



SPONSORSHIP BROCHURE

People | Partnerships | Progress



16 – 18 MARCH 2027



The Edge Convention Centre
Nairobi, Kenya

*Together for a
food secure Africa*



INNOVATION
& MARKETS



TRADE &
HARMONIZATION



REGIONAL
COORDINATION



SUSTAINABLE
SEED SYSTEMS



Why Take Sponsorship at the AfSTA Congress

The African Seed Trade Association (AFSTA) Annual Congress is the continent's most influential seed industry event. This prestigious annual gathering brings together over 400 delegates from across Africa and the globe, including seed companies, industry leaders, scientists, policymakers, and development partners, to connect, collaborate, and cultivate growth in Africa's seed value chain.

This event provides a vast opportunity for companies, development agencies, and donor agencies to enhance the image of their companies, products, and services within a professional environment of the seed industry and its stakeholders.

As a sponsor of AFSTA 2027, your brand will take center stage in a vibrant forum dedicated to innovation, food security, and sustainable agricultural development.

Join us for Africa's future growth!



**Premium
Visibility**



**Extensive Global
Seed Ecosystem Reach**



**Highly Targeted
B2B Audience**



“

*Trade. Engage.
Network. Grow.*

*Together for a
food secure Africa*

BE PART OF CONVERSATION Trade. Engage. Network.



People | Partnerships | Progress

The AfSTA Congress brings together the entire seed value chain — creating unmatched opportunities for business, partnerships and knowledge exchange across Africa and beyond.



TRADING

Showcase your solutions,
meet potential clients and
explore new markets.



ENGAGING

Exchange ideas,
discover innovations
and learn from
industry experts.



NETWORKING

Build meaningful
connections that
drive growth and
create lasting
partnerships.



Together, we are growing a more prosperous, food secure and resilient Africa.

Extensive Global Seed Ecosystem Reach

CONNECT ACROSS CONTINENTS

The AfSTA Congress attracts a diverse and high-level audience from across Africa and the globe — including seed companies, scientific institutions, development partners, investors, and government representatives.



Engage with over
400 delegates from
Africa and beyond



Build strategic
partnerships



Access new
markets and
investment
opportunities



Be part of a growing
and resilient seed
ecosystem



*Global Connections.
Greater Opportunities.*



AFSTA 2027 Congress Sponsorship Opportunities

Benefits	Diamond \$70,000	Platinum \$55,000	Gold \$35,000	Silver \$25,000	Bronze* \$15,000
Investment	\$70,000	\$55,000	\$35,000	\$25,000	\$15,000
Opportunities available	1	1	3	4	Unlimited
Complimentary delegate registrations	4	3	2	1	1
Recognition in all printed & digital material	YES	YES	YES	YES	YES
Logo and link on congress website	YES	YES	YES	YES	YES
Logo on congress mobile app	YES	YES	YES	YES	YES
Complimentary insert in delegate bag	YES	YES	YES	YES	YES
Pre-congress side-event for 30 people (15 March, incl. lunch)	YES	–	–	–	–
Panel session on sponsor topic (moderated by sponsor) OR one keynote address	YES	–	–	–	–
Branding (see details)	Registration Hall	Trading Hall	Exhibition Hall	–	–
Private VIP meeting room (3 days)	50 sqm	46 sqm	–	–	–
Diamond exhibition booth, 3 days (6x2m)	YES	–	–	–	–
Platinum exhibition booth, 3 days (4x3m)	–	YES	–	–	–
Standard exhibition booth, 3 days (3x3m)	–	–	YES	–	–
Standard trading table	–	–	–	YES	–
Gala dinner – 5-min video & table branding	YES	–	–	–	–
Welcome party – 5-min speaking opportunity	–	YES	–	–	–
Opening ceremony: special recognition	YES	–	–	–	–

*Bronze sponsorship: Items selected from the additional sponsorship options up to the value of \$15,000 will be recognized as a Bronze sponsorship.

1

All branding is shared with AfSTA

2

Artwork on all branded material must be approved by AfSTA

3

All sponsors, irrespective of category, will be acknowledged throughout the Congress

4

All banners and roll-ups should be supplied by the sponsor

Together for a food secure Africa



Additional Sponsorship Options

Choose from a range of additional sponsorship opportunities to tailor your brand exposure and meet your specific marketing objectives at the AFSTA Congress 2027.

Item	Cost (USD)	Details
Golf Tournament	\$10,000	Banners of the sponsor, printed material recognition, 5-min welcome speech (sponsor can supply branded shirts & caps)
Gala Dinner Sponsor	\$20,000	Branding at gala venue, speaking opportunity, stage recognition
Welcome Cocktail Sponsor	\$15,000	Event branding, welcome remarks opportunity
Drinking Water Stations Sponsor	\$3,000	Branding on hydration stations; supply your branded sleeves (3 days available)
Branded Travel Mugs	\$3,000	Provide 400 branded mugs (first day only)
Congress Bags	\$15,000	Branding on delegate bags, includes bags
WiFi Sponsor	\$4,500	Sponsor name displayed; sponsor can select the password
Lunch Sponsorship	\$5,000	Banners at lunch area
Congress App Sponsor	\$5,000	Branding within the app
Opening Ceremony Entertainment	\$5,000	Recognition at opening ceremony
Flowers Sponsor	\$5,000	Branded display signage
Delegate Gifts	\$15,000	Branding on selected gift items, includes gifts
Speaker & Panelist Gifts/Award	\$8,000	Branding on selected gift items, includes gifts and award speaking opportunity
French Translation Services (3 days)	\$10,000	Recognition as simultaneous interpretation sponsor; ushers in the plenary room wearing sponsor caps for 3 days
Lanyard Sponsor	\$5,000	Logo on all delegate lanyards



Looking for Something More?

Other sponsorship opportunities are also available! If you have a specific idea or would like a customised package, please contact the AFSTA Secretariat.

Looking for Something More?

Other sponsorship opportunities
are also available!

If you have a unique idea or would like to sponsor an element not listed above, we'd love to hear from you. Please contact Yacouba Diallo to explore additional options tailored to your brand.

*Let's build greater
opportunities together.*



TALK TO US

Email: yacouba@afsta.org
afsta@afsta.org

Tel: 020-24290017

Mob: +254708195524