



Sponsorship Prospectus

3RD **WOMEN IN FINANCE & INVESTMENT** SUMMIT 2023

DECEMBER 7, 2023 || ACCRA, GHANA

www.wifisghana.com



SPONSORSHIP **PACKAGES**

www.wifisghana.com

About WIFIS 2023

We are delighted to present the **3rd Women in Finance & Investment Summit (WIFIS 2023)**, the leading platform to inspire the next generation for diversity & inclusive conversations and partnerships in the finance & investment management industry.

WIFIS 2023 will bring together female finance and investment leaders, young professionals and industry partners who are committed to driving diversity in the finance and investment management industry.

Summit in numbers



1 exciting day



15+ speakers



100+ companies



200+ delegates



PREVIOUS **SPEAKERS OF WIFIS 2021**



Mrs. Elsie Addo Awadzi
2nd Deputy Governor, Bank of Ghana



Sylvia Inkoom
Deputy MD, UBA Ghana



Ms. Abena Amoah
Deputy MD, Ghana Stock Exchange



Abena Osei-Poku
MD, ABSA Bank Ghana



Abena B. Brigidi, CGIA
CEO, Nimed Capital



Akofa Dakwa, ACCA
Chief Risk Officer, Bank of Africa



Dr. Suzy Aku Puplampu
CEO, OctaneDC Limited



Charlotte L. Baidoo, CGIA
Head of SME, UMB Bank

PREVIOUS SPEAKERS OF WIFIS 2021



Christabel Okantey
Vice President, Institutions &
Private Clients , InvestCorp



Maame Adjoa Thompson
CEO, Savvy Securities Ltd



Nancy T. Katio, CGIA
MD, Legacy Fund Management Ltd



Dr. Loretta Sarpong
Head, Women's Desk, Ecobank Ghana



Ohenewaa Sakyi-Bekoe, CGIA
Consulting Partner,
Dwennimmen Group



Bridget Opoku-Bossman
VP, Capital Markets
Obsidian Achnar



Solace Odamtten-Sowah
General Manager, Operations,
Enterprise Life, Ghana



Antoinette Kwofie
Chief Finance Officer
MTN Ghana

WIFIS 2021 in Pictures



WIFIS 2021 in Pictures



Previous Sponsors & Partners

PLATINUM



GOLD



BRONZE



STRATEGIC PARTNERS



MEDIA PARTNERS



Why should you sponsor?



Sponsoring this Summit offers wide-ranging benefits, giving your organization a unique platform at the Summit. Also through our strategic media partners, you will get the chance to enhance your corporate profile to influential participants.

Our dedicated team will work closely with the sponsors to tailor their involvement in the Summit and maximize exposure and create value.

- Showcase your Corporate Social Responsibility
- Promote and Maintain Brand Awareness
- Gain Recognition
- Build Organization Image and reputation
- Launch New Initiatives
- Demonstrate Project Success



TITLE SPONSOR

GH85,000

THOUGHT LEADERSHIP & TARGETED BRANDING

- Position your business as a definitive industry leader in supporting diversity & inclusion
- Opportunity to deliver a 20 minutes' stand-alone keynote presentation in the main summit stream
- Opportunity to host one breakout session of the Summit
- Two Color FULL PAGE Ads of your company profile in Summit brochure
- Prominent placement of your Company logo (priority positions) on all marketing materials of the Summit as the LEAD Sponsor in:
 - Summit Brochure
 - WIFIS Awards Stage set-up
 - WIFIS 2023 Newsletter
 - All Summit Ads in our partner media

SPONSOR PROFILING

- Publicity on promotional mails, electronic messages/ web campaigns
- Write-up on the event blog
- Special mention in press releases
- We hyperlink your logo to a feature write-up on your business
- Profile of your company in post Summit report

ONSITE-EXPOSURE

- Recognition as a Lead sponsor on Summit stage set up
- Logo on our WIFIS 2023 website with a link to your website / profile
- Logo on Power Points [PPT] slide at the start of the Summit
- 5 minutes' advertorial presentation
- Host the Welcome Reception of Summit opening - 8am to 9am
- Optional erection of 2 roll-up banners inside the Summit hall

MEETING SCHEDULING

- Request to email delegates two weeks before the Summit
- Access to full Summit delegates list (Names and titles)
- WISH LIST: Provide us names of clients / companies or individuals you would like to meet so we may extend invitations to them.

SUMMIT TICKETS

- 20 free complimentary VIP tickets for your customers and leads
- 15 personalized booking code with a 40% discount you can offer to your leads
- 25 personalized booking code with a 30% discount you may use in your direct marketing campaigns
- Buy summit tickets for your staff at a special rate

MEDIA COVERAGE

- Get featured by both local and international media.
- Exclusive interview of representatives

PLATINUM SPONSOR

GH65,000

THOUGHT LEADERSHIP & TARGETED BRANDING

- Opportunity to deliver a 10 minutes' stand-alone keynote presentation in the main summit stream
- Color FULL PAGE Ad of your company profile in Summit brochure
- Prominent placement of your Company logo (priority positions) on all marketing materials of the Summit as the PLATINUM Sponsor in:
 - ✓ Summit Brochure
 - ✓ WIFIS Awards Stage set-up
 - ✓ WIFIS 2023 Newsletter
 - ✓ All Summit Ads in our partner media

SPONSOR PROFILING

- Publicity on promotional mails, electronic messages/ web campaigns
- Write-up on the event blog
- Special mention in press releases
- We hyperlink your logo to a feature write-up on your business

ONSITE-EXPOSURE

- Recognition as a Platinum sponsor on Summit stage set up
- Logo on our WIFIS 2023 website with a link to your website / profile
- Logo on Power Points [PPT] slide at the start of the Summit
- 3 minutes' advertorial presentation
- Host the Welcome Reception of Summit opening - 8am to 9am
- Optional erection of 2 roll-up banners inside the Summit hall

MEETING SCHEDULING

- Request to email delegates a week before the Summit
- Access to full Summit delegates list (Names and titles)
- WISH LIST: Provide us names of clients / companies or individuals you would like to meet so we may extend invitations to them.

SUMMIT TICKETS

- 10 free complimentary VIP tickets for your customers and leads
- 15 personalized booking code with a 25% discount you can offer to your leads
- 25 personalized booking code with a 15% discount you may use in your direct marketing campaigns
- Buy summit tickets for your staff at a special rate

MEDIA COVERAGE

- Get featured by both local and international media.

GOLD SPONSOR

GH50,000

TARGETED BRANDING

- Color FULL PAGE Ad of your company profile in Summit brochure
- Prominent placement of your Company logo on all marketing materials of the Summit as GOLD Sponsor in:
 - ✓ Summit Brochure
 - ✓ WIFIS Stage set-up
 - ✓ WIFIS Awards Stage set-up
 - ✓ WIFIS 2023 Newsletter
 - ✓ All Summit Ads in our partner media

SPONSOR PROFILING

- Publicity on promotional mails, electronic messages/ web campaigns
- Special mention in press releases
- We hyperlink your logo to a feature write-up on your business

ONSITE-EXPOSURE

- Recognition as a Gold sponsor on Summit stage set up
- Logo on our WIFIS 2023 website with a link to your website / profile
- Logo on Power Points [PPT] slide at the start of the Summit
- 2 minutes' advertorial presentation

MEETING SCHEDULING

- Access to full Summit delegates list (Names and titles)

SUMMIT TICKETS

- 5 free complimentary VIP tickets for all individuals linked to your organization.
- 10 personalized booking code with a 20% discount you can offer to your leads
- 18 personalized booking code with a 15% discount you may use in your direct marketing campaigns

MEDIA COVERAGE

- Get featured by both local and international media.

SILVER SPONSOR

GH42,000

TARGETED BRANDING

- Color HALF PAGE Ad of your company profile in Summit brochure
- Prominent placement of your Company logo on all marketing materials of the Summit as GOLD Sponsor in:
 - ✓ Summit Brochure
 - ✓ WIFIS Stage set-up
 - ✓ WIFIS 2023 Newsletter
 - ✓ All Summit Ads in our partner media

SPONSOR PROFILING

- Publicity on promotional mails, electronic messages/ web campaigns
- Special mention in press releases

ONSITE-EXPOSURE

- Recognition as a Silver sponsor on Summit stage set up
- Logo on our WIFIS 2023 website with a link to your website / profile
- Logo on Power Points [PPT] slide at the start of the Summit

MEETING SCHEDULING

- Access to full Summit delegates list (Names and titles)

SUMMIT TICKETS

- 3 free complimentary VIP tickets for all individuals linked to your organization.
- 7 personalized booking code with a 20% discount you can offer to your leads
- 13 personalized booking code with a 15% discount you may use in your direct marketing campaigns

MEDIA COVERAGE

- The Summit will be covered by both local and international media.

Feedback from WIFIS 2021

“A Summit like this is vital because unless people do talk to each other and come to know each other, then it seems to me to be extremely unlikely that they will take the next steps.”

Sylvia Inkoom
Deputy MD, UBA Ghana

WIFIS was fantastic. The impressive quality of the speakers, the breadth and depth of the panel discussions and the diversity of networking opportunities I experienced at the WIFIS 2021. This is an event that I will definitely come back to in 2022”

Dr. Suzy Aku Puplampu
CEO, OctaneDC

The WIFIS program was very well put together and overall a good summit to attend with excellent networking opportunities. If the organisers continue to “keep it real” with the right high level attendees , this is a Summit not to be missed.”

Abena Osei-Poku
Managing Director, Absa Bank Ghana

Outstanding speakers and wide-ranging participation - a must-attend event for anyone seriously involved in or considering a career or doing business in the finance & investment management industry.

Akofa Dakwa
Chief Risk Officer, Bank of Africa

The concept, attendance and execution were all first rate and we hope we can find a way to be involved again next year.

Abena Brigidi
CEO, NIMED Capital

We share in the common vision of WIFIS of broadening the conversations & taking actions in respect of diversity & inclusion in the finance & investment management industry.

Maame Adjoo Thompson
CEO, Savvy Securities Ltd.

CONTACT

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