



TCHEWA EVENTS & TOURS

presents

P.A.A.D.S

PROFESSIONALS ACROSS AFRICAN DIASPORA SUMMIT

Change Makers coming together

PROPOSED EVENT DATE:

MAY 2022

SUMMARY

INTRODUCTION

PROPOSED SOLUTION:

WHAT IS PAADS?

MISSION STATEMENT

VISION

OBJECTIVES

1. BUSINESS AND FUNDING OPPORTUNITIES:
2. NETWORKING AND COMMUNITY ENGAGEMENT:
3. ACCESSIBILITY TO QUALITY EDUCATION AND CAREER OPPORTUNITY:
4. PURPOSE AND CULTURAL TRANSCENDENCE:

GOAL:

TARGET AUDIENCE

SPONSORS

CATEGORIES OF SPONSORSHIP

1. FINANCIAL SPONSOR
 - A. PLANTINUM SPONSOR PRICE INVESTMENT 1,000,000 FCFA
 - B. GOLD SPONSOR PRICE INVESTMENT 500,000 FCFA
 - C. SILVER SPONSORSHIP
2. IN-KIND SPONSORSHIP. FOR EXAMPLE, VENUE SPONSORSHIP
3. DIGITAL SPONSORSHIP

AMAZING RETURNS

CONCLUSION



P.A.A.D.S

PROFESSIONALS ACROSS AFRICAN DIASPORA SUMMIT

INTRODUCTION

Currently Africa has the youngest population in the world, an average African is twenty years, one out of every three African is in the middle class making it a ready market for modern production. Hence, there is a high demand for technology and productivity to match up with Africa's fast growing population. As of 2018, over 438 companies in Africa have made over a billion US dollars profit.

An example of an African country currently living this situation is Cameroon. This country holds a very strategic position not only in its geographical location as a cross hold of Africa, but also in its resources and minerals. She is blessed with potential for young and energetic people, especially entrepreneurs. Nevertheless, these young entrepreneurs fail to successful start to managing their businesses due to aspects like lack of capital, networking, professional training, and coaching, Furthermore, this has affected our community by causing lots of unemployment and lack of professionals. Also, our country has a very rich diversity of cultures which is sometimes neglected and forgotten.

For this reason, we came out with the idea to organize an event that will bring together international investors, CEOs, entrepreneurs, and people from all walks of life to network and create a large community filled with opportunities for professionals and change makers.



PROPOSED SOLUTION: WHAT IS PAAADS?

PAAADS is an international event where like-minded Individuals (professionals) in various walks of life and from different parts of the world, coming together with the purpose of Influencing change in their communities and the world at large. In a nutshell, it's an event for influential and accomplished individuals who wants to leave their positive footprints in our societies. This will be achieved through community building, networking, business opportunities, wealth building, scholarship programs, and creating bonds and support systems on the globe. Men and women with the Passion to create an impact in the world!

This event will also encourage and enforce local brands and business of each community to break borders. We will support and promote local inventions, innovations, brands, create business and employment opportunities in our communities.

MISSION STATEMENT

We aim to build a community of accomplished individuals (Professionals) across the globe, who thrive to create positive impacts by improving livelihood and preserving culture through networking and increasing access to opportunity.

VISION

We envisage to see young entrepreneurs breaking borders with their products and services on a global scale

OBJECTIVES

1. BUSINESS AND FUNDING OPPORTUNITIES:

To encourage young entrepreneur by creating an environment where they will advertise their products and find possible investor for their businesses thereby enhancing wealth building and financial stability.

2. NETWORKING AND COMMUNITY ENGAGEMENT:

To create a community to entrepreneurs, ambitious youths and sponsor that will engage to find possible partners and create identical groups.

3. ACCESSIBILITY TO QUALITY EDUCATION AND CAREER OPPORTUNITY:

To create space for networking between young Cameroonians and potential investor to have access to scholarship, job, and internship opportunities.

4. PURPOSE AND CULTURAL TRANSCENDENCE:

We seek to leverage cultural difference to enrich our perspective, bringing insightful views to the tables and assimilate values that will foster individual and communal development.

GOAL

This event will have an impact in the lives of at least **175 participants** by providing them with opportunities.

TARGET AUDIENCE

Our target audience is a mixture of local and international entrepreneurs, investors, ambassadors, innovators, and humanitarians across the globe ranging between 25 to 65 year old.

SPONSOR

The sponsor of this event will promote business and support **PAADS** to build a strong business community. Becoming a sponsor will help this company or organization to gain exposure and lasting relationship with key business leaders across the globe through networking and recognition. For example, Hilton is one of the most prestigious Hotel chains in the world. Sponsoring and promoting this life changing event will be an amazing opportunity, not only for its branding, but also increase revenue to the business.

CATEGORIES OF SPONSORSHIP

1. FINANCIAL SPONSOR:

These sponsors will be divided into three categories which are the platinum sponsor, the gold sponsor, and the silver sponsor.

A. PLANTINUM SPONSOR Price INVESTMENT 1,000,000 FCFA

This category of sponsors will have the following benefits

- ▶ Logo presence on advertising, including poster and tickets.
- ▶ A corporate write up in the event program (text provided by sponsor and approved by Executive Director).
- ▶ Opportunity to display company pop-up banner in premium location at event will be included.
- ▶ Press release acknowledging their support.
- ▶ Large Logo on event digital display.
- ▶ Acknowledgment in post-event advertisements.
- ▶ A table of 8 guests

B. GOLD Sponsor Price INVESTMENT 500,000 FCFA

This category of sponsors will have the following benefits:

- ▶ Press release acknowledging their support.
- ▶ A corporate write up in the event program (text provided by sponsor and approved by Executive Director).
- ▶ Large logo on event digital display.
- ▶ Prominent placement of company logo in event program.
- ▶ Prominent placement of company logo on gala dinner placemat; Logo on website sponsor's page.
- ▶ A table with 6 guests

C. SILVER SPONSORSHIP

This sponsorship level is for the community minded business who is interested in being a part of this exciting annual event.

- ▶ Patrons will be recognized with stage presence
- ▶ Announcements, a banner, and at the event

2. IN-KIND SPONSORSHIP. For example, Venue sponsorship:

As our in-kind Sponsor, they will provide us with the venue, decor set up of the event, and sound system with sound engineer.

BENEFITS:

- ▶ Logo presence on advertising, including poster and tickets.
- ▶ A corporate write up in the event program (text provided by sponsor and approved by Executive Director).
- ▶ Opportunity to display company pop-up banner in premium location at event will be included.
- ▶ Press release acknowledging your support.
- ▶ Large Logo on event digital display.
- ▶ Acknowledgment in post-event advertisements.
- ▶ Prominent placement of company logo in event program.
- ▶ Prominent placement of company logo on gala dinner placemat.
- ▶ Logo with link to your company website on the event website.

3. DIGITAL SPONSORSHIP:

As our media sponsor, you will assist in all our media contents, before and during the event.

BENEFITS:

- ▶ Logo presence on advertising, including poster and tickets.
- ▶ A corporate write up in the event program (text provided by sponsor and approved by Executive Director).
- ▶ Opportunity to display company pop-up banner in premium location at event will be included;
Press release acknowledging your support.
- ▶ Large Logo on event digital display.
- ▶ Acknowledgment in post-event advertisements.
- ▶ Prominent placement of company logo in event program.
- ▶ Prominent placement of company logo on gala dinner placemat.
- ▶ Logo with link to your company website on the Foundation website.

AMAZING RETURNS

Include:

- 1) PR deals
- 2) Mention in special guest talk.
- 3) Logo on event programme
- 4) Flyers at event
- 5) Banners in prominent places
- 6) Media coverage – online/ offline?
- 7) Event Testimonials happy clients



CONCLUSION

All organizations, companies and individuals taking part in this event will be contributing to making this world a better place through networking and business

THEY WILL BE THERE



Kirk Mayers
New York, USA



Tia Coleman
Abu Dhabi, UAE



Jasmine Oliver
Abu Dhabi, UAE



Maurice Unongo
Abuja, NIGERIA



Kim Hinds
Atlanta, Georgia,
USA



THANK YOU

P.A.A.D.S

PROFESSIONALS ACROSS AFRICAN DIASPORA SUMMIT