



**NDOTO  
IMARA**  
CREATIVE WEEK

# Sponsorship Opportunities

Nairobi, Kenya | November 17–22, 2025

Hosted by **F3 Global Advisory Group**, Sponsors, and Strategic  
Partners

# About Ndoto Imara Creative Week

The flagship creative industries summit of East Africa – connecting U.S. investors, African creatives, and regional brands to **catalyze \$500K+ in early-stage investment.**

Ndoto Imara represents the convergence of Kenya and East Africa's most promising creative talent with connecting with global capital and strategic partnerships. This isn't just another conference or week— it's the launchpad where breakthrough ideas meet transformative funding, where cultural innovation drives economic opportunity.



**500+**

in Person

Creative professionals, investors, policy leaders, and industry leaders

**20+**

Activations

Workshops, panels, and networking experiences

**\$100B**

Opportunities Available

Direct investment opportunities throughout conference and in Kenya with access through Ndoto Imara

**5+**

Countries

International representation across continents

**3,000 +**

Virtual Attendees

Connect with a wider community of influencers and leaders from across Kenya, East Africa, the U.S., and the world



# Why Sponsor Ndoto Imara

## Market Opportunity

70% *youth population* driving creative innovation across East Africa. This demographic represents unprecedented purchasing power and cultural influence.

## Economic Impact

Africa's creative economy projected to reach *\$20B by 2030*, with Kenya, Tanzania, Uganda, and Rwanda leading regional growth.

## Brand ROI

Maximize visibility, build consumer trust, and demonstrate authentic alignment with *cultural equity and innovation*.

Your sponsorship positions your brand at the forefront of Africa's creative renaissance, connecting you directly with the entrepreneurs, artists, and innovators shaping the continent's economic future.

# Our Audience Profile

Ndoto Imara attracts a diverse ecosystem of stakeholders driving Africa's creative economy forward. Each segment represents unique partnership opportunities and market insights.



## Creatives

Film producers, musicians, animators, designers, and digital content creators representing the next generation of African creative talent.

Average age: 25-35, with 55% female representation.



## Policymakers

Cultural leaders, government officials, and policy influencers shaping the regulatory environment for creative industries across East Africa.



## Investors

Venture capitalists, angel investors, and institutional funders actively seeking high-growth opportunities in creative industries. Portfolio values ranging from \$50K to \$5M+ per investment.



## Young Professionals

University students, recent graduates, and early-career professionals eager to enter the creative economy. Highly engaged, digitally native, and influential within their networks.

July  
17 **Summit Sponsorship Packages (Tues, November 18, 2025)**

**All Sponsors Receive:**

- Logo and name featured on Summit website
- Promotion via F<sup>3</sup> Global's social media channels
- Listing in written materials, signage, and delegate booklets
- Recognition in pre- and post-event communications

\* Each sponsorship level can be tailored to align with your organization's mission, strategic goals, and desired impact.

Tier	Contribution	Benefits
<b>Legacy Partner</b>	\$100,000 USD	<ul style="list-style-type: none"> <li>• <b>Naming rights</b> to the full Summit</li> <li>• <b>Keynote speaking slot</b> to open the Summit</li> <li>• <b>Co-branding on all signage</b>, stage design, delegate materials, and website</li> <li>• <b>National and regional media interview placements</b> pre-, during, and post-event</li> <li>• <b>Private Lounge access</b> and <b>exclusive roundtable</b> with U.S. and African investors, creatives, and policymakers</li> <li>• <b>Full VIP Access</b> to all private sessions and events</li> <li>• <b>Fully customized engagement strategy</b>, including co-curation of a <b>virtual pre-summit event</b></li> <li>• Invitation to post-Summit policy &amp; investor dialogues</li> </ul>
<b>Cultural Sponsor</b>	\$75,000 USD	<ul style="list-style-type: none"> <li>• <b>Naming rights to a key Summit panel</b> (e.g., "Presented by [Sponsor]")</li> <li>• <b>Featured speaking slot</b> during the Summit</li> <li>• <b>Top-tier logo placement</b> on event signage and reception materials</li> <li>• <b>Media interviews</b> coordinated with key press outlets</li> <li>• <b>Private Lounge access</b> for curated meetings with high-level stakeholders</li> <li>• <b>Full VIP Access</b></li> <li>• <b>Pre-summit planning session</b> with F<sup>3</sup> Global to align goals</li> </ul>
<b>Innovation Ally</b>	\$50,000 USD	<ul style="list-style-type: none"> <li>• <b>Panel recognition</b> ("In collaboration with [Sponsor]")</li> <li>• Invitation to <b>participate in or moderate a panel</b></li> <li>• <b>Second-tier logo placement</b> on signage and event screens</li> <li>• Opportunity to <b>meet select U.S. and African creatives &amp; investors</b></li> <li>• Access to <b>invite-only dinner</b> with speakers and leaders</li> <li>• <b>VIP Access</b> to closed sessions and curated networking</li> </ul>
<b>Experience Partner</b>	\$25,000 USD	<ul style="list-style-type: none"> <li>• Recognition in the <b>opening and closing remarks</b></li> <li>• Logo on official Summit signage and digital media</li> <li>• Opportunity to nominate a delegate for the <b>Private Lounge</b></li> <li>• Access to the VIP networking reception</li> <li>• Invitation to <b>submit materials</b> to be included in delegate kits</li> </ul>
<b>Creative Circle</b>	\$10,000 USD	<ul style="list-style-type: none"> <li>• <b>Logo displayed</b> during the Summit and on digital communications</li> <li>• Mentioned in post-event newsletter</li> <li>• Invitation to general networking sessions and reception</li> </ul>
<b>Summit Supporter</b>	\$5,000 USD	<ul style="list-style-type: none"> <li>• Recognized on <b>Summit website, printed materials, and social media</b></li> <li>• Access to <b>general sessions</b></li> <li>• Inclusion in <b>community sponsor section</b> of delegate booklet</li> </ul>
<b>Community Connector</b>	\$2,500 USD	<ul style="list-style-type: none"> <li>• Name listed as a supporter on the Summit webpage</li> <li>• Social media shout-out</li> <li>• Opportunity to include a flyer, product, or postcard in delegate kits</li> </ul>

# Full Week Sponsorship Packages (Nov 17-21)

- All Sponsors will receive the following included in each level:
- Logo placement on the **event website** and **promotional materials**
- Recognition in **press releases, newsletters**, and **social media posts**
- Name/logo listed in **delegate booklets**, printed programs, and all official **written materials**
- Inclusion in the **digital summit recap**
- Dedicated support from the *F<sup>3</sup> Global Partnerships Team*

\* Each sponsorship level can be tailored to align with your organization's mission, strategic goals, and desired impact.

Tier	Contribution	Benefits
<b>Creative Capital Partner</b>	\$250,000 USD	<ul style="list-style-type: none"> <li>• <b>Naming rights</b> to a key event or experience during Creative Week (e.g., "Presented by [Sponsor]")</li> <li>• <b>Featured speaking slot</b> during the Imara Ndoto Summit (Nov 18) and 1-2 other curated activations</li> <li>• <b>Top-tier branding</b> across all events, signage, and communications</li> <li>• <b>Media interviews</b> coordinated with major outlets</li> <li>• <b>Private 1-on-1 meetings</b> with U.S. investors, creatives, and government stakeholders</li> <li>• <b>Fully customized package</b>, including strategy and activation planning sessions with F<sup>3</sup> Global team</li> <li>• <b>Full VIP Access</b> to all closed-door sessions, dinners, and networking</li> <li>• Opportunity to co-curate a <b>featured activation</b> or cross-cultural experience</li> </ul>
<b>Cultural Co-Curator</b>	\$150,000 USD	<ul style="list-style-type: none"> <li>• <b>Naming recognition</b> at one official event or breakout session</li> <li>• Speaking opportunity at the Summit or a sector-specific panel</li> <li>• <b>High visibility branding</b> across events and materials</li> <li>• Invitation to <b>exclusive private meetings</b> (group and select 1-on-1s)</li> <li>• Support with <b>media exposure</b> (e.g., interviews, social highlights)</li> <li>• Partial customization of sponsor activation (tailored with your brand team)</li> <li>• <b>Full VIP Access</b> to all closed-door sessions</li> </ul>
<b>Innovation Partner</b>	\$75,000 USD	<ul style="list-style-type: none"> <li>• Panel participation opportunity or spotlight moment during an event</li> <li>• <b>Branding on main event materials</b>, stage signage, and digital screens</li> <li>• Invite to attend <b>select private meetings</b> and networking sessions</li> <li>• Logo/brand included in <b>press kit</b></li> <li>• <b>VIP Access</b> for up to 2 representatives (including closed-door sessions)</li> </ul>
<b>Ecosystem Enabler</b>	\$50,000 USD	<ul style="list-style-type: none"> <li>• Branding on select event signage and materials</li> <li>• Social media feature during the week</li> <li>• Invitation to general networking events</li> <li>• <b>Access to all public sessions</b> and <b>summit delegate materials</b></li> <li>• Opportunity to provide branded materials for gift bags or welcome kits</li> </ul>
<b>Storytelling Supporter</b>	\$25,000 USD	<ul style="list-style-type: none"> <li>• Name listed as a supporting sponsor on website and printed materials</li> <li>• Invitation to <b>select sessions</b> and public events</li> <li>• Recognition in a shared social media thank-you post</li> <li>• Opportunity to attend the <b>Opening or Closing Celebration at select events</b></li> </ul>

# The ROI of Creative Economy Investment

Sponsoring Ndoto Imara positions your brand at the intersection of culture, innovation, and economic opportunity. The creative economy represents one of Africa's fastest-growing sectors, offering sponsors unique advantages in market penetration and consumer loyalty.



## Authentic Engagement

Connect with Africa's most influential demographic through genuine cultural partnership, not traditional advertising



## Network Expansion

Build relationships with emerging market leaders, policy makers, and investment partners across East Africa



## Market Intelligence

Gain insights into consumer trends, cultural shifts, and business opportunities shaping the region's future

*"The creative economy isn't just about art and entertainment – it's about innovation, technology, and the future of African business. Sponsors who engage now will be recognized as visionary partners in this transformation."*

# Let's Align Your Sponsorship with Your Brand Strategy

Ready to position your brand as a champion of Africa's creative renaissance? Our sponsorship packages offer flexible investment levels designed to match your strategic goals and market objectives.

01

## Strategy Consultation

Schedule a call to discuss your brand objectives and identify the optimal sponsorship tier for maximum impact

02

## Custom Package Design

We'll tailor activation elements to align with your specific marketing goals and audience engagement preferences

03

## Partnership Activation

Launch your sponsorship with integrated marketing support, ensuring maximum visibility and authentic brand alignment

### Ready to Commit?

**Contact the Team at F3 Global Advisory Group**

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Let's discuss how Ndoto Imara Creative Week can amplify your brand's impact in East Africa's thriving creative economy.

Join us in shaping the future of African creativity and innovation.