



BUSINESS PROPOSAL



STRATEGIC PARTNERSHIP PROPOSAL
FOR THE AFRICAN SUSTAINABLE CONCERT

On behalf of PE Group & Guuchiieff Limited organisers of the African Housing Show and Sustainability Concert in the UK, it is our distinct pleasure to present this strategic partnership proposal for your esteemed consideration regarding the upcoming African Sustainable Concert. With a legacy of excellence in event management, coupled with our team's collective expertise spanning diverse industries and geographies, we are poised to deliver an unparalleled experience that marries entertainment with a profound commitment to sustainability.



Event Overview

The African Sustainable Concert is poised to be the continent's premier platform for celebrating and advancing sustainability initiatives. Against the backdrop of captivating performances by renowned artists, the event aims to shine a spotlight on the imperative of environmental stewardship, social equity, and economic resilience. Through a blend of entertainment, education, and engagement, the concert will inspire action and catalyze change across sectors and communities.



Event Highlights

- 1. World-Class Performances:** Immerse attendees in an unforgettable musical journey curated by some of Africa's most iconic performers and international artists, creating an ambiance that captivates the senses and ignites the spirit of celebration.
- 2. Thought Leadership Sessions:** Engage audiences with thought-provoking discussions led by luminaries in sustainability, business, and innovation, offering insights into emerging trends, disruptive technologies, and best practices for driving sustainable growth and impact.
- 3. Interactive Workshops & Masterclasses:** Empower participants with actionable knowledge and skills through hands-on workshops, masterclasses, and skill-building sessions focused on topics such as renewable energy, circular economy, and inclusive business models.
- 4. Innovation Showcase:** Showcase cutting-edge solutions, products, and projects that exemplify the spirit of innovation and sustainability, providing a platform for startups, entrepreneurs, and established brands to demonstrate their commitment to driving positive change.
- 5. Networking Pavilion:** Foster meaningful connections and collaborations among stakeholders, including business leaders, policymakers, investors, and civil society representatives, creating opportunities for partnership-building and collective action.



Proposal Packages

- 1. Platinum Sponsorship:** Elevate your brand to a position of prominence as the exclusive title sponsor of the event, enjoying unparalleled visibility, recognition, and engagement opportunities across all promotional channels, including but not limited to extensive media coverage, VIP hospitality experiences, and bespoke activation opportunities tailored to your brand objectives.
- 2. Gold Sponsorship:** Secure a premier sponsorship position with prominent brand placement, tailored activation opportunities, and exclusive benefits designed to maximize your brand's exposure, credibility, and impact among target audiences, including VIP access, speaking opportunities, and customized content integration.
- 3. Silver Sponsorship:** Enhance your brand's visibility and reach with a comprehensive sponsorship package that includes prominent logo placement, branded collateral, and participation in select event activities, enabling you to connect with key stakeholders and showcase your commitment to sustainability leadership.
- 4. Exhibition & Showcase Opportunities:** Reserve your space in the innovation showcase or exhibition area to showcase your products, services, and initiatives to a diverse audience of decision-makers, influencers, and consumers, while leveraging dedicated networking sessions and media exposure to amplify your impact and reach.



Why Partner with PE Event Group Management?

- 1. Expertise & Excellence:** With over two decades of experience in curating and executing world-class events, API Events Management brings a proven track record of excellence, professionalism, and creativity to every project, ensuring seamless execution and exceptional outcomes that exceed expectations.
- 2. Strategic Relationships:** Benefit from our extensive network of industry contacts, influencers, and stakeholders across Africa and beyond, gaining access to valuable connections and resources that can accelerate your brand's growth, visibility, and impact within the sustainability ecosystem.
- 3. Impact & Legacy:** By aligning your brand with the African Sustainable Concert, you have the opportunity to make a meaningful contribution to the advancement of sustainability goals, while positioning your organization as a responsible corporate citizen committed to driving positive change and leaving a lasting legacy for future generations.



African Housing Show 2024, London – Sponsorship Pack

MOMENTOUS

£100,000

- One (1) full page colour advert in the official African Property Awards brochure
- Electronic and Print media spotlight pre & post event.
- One (VVIP) 10 seater corporate branded table
- Branding of event venue
- Logo on event back drop and any outdoor banners for event
- Impacting knowledge of your product at the event
- Certificate of appreciation
- Property Express Website Weekly Online News broadcast to 10,000 email address for 6months
- Social Media
- Radio and TV news stories
- Acknowledgement during the event
- Opportunity for CEO to be Guest Speaker for the event
- One (1) full page colour advert in the official Property Express Magazine
- Souvenir / other items to share if you any

PLATINUM

£60,000

- One (1) full page colour advert in the official African Property Awards brochure
- Electronic and Print media spotlight pre & post event.
- One corporate 10 seater branded table
- Logo on event back drop and any outdoor banners for event
- Impacting knowledge of your product at the event
- Certificate of appreciation
- Property Express Website
- Social Media
- Acknowledgement during the event
- One (1) full page colour advert in the official Property Express Magazine
- Souvenir / other items to share if you any

GOLD

£40,000

- One (1) full page colour advert in the official African Property Awards brochure
- Electronic and Print media spotlight pre & post event.
- One corporate 10 seater branded table
- Logo on event back drop and any outdoor banners for event
- Impacting knowledge of your product at the event
- Certificate of appreciation
- Property Express Website
- Social Media
- Acknowledgement during the event
- Radio and TV news stories
- Souvenir / other items to share if you any

BRONZE

£12,000

- One (1) full page colour advert in the official African Property Awards brochure
- Electronic and Print media spotlight pre & post event.
- One corporate 10 seater branded table
- Logo on event back drop and any outdoor banners for event
- Certificate of appreciation
- Property Express Website
- Social Media
- Acknowledgement during the event
- Radio and TV news stories
- Souvenir / other items to share if you any

AWARDS CATEGORY

£10,000

- One (1) full page colour advert in the official African Property Awards brochure
- Electronic and Print media spotlight pre & post event.
- Award category to be named after sponsor
- To present sponsored award
- Logo on back drop and any other banner for the event
- Certificate of appreciation
- One corporate 10 seater branded table
- Property Express Website
- Social Media
- Pre & Post event publication on sponsors
- Souvenir / other items to share if you any
- Acknowledgement during the event



Thank You


We are excited about the possibility of collaborating with you to bring the African Sustainable Concert to life and create a transformative experience that resonates with audiences, inspires action, and drives collective impact. Thank you for considering PE Event Group as your strategic partner for this landmark event.

We eagerly await the opportunity to discuss this proposal further and explore how we can tailor a partnership package that aligns with your brand objectives, values, and budgetary considerations.


PE EVENT GROUP

www.africanpropertyawards.com

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