



**AFRICA
FERTILIZER &
SOIL HEALTH
SUMMIT 2024**



SPONSORSHIP PACKAGE

Sponsorship Benefits for AFSHS

2024

About the AFSH Summit

In recognition of the critical importance of Soil Health and Fertilizer, the African Union, through the Department of Agriculture, Rural Development, Blue Economy, and Sustainable Environment (ARBE) is convening the Africa Fertilizer and Soil Health (AFSH) Summit from May 7-9, 2024 in Nairobi, Kenya. The AFSH Summit shall be hosted by the Government of Kenya in collaboration with the African Union Commission. The summit will assemble global and African public and private sector leaders to build a more dynamic fertilizer market while placing a special focus on soil health.

Expected outcomes



AU Heads of State and Government will endorse key documents for actions and steps to be taken by African leaders and stakeholders over the next 10 years to increase fertilizer efficiency and improve soil health for increased resilient food security. These are the following:

1. **A 10-year Action Plan.** The Africa Fertilizer and Soil Health Action Plan will be a solution-based roadmap to 2034 to build a more dynamic fertilizer market that considers primary soil health constraints on the continent.
2. **Soil Initiative for Africa (SIA),** a long-term Framework, aims to effectively facilitate sustainable soil management across all agricultural sub-sectors in Africa through strong partnerships with all stakeholders and investments at the continental, regional, national, and local levels.
3. **The Nairobi Declaration,** building on the Soil Health Action Plan and the Soil Initiative for Africa Framework as key guiding documents, highlights commitments on fertilizers and soil health as well as on financing, creating an enabling environment and capacity enhancement to support implementation and the Call to Action.

About the AU

The African Union (AU) is a continental body consisting of the 55 member states that make up the countries of the African continent. It was officially launched in 2002 as a successor to the Organization of African Unity (OAU). This body primarily promotes integration, peace, and economic growth in Africa. H.E. Amb. Josefa Sacko (Commissioner, ARBE) invited a range of implementing partners to deliver the 2024 AFSH Summit .

Sponsoring the AFSH Summit

As a sponsor of the 2024AFSH Summit, you will contribute to the delivery of the Summit that will align key stakeholders around an evidence-based Action Plan to sustainably boost food production while enhancing fertilizer markets and soil management practices in Africa. In addition, you will get a wide range of branding and exhibition opportunities and promotional and institutional benefits to position your institution as a key leader at the Summit and beyond.

Platinum: USD 500,000 and over

Communication

- Speaking role - at Assembly level (OSC to guide).
- Official recognition as a PLATINUM funder of the Summit.
- 100 words institutional description and link in English and French on the AFSH Summit Website.

Visibility

- Premium placement of an exhibition booth with basic amenities*.
- Premium Logo positioning on AFSH Summit website and publicity materials
- Logo positioning on AFSH Summit Media wall

Participation and Event Opportunities

- Senior-level delegate potential participation in invitation-only policy roundtables with Government, Corporate, and Sector leaders (Maximum 3 participants).
- Priority consideration for side-event submission

Networking

- Three (3) passes to access the VIP lounge. (what kind of lounge? And Category of Individuals?)
- Five(5) invitations to the AFSH Summit Gala dinner.

Gold: From USD 250,000 to USD 499,000

Communication

- Speaking role - at Ministerial level opening session (OSC to guide).
- Official recognition as a GOLD contributor of the Summit.
- 50 words institutional description and link in English and French on the AFSH Summit Website.

Visibility

- An exhibition booth with basic amenities in a preferred location*.
- Logo positioning on AFSH Summit side event **.
- Logo positioning on AFSH Summit Media wall

Participation and Event Opportunities

- Senior-level delegate potential participation in invitation-only policy roundtables with Government, Corporate, and Sector leaders (Maximum 2 participants).
- Opportunity to schedule a side event***.

Networking

- Two (2) passes to access the VIP lounge.
- Three (3) invitations to the AFSH Summit Gala dinner.

Silver: From USD 100,000 to USD 249,000

Communication

- Official recognition as a SILVER sponsor of the Summit.
- Link to the official institutional website in English and French on the AFSH Summit Website.

Visibility

- An exhibition booth with basic amenities*.
- Logo positioning on AFSH Summit side event **.
- Logo positioning on AFSH Summit Media wall

Networking

- One (1) pass to access the VIP lounge.
- Two (2) invitations to the AFSH Summit Gala dinner.

Bronze: From USD 50,000 – 99,000

Communication

- Official recognition as a BRONZE sponsor of the Summit.
- Link to the official institutional website in English and French on the AFSH Summit Website.

Visibility

- Logo positioning on AFSH Summit Media wall

Networking

- One (1) invitations to the AFSH Summit Gala dinner.

Please note that the exhibition booths come with basic amenities only, and sponsors will be charged for additional goods and services.

The main conference venue is exclusively AUC branded.

**** Please note that the AUC will place a call for stakeholders, including sponsors, to submit thematic proposals for side events to ensure alignment with the main themes of the program.****

Summary Of Benefits	Platinum >\$500.000	Gold \$250.000- \$499.000	Silver \$100,000 - \$249.000	Bronze \$50,000 - 99,000
Official recognition	Platinum	Gold	Silver	Bronze
Institutional Description on the AFSH Summit Website	100 words plus link	50 words plus link	Link	Link
Exhibition booth with basic amenities	Premium location	Preferred location	Yes	-
Logo placement and side event	Yes	Yes	Yes	-

# Senior-level delegate potential participation in invitation-only policy roundtables	3 participants	2 participants	-	-
Schedule a side event.	Yes	Yes	Yes	-
# of VIP lounge passes	3	2	1	-
# of invitations to the Gala dinner	5	3	2	1

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<https://au.int/en/newsevents/20240507/africa-fertilizer-and-soil-health-summit>

