSHIP

For sponsorship and additional information, please contact:

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