



3RD AAAG CONFERENCE

ACCRA - GHANA | 24 - 27 NOVEMBER 2025

**SPONSORSHIP
PACKAGES**



ABOUT US

THE AFRICAN ASSOCIATION OF ACCOUNTANTS-GENERAL

AAAG is a Pan-African organisation established to drive transformation, enhance transparency, and ensure accountability in the management of public finances. AAAG brings together the Offices of the Accountants General to fosters excellence in Public Finance Management (PFM) through collaboration, knowledge sharing, technical assistance, and capacity building, for enhanced service delivery and sustainable development.

More at www.aaag.org.zm

3RD AAAG CONFERENCE

The 3rd AAAG Conference will bring together over 2,000 participants from all five regions of Africa (North, South, East, West, and Central) and will feature thought leaders, policymakers, and PFM practitioners. The conference offers a platform for dialogue, knowledge sharing, and strategic partnerships in advancing the continent's financial governance agenda.

2000+

Expected delegates at the
3rd AAAG Annual Conference
in Accra, Ghana

ACCRA INTERNATIONAL
CONFERENCE CENTRE

24-27 NOVEMBER 2025

THE THEME

AFRICA OF TOMORROW: POSITIONING PFM FOR ECONOMIC PROSPERITY.

WHAT TO EXPECT

AT AFRICA'S PREMIER GATHERING FOR PUBLIC FINANCE PROFESSIONALS

The 3rd AAAG Conference is Africa's premier gathering for public finance professionals and presents an exceptional opportunity for sponsors to position their brands before key governance and public finance decision makers and professionals.

The three-day event includes:

- High-level addresses, plenary and thematic sessions
- Policy dialogues
- Technical discussions and exchanges
- Networking opportunities
- Exhibitions and side events

[LEARN MORE](#)



**3RD AFRICAN ASSOCIATION OF
ACCOUNTANTS GENERAL
CONFERENCE**

PARTNER WITH US

The 3rd AAAG Conference provides a variety of partnership and sponsorship opportunities designed to maximise visibility and engagement. Sponsors will have the opportunity to align their brand with a high-impact event on governance and public financial management, attracting over 2,000 in-person participants and thousands more following the proceedings online. This platform offers unmatched visibility among key PFM decision-makers and professionals from across Africa.



WHAT YOU GET AS A SPONSOR

The Conference will bring together over 2,000 delegates from across the continent – including senior public finance professionals, innovators, and investors.

Partnering with us offers exceptional benefits, including:



Premium brand visibility throughout the event



Extensive media exposure and recognition across all official platforms



Prime placement in the Conference booklet



Access to sessions and conference delegates



Opportunities to speak at the Conference



Increased exposure through the exhibition

And many more!

Principal Sponsor

\$ 100,000

Platinum Sponsor

\$ 75,000

Gold Sponsor

\$ 50,000

Silver Sponsor

\$ 30,000

Bronze Sponsor

\$ 15,000

Social event Sponsor

\$ 50,000

Tech sponsor

\$ 20,000

Badge Sponsor

\$ 7,500

View Full Sponsorship packages on the next page

Sponsorship Packages



Principal Conference Sponsor

USD 100,000



WHAT YOU GET

- **Exclusive brand exposure** with logo placement on conference branding materials (both printed and digital) during the entire duration of the Conference
- **Exclusive access to media** with invitation to be part of all media conferences and press briefings
- **Mention on all press releases,** conference website and all social media posters/visuals
- **Company profile** and logo on the conference webpage
- **Two (2) full pages** prime ad in the main conference booklet
- **10 full conference passes**
- **Speaker role** at the opening sessions
- **Prime exhibition booth** (27sqm; booth only)
- **Exclusive brand exposure** with logo placement on select materials (both printed and digital) during the entire duration of the Conference
- Recognition on the main event screen videos
- Company video on main event screens
- Inclusion on the post-event video
- Recognition at opening, closing & gala dinners
- Inclusion of company profile in the delegate branded material package (Memorabilia)
- Access to participant list for follow-ups
- Award of recognition & certificate

Platinum Sponsor

USD 75,000



WHAT YOU GET

- **Premium logo placement** on digital and select print materials
- **7 full conference passes**
- **Company profile and logo** on the conference webpage
- **Speaking opportunity** during one plenary session
- **Exhibition booth** (6m x 3m/18sqm)
- **Full-page ad** in the main conference booklet
- **Featured** on all press releases
- **Company video** on main event screens
- Recognition in post-event documentary
- Access to participant list for follow-ups
- Inclusion of company profile in the delegate branded material package (Memorabilia)
- Recognition at opening, closing & gala dinners
- Award of recognition & certificate

Gold Sponsor

USD 50,000



WHAT YOU GET

- Prominent logo on select event materials
- Company profile and logo on the conference webpage
- 5 full conference passes
- Exhibition booth (3m x 3m/9 square meters)
- Half-page ad in delegate guide
- Recognition in media & social platforms
- Company video on support screens
- Recognition in post-event documentary
- Inclusion of company profile in the delegate branded material package (Memorabilia)
- Recognition award & certificate.

Silver Sponsor

USD 30,000

WHAT YOU GET

- Logo on select materials and website
- 3 full passes
- Speaking opportunity in parallel sessions
- Exhibition booth (3m x 2m/6 sqm)
- Quarter-page ad in delegate guide
- Recognition in media and social posts
- Logo placement on the conference webpage
- Post-conference documentary recognition
- Inclusion of company profile in the delegate gift package (Memorabilia)
- Sponsor award & certificate

Bronze Sponsor

USD 15,000

WHAT YOU GET

- Logo on select materials and online platforms
- 2 full passes
- Sponsor Message opportunity during event breaks
- Exhibition booth (2m x 2m/sqm)
- Mention in social media posts
- Inclusion in event video highlights
- Sponsor award & certificate

Social Events Sponsorships

USD 50,000



Conference Gala Dinner Sponsorship (Limited; opportunity to brand, speak and distribute materials at the gala dinner)

Technology Partner

USD 20,000 / IN-KIND

Official conference Internet provider

- Logo on select posts online
- 2 full passes
- Sponsor Message opportunity during event breaks
- Mention in social media posts and event website
- Inclusion in event video highlights
- Sponsor award & certificate

Conference Badge Sponsor

USD 7,500

Logo on all Conference Lanyard

One Page Advert

USD 1,000

One page Advert placement within conference booklet

NEED MORE?

LET'S CURATE A SPECIAL PACKAGE

We offer **customised and tailored sponsorship packages tailored to fit your needs, work and services**. A tailor-made package could provide an opportunity for increased visibility for your products and services. We are ready to explore opportunities together.



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THE ROAD TO ACCRA

AFRICA OF TOMORROW: POSITIONING PFM FOR ECONOMIC PROSPERITY

Accra International Conference Centre
November 24 - 27, 2025 | Accra- Ghana

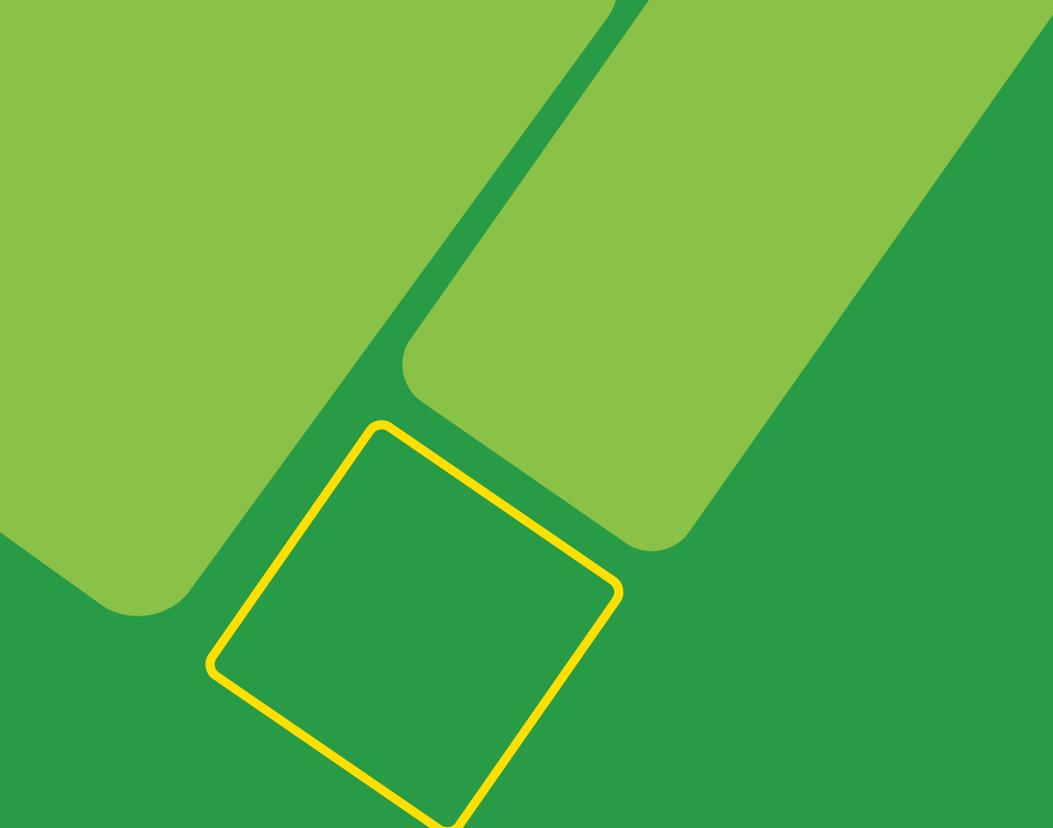
HOSTED BY



AFRICAN ASSOCIATION OF
ACCOUNTANTS - GENERAL

IN COLLABORATION WITH





TALK TO US TODAY

**AFRICAN ASSOCIATION OF ACCOUNTANTS GENERAL
(AAAG)**

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MORE ABOUT THE CONFERENCE

www.conference.aaag.africa