

BREAKTHROUGH SOLUTIONS FOR

Economic Inclusion & Advancement

SEPTEMBER 10-18, 2022 | OMAHA, NEBRASKA, USA + ONLINE | AFSUMMIT.COM

TABLE OF CONTENTS

ABOUT US 3

OVERVIEW OF THE 2022 SUMMIT & AWARDS 5
- Format of Global Leadership Africa Summit
- Tentative Agenda
- Expected Speakers, Key Topics, Benefits
- Gala & Awards Ceremony
- Testimonials

IMPACT OF THE SUMMIT 11
- Economic Impact
- Goals and Opportunity

SPONSORSHIP OPPORTUNITIES 13
- Tier One
- Tier Two
- Tier Three
- Past Sponsors

PROPOSED BUDGET 19

HISTORY OF THE SUMMIT 21
- 2018 Inaugural Summit
- 2019 Summit

PLANNING OF THE SUMMIT 25
- Host

SPONSORSHIP AGREEMENT 26

COVID-19 HEALTH SAFETY

As the result of the ongoing development with Covid-19, the Leadership Africa Summit returns on a hybrid format, harnessing the power of combined in-person and virtual experiences. We are committed to creating a safer environment for our in –person attendees following the Center of Disease Control, city and health officials guidelines.



Support us in creating a true economic inclusion and ensure the advancement of our diverse communities

Dear sponsors & partners,

The Global Leadership Africa Summit (GLAS) aims to gather professional leaders, entrepreneurs, corporate executives, small business owners, and change-makers of diverse backgrounds to celebrate diversity and inclusion at our annual conference in Omaha, Nebraska, US.

Since 2018, the Summit has attracted more than 1,200 participants from 15 cities to the in-person and virtual conference which features live conversations, breakout sessions, and generates rich networking and educational opportunities in professional and personal development. National and international speakers, such as actor, entrepreneur, and philanthropist Boris Kodjoe and video game developer: Lual Mayen, have presented at the 2021 Summit.

We intend to keep the momentum going at our next Global Leadership Africa Summit Week from September 10-18, It will feature topics such as economic inclusion, entrepreneurship and mental health. Scholarships will be awarded to African and Afro-descendant students, and community leaders will be honored during the gala.

At the Global Leadership Africa Summit, we rely on the support of local businesses, community partners, and sponsors, like you, to create engaging programming to ensure growth within the African and African American communities.

Your support will help us cultivate opportunities for scholarship, secure speakers and talents, promote our regions, offer mentorship, access to capital, education, and leadership training. We hope you would consider joining other community leaders in contributing to our event by making an equity pledge to help us strengthen our programming and community goodwill.

Your support will be greatly appreciated and will help create a positive impact on attendees and communities.

Thank you for your consideration.

Marco Kpeglo LeRoc
Creator & Host, Global Leadership Africa Summit

#1 gathering of global young professional African leaders, entrepreneurs, people who cherish Africa and value diversity.

ABOUT US

WHO WE ARE

The Global Leadership Africa Summit, formerly the Leadership Africa Summit, is the #1 gathering of global young professional African leaders, entrepreneurs, people who cherish Africa and value diversity.

WE ARE MORE THAN A CONFERENCE

The Global Leadership Africa Summit is more than a conference—it brings together a diverse community of young professionals, entrepreneurs, and game-changers. The summit offers live conversations + breakout sessions and generates rich networking opportunities while providing learning opportunities in professional development, entrepreneurship, health and diversity. The summit concludes with a gala and awards ceremony.

WHAT WE HOPE TO ACCOMPLISH

Our hope is to elevate Africans and people of color, provide learning opportunities, and promote great unity while creating diverse and inclusive communities based on respect and mutual understanding.

HONORING OUR SUPPORTERS

To honor our sponsors, partners, and participants, up to 15% will be donated to provide scholarships to black high school and college students with an emphasis in STEM and those in trade schools.



“I was honored to be asked to speak at such a fascinating event. The Global Leadership Africa Summit demonstrated inspirational content, quality education and inclusive fellowship. The Summit was so impactful that I took away more than I contributed.”

— **Sailu Timbo,** Vice President, Community & Diversity Relations, Hyvee (Des Moines, Iowa)

OVERVIEW

FORMAT OF THE GLOBAL LEADERSHIP AFRICA SUMMIT & AWARDS

Launch Party
To kick-off the Global Leadership Africa Summit, we will host an official launch party to announce presenters and speakers for the 2022 Summit.

Global Leadership Africa Summit Mixers
Global Leadership Africa Summit representatives will host a series of mixers in varied cities -- such as Minneapolis, Denver, Chicago, Washington D.C., Atlanta, – to recruit and engage registrants to participate in the Summit.

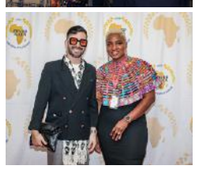
Global Leadership Africa Summit Week
The Global Leadership Africa Summit is a week - long celebration of diversity & inclusion with a series of events around topics that matter the most.

Gala & Awards Ceremony
The Global Leadership Africa Summit Awards will recognize change-makers who inspire and contribute to improving the personal and professional lives of Africans and people of African descent. We are also excited and humbled to honor people who also promote diversity and inclusion.

Scholarships Awards
Scholarships will be presented to high school and college students from Africa and African descents during the summit.









GLOBAL LEADERSHIP AFRICA SUMMIT WEEK
September 10 -18, 2022, Nebraska, USA

The Global Leadership Summit Week is a week - long of learning, growth, inspiration, connections and celebration of our diverse communities with an opening ceremony, sessions on topics from economic inclusion to mental health to technology entrepreneurship with keynote speakers, business expos, performances and a gala & award ceremony.

TENTATIVE AGENDA & GENERAL TOPICS

Saturday, September 10
Lincoln, Nebraska

- Cocktail & Business Connections

Sunday, September 11
Omaha, Nebraska

- Movie on the Green

Monday, September 12
Omaha, Nebraska

- Politics & Advocacy: Candidate Forums

Tuesday, September 13
Omaha, Nebraska

- Immigration & Policy

Wednesday, September 14
Omaha, Nebraska

- Breaking the Silence on Mental Health

Thursday, September 15
Omaha, Nebraska

- Innovation & Entrepreneurship
  - Tech Entrepreneurship
  - Social Media to Scale Business
  - Prepare Your Business for Funding & Government Contract

Friday, September 16
Omaha, Nebraska

- Leadership & Professional Development
- Global Affairs & Trade
- Apprenticeship + Engineering + Construction
- Resilience + Discipline
- Economic Inclusion
- Wealth Creation for Blacks
- Web 3.0/Cryptocurrency/Blockchain
- Reconnect with Africa & Bridge the Gap
- Beauty & Wellness

Saturday, September 17
Omaha, Nebraska

- Bus Tour: Discover Nebraska
- Gala + Awards Ceremony

Sunday, September 18
Omaha, Nebraska

- Epic Soccer Tournament

SURPASSING EXPECTATIONS: THE 2022 GLOBAL LEADERSHIP AFRICA SUMMIT

Theme: Breakthrough solutions for economic inclusion and advancement

It's time to move from talks to actions with tangible goals. The summit will explore proven actions to create a culture of inclusion from: access to capital and contracts, skills development, well-being, retention of diverse employees with pipeline to c-suite, entrepreneurship, and innovation. By reducing barriers to economic inclusion, we create opportunities for black people to advance, close the racial wealth gap, and foster economic growth of our communities.

KEY TOPICS:

- Economic Inclusion & Wealth Creation
- Professional Growth & Leadership
- Entrepreneurship & Innovation
- Mental Health & Wellness
- Global Affairs & Trade
- Beauty & Wellness

PROSPECTIVE KEYNOTE & EMPOWERING SPEAKERS:

- Dennis Richelieu – Cofounder & CEO, Sundial Brands
- John Hope Bryant – Entrepreneur, CEO & Founder, Operation Hope
- Tope Ayotona – CEO & Founder of Calendly
- Daymond John – Investor & Entrepreneur

BENEFITS:

- Learning and inspiration from iconic visionaries
- Building diverse workplaces and communities
- Finding new ways to improve health & well-being
- Acquiring leadership and professional development skills for career success
- Gaining networking opportunities with diverse groups of cultural leaders and change-makers





GALA & AWARDS

A REGAL ARRIVAL: THE GALA & AWARDS CEREMONY

Gala & Awards Ceremony, Saturday

The Global Leadership Africa Summit is an opportunity for attendees to dress up and celebrate the honorees while enjoying great food and entertainment. Previous year's honorees include:



2021 Global Leadership Africa Summit Recipients

WHAT PREVIOUS PARTICIPANTS ARE SAYING:

"Anyone taking time to attend the Global Leadership Africa Summit will agree that it is a very positive learning experience, with programming well aimed to enhance skills and inform attendees of terrific opportunities in local, national and international business. **The networking opportunities are impressive and for the City of Omaha, this event is a signature and visible attraction that highlights opportunities that have too often been overlooked.** The event and regional attendance were impressive. Don't miss the next one" — **Hal Daub,** **Former Congressman, Mayor of Omaha, and Retired Husch Blackwell attorney. (Omaha,Nebraska)**

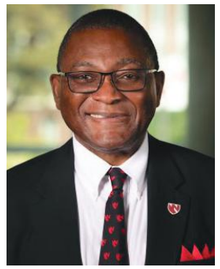




"I've accomplished so much after attending the Leadership Africa Summit. It's a must go event."

— **Denise Khumalo,** **Film Director (Los Angeles, California)**

"The Global Leadership Africa Summit is a unique event designed for the advancement of Africans and black people through its programming and the speakers that participate. As a speaker myself, I always enjoy connecting with a diverse group of professionals in attendance. It's a must - attend event for anyone who wants to learn and grow from the experiences and insights of outstanding community and national leaders in a meaningful way". — **Dele Davies,** **Dean for Graduate Studies at University at Nebraska Medical Center (Omaha, Nebraska)**





"The Global Leadership Africa Summit is a critical platform in reshaping Africa's narrative, particularly in the West. The conference provides a unique opportunity to learn, network, and connect with members of the diaspora with a shared interest in Africa. The Leadership Africa Summit is intentional about setting the stage and contributing towards Africa's economic, social, and cultural development through dialogue and empowerment. **I look forward to participating each year.**"

— **Sandra Appiah,** **CEO of Face2Face Africa (New York City, NY)**



"The 2019 Leadership Africa Summit was an awe-inspiring event that brought Africans in diaspora, friends, and supporters of Africa together. I could feel the invigorating and inspiring energy in the room. Marco LeRoc and his team outdid themselves proud in empowering, inspiring and connecting people with a purpose and vision."

— **Claudia Koerbler,** **Knowledge Management Specialist, World Bank Group and Founder of Global Storytelling (Washington, DC.)**

"Global Leadership Africa Summit was a phenomenal all encompassing conference. Bringing not only the community together with one goal of improving and empowering the continent of Africa. Boris Kodjoe's exceptional keynote speech was not only moving but a powerful testament when action and unity can coincide together." — **James Sanigular II,**
AYO Foods which is the first West African frozen food line in the United States. (Chicago, Illinois)



AN OPPORTUNITY TO RE-IMAGINE WITH US

Your support of the 2022 Global Leadership Africa Summit is invaluable. It helps us provide great benefits to participate and tremendous opportunities to companies and organizations like yours.

9 REASONS WHY YOU SHOULD SUPPORT THE GLOBAL LEADERSHIP AFRICA SUMMIT

- Create communities of diverse professionals and entrepreneurs
- Make diversity and inclusion part of companies' cultures
- Emphasize companies and organizations' equity pledges
- Support underrepresented business owners
- Provide scholarships to under-served high school students
- Build exceptional business relationships with community leaders and entrepreneurs
- Increase brand visibility and perceived image
- Exposure to national and international markets
- Attract diverse workforce

GLOBAL LEADERSHIP AFRICA SUMMIT IMPACT

The Leadership Africa Summit is known for assembling a robust group of young professionals, entrepreneurs, and change-makers. Since 2018, we've hosted **50+ inspirational speakers** and more than **1,200 participants** from over **15 cities and 7 countries** (virtually) gathered to learn, build professional networks, and increase their inspirations. With that motivation, all kinds of positive actions are generated creating more vibrant communities.

1,200+ Attendees	**50+** Speakers	**15+** Cities Represented
30+ Companies & Organizations Involved		**35+** Countries

SOME OF THE PAST KEYNOTE & EMPOWERING SPEAKERS:

- **Boris Kodjoe:** Actor, Director, Producer, Entrepreneur, and Philanthropist
- **Thione Niang:** International Motivational Speaker, Social Entrepreneur, Co-Founder of Akon Lighting Africa, Founder of Jeuf Zone
- **Lual Mayen:** CEO and Founder of Junub Games
- **Dr. Tererai Trent:** Distinguished as Oprah Winfrey's "All-Time Favorite Guest," a Scholar, Humanitarian, Motivational Speaker, Educator, Author, and Founder of Tererai Trent International
- **Joanne Li, PH.D.:** Chancellor, University of Nebraska at Omaha
- **Dr. Dele Davies:** Senior Vice Chancellor for Academic Affairs, University of Nebraska Medical Center
- **Captain Komi Afetse:** Author/Speaker, Database Systems Engineer, Team Leader at 404th Civil Affairs & Psychological Operations Battalion, U.S. Army Reserve
- **Lisa Curtis:** Founder & CEO of Kuli Kuli Foods and a Forbes 30 Under 30 Social Entrepreneur
- **Sandra Appiah:** CEO and Founder of Face2Face Africa
- **Chris Faloyan:** CEO of Mall for Africa

GOALS AND OPPORTUNITIES

The Global Leadership Africa Summit hopes to capture the attention of dignitaries, investors, and business and community leaders to secure agreements on future priorities. At each conference we bring in new actors and ideas to promote a change in attitudes and actions at international, national and local levels. A few of the short and long term goals we hope to achieve in the coming years are as follows:

SCHOLARSHIPS

To address the African American achievement gap and meet today's needs, the Global Leadership Africa Summit in partnership with the League for African Advancement, Inc., has the goal to offer $20,000 in scholarships for the year 2022 to honor sponsors and attendees. This scholarship opportunity will focus on high schools and college students of African and African descents, especially those in STEM.

INVESTING IN AFRICAN & AFRO – DESCENDANT WOMEN ENTREPRENEURS

Black women entrepreneurs face challenges from being underfunded and under-resourced to develop to grow business. By reducing the earning gap, black women can create jobs and close the wealth gap. To be part of the solution, we are launching the One Million Global Entrepreneurship Fund, which will provide a direct investment of dollars into African & African –descendants of women-owned small business owners with a goal of $50,000 in 2022.





TIER ONE

PARTNERSHIP SPONSORSHIPS 2022

BENEFITS	ELITE SPONSOR $150,000	CHAMPION SPONSOR $100,000	PREMIER SPONSOR $75,000
RECOGNITION AS THE OFFICIAL PRESENTING TITLE SPONSOR OF THE EVENT	THREE YEARS	TWO YEARS	ONE YEAR
PREMIUM SEATING AND REGISTRATION*	20 VIP TICKETS/LOGINS	16 VIP TICKETS/LOGINS	16 VIP TICKETS/LOGINS
PRE-GALA EVENT VIP COCKTAIL HOUR SPONSOR	✓	✓	✓
INVITATION FOR GUESTS TO ATTEND THE PRE-GALA EVENT VIP COCKTAIL HOUR	20 GUEST	16 GUEST	16 GUEST
PARTNERING AWARDS SPONSOR: NAME ON SCHOLARSHIP AWARDS	✓	✓	✓
PARTNERING AWARDS SPONSOR: NAME ON GALA AWARDS	✓	✓	✓
ADVERTISING ON SOCIAL MEDIA PLATFORMS AND PROMOTIONAL PRINTS REACHING	✓	✓	✓
COMPANY LOGO ON SUMMIT WEBSITE FOR ADDED VISIBILITY	✓	✓	✓
FULL PAGE AD IN THE SUMMIT BOOKLET	✓	✓	✓
BOOTH AT THE SUMMIT	✓	✓	✓
ADVERTISING VIA PROMOTIONAL VIDEOS	✓	✓	✓
COMPANY LOGO DISPLAYED THROUGHOUT THE SUMMIT	✓	✓	✓
COMPANY LOGO ON THE SUMMIT BACKDROP	✓	✓	✓
RECOGNIZED AS A LUNCH SPONSOR	✓	✓	✓
ITEM(S) FROM COMPANY INCLUDED IN THE ATTENDEES' BAG	✓	✓	✓
COMPANY NAME INCLUDED IN EMAIL TO ATTENDEES	✓	✓	✓
EXCLUSIVE MENTION AS THE INDUSTRY LEADER IN PROMOTIONAL MATERIAL(S)	✓	✓	✓
COMPANY EXECUTIVE/REPRESENTATIVE(S) TO SPEAK/PRESENT AT THE SUMMIT ON APPROVED TOPIC(S)	✓	✓	✓
FEATURED PRE-APPROVED VIDEO OF THE COMPANY AT THE OPENING CEREMONY	✓	✓	✓
COMPANY NAME/LOGO ON BILLBOARD AS	THE OFFICIAL PRESENTING TITLE SPONSOR	TITLE SPONSOR	TITLE SPONSOR
COMPANY'S SIGNAGE ON THE PODIUM AND VISIBLE TO ENTREPRENEURS, LEADERS, AND GAME CHANGERS	✓	✓	✓
BRANDING WITH PROMOTIONAL MESSAGES OF INCLUSION DURING THE SUMMIT	✓	✓	✓
COMPANY'S NAME AND LOGO DISPLAYED AT THE REGISTRATION BOOTH	✓	✓	✓
COMPANY LOGO AND NAME ON THE LEADERSHIP AFRICA SUMMIT'S HOME PAGE	✓	✓	✓
COMPANY LOGO ON THE BACKDROP AT THE AWARDS AND GALA CEREMONY	✓	✓	✓
FEATURED ON TV AND RADIO COMMERCIALS AS	THE OFFICIAL PRESENTING TITLE SPONSOR	TITLE SPONSOR	TITLE SPONSOR

***Tickets can be offered to nonprofits, VIP tickets include: Welcome Reception, Main Event, Workshops and Gala**

TIER TWO

TRANSFORMATION SPONSORSHIPS 2022

BENEFITS	PRESENTING SPONSOR $50,000	DIAMOND SPONSOR $30,000	PLATINUM SPONSOR $20,000
RECOGNITION AS A	PRESENTING SUMMIT TITLE SPONSOR	PRESENTING GALA SPONSOR	SPONSOR OF OPENING SPEAKER
PREMIUM SEATING AND REGISTRATION*	12 VIP TICKETS/LOGINS	10 VIP TICKETS/LOGINS	10 VIP TICKETS/LOGINS
INVITATION TO ATTEND THE PRE-GALA EVENT VIP COCKTAIL HOUR	12 GUEST	10 GUEST	10 GUEST
ADVERTISING ON SOCIAL MEDIA PLATFORMS AND PROMOTIONAL PRINTS REACHING	✓	✓	✓
COMPANY LOGO ON SUMMIT WEBSITE FOR ADDED VISIBILITY	✓	✓	✓
FULL PAGE AD IN THE SUMMIT BOOKLET	✓	✓	✓
BOOTH AT THE SUMMIT	✓	✓	✓
ADVERTISING VIA PROMOTIONAL VIDEOS	✓	✓	✓
COMPANY LOGO DISPLAYED THROUGHOUT THE SUMMIT	✓	✓	✓
COMPANY LOGO ON THE SUMMIT BACKDROP	✓	✓	✓
RECOGNIZED AS A LUNCH SPONSOR		✓	
ITEM(S) FROM COMPANY INCLUDED IN THE ATTENDEES' BAG	✓	✓	✓
COMPANY NAME INCLUDED IN EMAIL TO ATTENDEES	✓	✓	✓
EXCLUSIVE MENTION AS THE INDUSTRY LEADER IN PROMOTIONAL MATERIAL(S)	✓		
COMPANY EXECUTIVE/REPRESENTATIVE(S) TO SPEAK/PRESENT AT THE SUMMIT ON APPROVED TOPIC(S)	✓		
FEATURED PRE-APPROVED VIDEO OF THE COMPANY AT THE OPENING CEREMONY	✓		
COMPANY NAME/LOGO ON BILLBOARD AS A TITLE SPONSOR	✓		
COMPANY'S SIGNAGE ON THE PODIUM AND VISIBLE TO ENTREPRENEURS, LEADERS, AND GAME CHANGERS	✓		
BRANDING WITH PROMOTIONAL MESSAGES OF INCLUSION DURING THE SUMMIT COMPANY'S NAME AND LOGO DISPLAYED AT THE REGISTRATION BOOTH	✓		
COMPANY LOGO AND NAME ON THE LEADERSHIP AFRICA SUMMIT'S HOME PAGE	✓		
COMPANY LOGO ON THE BACKDROP AT THE AWARDS AND GALA CEREMONY	✓		
FEATURED ON TV AND RADIO COMMERCIALS AS A TITLE SPONSOR	✓		

*Tickets can be offered to nonprofits, VIP tickets include: Welcome Reception, Main Event, Workshops and Gala

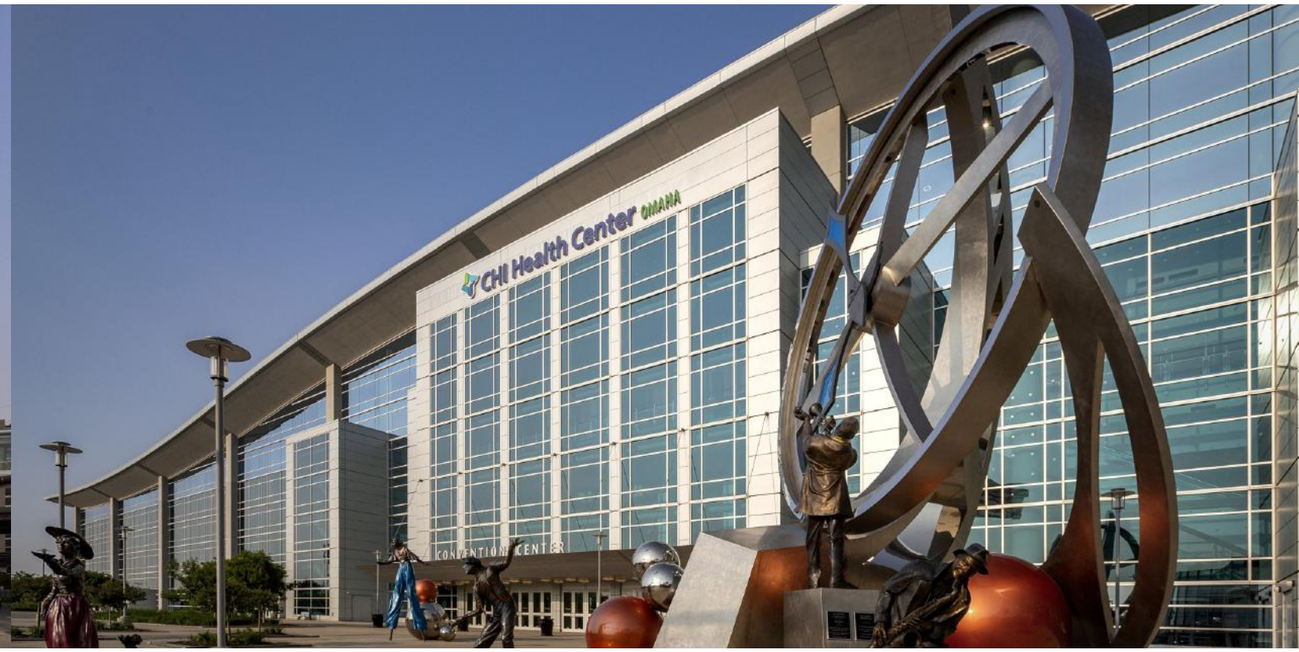
TIER THREE

SUPPORTER SPONSORSHIPS 2022

BENEFITS	GOLD SPONSOR $10,000	SILVER SPONSOR $5,000	BRONZE SPONSOR $2,500
RECOGNIZED AS THE SPONSOR OF WORKSHOPS	✓		
PREMIUM SEATING AND REGISTRATION*	8 VIP TICKETS/LOGINS	6 VIP TICKETS/LOGINS	4 VIP TICKETS/LOGINS
INVITATION TO ATTEND THE PRE-GALA EVENT VIP COCKTAIL HOUR	8 GUEST		
ADVERTISING ON SOCIAL MEDIA PLATFORMS AND PROMOTIONAL PRINTS REACHING	✓	✓	✓
COMPANY LOGO ON SUMMIT WEBSITE FOR ADDED VISIBILITY	✓	✓	✓
AD IN THE SUMMIT BOOKLET	FULL PAGE	HALF PAGE	1/4 PAGE
BOOTH AT THE SUMMIT	✓	✓	
ADVERTISING VIA PROMOTIONAL VIDEOS	✓		
COMPANY LOGO DISPLAYED THROUGHOUT THE SUMMIT	✓	✓	

*Tickets can be offered to nonprofits, VIP tickets include: Welcome Reception, Main Event, Workshops and Gala





SOME OF OUR PAST SPONSORS

FACEBOOK
valmont
MIDLANDS AFRICAN CHAMBER
your energy partner
OPPD
Omaha Public Power District
Buoyant Family Services
John Ekeh LAW OFFICES
JAN-PRO
Measurable Cleaning. Guaranteed Results.®
aYo
GistHouse
Lozafina
MARKETING. PUBLIC RELATIONS.
WILHELM MORTGAGE
METROPOLITAN Community College
HAYES & ASSOCIATES, LLC
CPAs | Consultants
BORSHEIMS
MAKING MOMENTS FOR 150 YEARS
Creighton UNIVERSITY
BANK OF THE WEST
BNP PARIBAS
GREATER OMAHA CHAMBER
PITCH
NEBRASKA
DEPT. OF ECONOMIC DEVELOPMENT
MODUS
HyVee
UNION PACIFIC
fnbo
University of Nebraska Omaha
Mayor Jean Stothert Office
UNMC
BREAKTHROUGHS FOR LIFE.
Tyson
BEAUTIFUL LIFE
MEDICAL TRANSPORT
cobalt
CREDIT UNION
T&N Reliable
Nursing Care, LLC
MALL OF Africa
ADVANCED DENTAL SLEEP TREATMENT CENTER
AGILE TRANSFORMATION
Building Lean High Performing Teams!
MODUVATED TO BE FIT
westinfoods

DEMOGRAPHICS

GLOBAL LEADERSHIP AFRICA SUMMIT

55% Female

45% Male

55% African

27% African American

13% White

5% Others

AGE

- Under 18..... 5%
- 18—24..... 15%
- 25—35..... 40%
- 36—51..... 35%
- 52—70..... 5%

Attendees Origin

Local/State 65%
National 20%
International 15%

$ INCOME

$0 to $24,999 ..... 5%
$25k – $49k 20%
$50k – $74,999..... 40%
$75k – $99,999..... 25%
$100k – and above .. 10%

PROPOSED BUDGET

Projected Expenses 2022 Global Leadership Africa Summit

SPEAKERS	
Keynote Speakers	$85,000
Empowering Speakers	$10,000
Travel/Airline	$5,300
Hotels	$4,700
Meals	$850
Welcome Gifts/Baskets	$150
Thank You Awards/Plates	$800
TOTAL SPEAKERS	**$106,800**

AMBASSADORS	
Hotels	$3,400
Travels	$3,700
Meals	$1,700
TOTAL AMBASSADORS	**$8,800**

PRODUCTION	
Stage/Screen/Lighting	$12,000
Video Production	$8,200
Photographer	$2,800
DJ	$2,300
Decorations	$5,300
Rentals	$1,600
TOTAL PRODUCTION	**$32,200**

WELCOME RECEPTION	
Venue	$3,000
Food	$11,000
Talent	$6,000
TOTAL WELCOME RECEPTION	**$20,000**

LOGISTICS	
Ballroom Conference	$8,350
Breakrooms	$2,200
Booth/Setup	$1,800
Car Rental	$2,800
Equipment Rentals	$4,400
Security	$3,800
Badges	$2,350
TOTAL LOGISTICS	**$25,700**

MARKETING	
Website	$3,500
Backdrops	$1,300
Radio & TV ads	$7,300
Social Media Ads	$6,300
Booklets	$1,200
Flyers/Postcards	$1,200
T-shirts	$360
TOTAL MARKETING	**$21,160**

LUNCH & BREAKFAST	
Coffee/Tea/Water	$350
Breakfast	$5,500
Snacks	$460
Lunch	$23,000
TOTAL LUNCH & BREAKFAST	**$29,310**

GALA & AWARDS	
Talent/Speaker	$8,500
Cocktail	$3,800
Food	$24,500
Venue	$3,500
AV	$1,700
Awards	$1,200
TOTAL GALA & AWARDS	**$43,200**

LAUNCH PARTY	
Talent	$7,000
Venue	$2,500
Appetizers/Food	$6,800
TOTAL LAUNCH PARTY	**$16,300**

CITY MIXERS	
Kansas - Mixer	$2,500
Minneapolis - Mixer	$2,300
Atlanta - Mixer	$8,700
Des Moines - Mixer	$1,500
TOTAL COST OF MIXERS	**$15,000**

COST OF SPONSORSHIP	
Meetings (Meals + Coffees)	$4,500
Sponsorship Packages	$1,900
Sponsorship Director	$8,000
Travels	$5,300
TOTAL COST OF SPONSORSHIP	**$19,700**

SUPPORT STAFF	
Event Planner	$6,500
PR/Communication	$5,200
Social Media	$4,000
Graphic Designer	$6,500
Web Designer	$2000
Strategic Planning	$2,500
Marketing SEO	$2,500
Assistant	$9,700
Interns	$3,000
TOTAL SUPPORT STAFF	**$41,900**

ADMINISTRATIVE	
Office Supplies	$200
Mailing	$675
Printing	$1,100
TOTAL ADMINISTRATIVE	**$1,975**

OTHER	
Total Misc	$25,000
TOTAL OTHER	**$25,000**

TOTAL PROJECTED COST	**$404,745**

IMPACT OF THE SUMMIT

ECONOMIC IMPACT

The summit will have a direct economic impact of $193,000 through booking venues, hiring support staff, marketing and operating expenses.

PROMOTING NEBRASKA AND THE REGION

Seeking to change people's perceptions of Omaha and Nebraska, the event will feature presentations from city and state officials on why Nebraska is welcoming to people of color as well as a great place to live and do business. The wide range of national and international speakers will amplify visibility for the city and state.

EDUCATION

Through different workshops and keynote speakers' teachings and stories, participants will acquire incredible knowledge and skills. To honor attendees and sponsors, the Global Leadership Africa Summit, in partnership with the League for African Advancement, Inc., will provide scholarships to African and African- descended students.

CULTURAL DIVERSITY & MULTICULTURAL COMMUNICATION

Our communities, workplaces, and schools increasingly consist of various cultural and racial groups. The summit will allow participants to learn about cultural diversity and how to communicate with—and value—different cultures. It will also help participants increase their level of understanding about other cultures and be proactive in valuing people from different backgrounds. The summit will help emphasize the importance of embracing diversity as a catalyst to inspire creativity, be competitive, build productivity and create opportunity for growth.

HISTORY OF THE SUMMIT

Since launching in 2018, the Global Leadership Africa Summit is becoming the preeminent forum for African leaders and community members to come together in the Midwest. The purpose of the event has been to assemble young professionals, entrepreneurs, African business leaders and people who value Africa. With a focus on diversity and growth opportunities, the summit brought together 350 professionals in 2018, followed by 450 participants and 315 gala attendees in 2019. Due to the COVID-19 pandemic, the 2020 summit was canceled.

2018 SUMMIT OVERVIEW

The inaugural Leadership Africa Summit was held on August 26, 2018 at the Scott Conference Center in Omaha, Nebraska. With an anticipated attendance of 200, the summit brought in 350 participants.

HIGHLIGHT OF THE SUMMIT: Thione Niang, Motivational Speaker and Co-Founder of Akon Lighting Africa was the highlight of the summit with his powerful message of hope and encouragement. Other key speakers include: Dr. Dele Davies, Senior Vice Chancellor for Academic Affairs at the University of Nebraska Medical Center, Sally Elatta, President of Agile Transformation, Inc. and Founder of Agility Health, and Toyin Umesiri, Chief Executive Officer, Nazaru.

Diversity of Conference Format: In addition to the keynote speakers, empowering speakers such Tayo Rockson, Dave VanderGriend, and Karissa Johnson engaged the audience with their stories and teachings. Different panels from "Thriving Entrepreneurs" to "Women Who Lead" gave the audience the opportunity to learn about entrepreneurship, women's empowerment, community impact and leadership.

Lunch & Awards: During lunch, participants were able to connect and build relationships while celebrating five community leaders who received awards for creating positive changes in African communities.

CLOSING RECEPTION: The closing reception was held at the Hilton Garden Inn Aksarben Village with a book signing and interaction with keynote speaker, Thione Niang.

2019 SUMMIT OVERVIEW

The Second Leadership Africa Summit was held in Omaha, Nebraska on April 13, 2019. The theme of the summit was Shifting Tides: Uplifting Professional Knowledge and Amplifying Diversity. The summit included a variety of speakers, workshops and events to highlight the importance of celebrating diversity within African leadership. The summit was attended by 450 people, the majority of whom were African diasporans and friends of Africa from the Nebraska area, with others traveling from 15 different cities from Los Angeles to Chicago to Washington, D.C.

INSPIRING SPEAKERS: The Ted Talk format for speakers allowed the audience to engage and absorb information. Each speaker was inspiring and many people in the audience were impressed. The keynote speaker, Dr. Tererai Trent, one of Oprah's favorite guests, traveled from Tanzania, East Africa and was by far the best speaker. Some of the other speakers included Sandra Appiah of Face2Face Africa, Chris Folayan of Mall for Africa and Lisa Curtis of Kuli Kuli.

DIVERSITY OF CONFERENCE ACTIVITIES: The combination of the welcome dinner, the conference, the workshops, lunch, the gala and after party made for a variety of opportunities and settings for conference-goers to interact and get to know one another.

ENGAGED PARTICIPANTS: Attendees were impressed with the speakers and excited to build community. Many people expressed their excitement to return the following year to continue to grow their network and participate in a fun and interesting African event.

GALA & AWARDS CEREMONY: The gala and awards ceremony was held at the Hilton Downtown Omaha with host and comedian Dulo, who entertained participants. The gala concluded with presentations of awards.

















2021 SUMMIT OVERVIEW

What would have been the Fourth Global Leadership Africa Summit became the Third edition because the 2020 Summit was cancelled due to the Covid-19 Pandemic.

WELCOME RECEPTION: The 2021 Global Leadership Africa Summit Welcome Reception was held on Friday, October 22, 2021 at the Embassy Suite, La Vista. The 100+ attendees had the opportunity to build business and professional connections. The headliner of the evening was Robert Evnen, Nebraska Secretary of State who emphasizes on the state efforts toward diversity & inclusion. Other speakers include: the Host, Marco Kpeglo LeRoc; Karen Gibler, President of the Sarpy Chamber of Commerce; Matt Sexton, Community Manager at Facebook; and Karine Sokpoh, President, Midlands African Chamber

HIGHLIGHT OF THE SUMMIT: The2021 Global Leadership Africa Summit took place at the DoubleTree By Hilton, in downtown Omaha, on Saturday, October 23, 2021. A little over 350 participants attended in-person while 175+ joined virtually from around the nation and 8 countries including: France, UK, Togo, Ghana, Canada, Benin, Gabon, and Niger. Participants enjoyed a continental breakfast before the programs started and visited 20 + vendors in attendance. With the theme, Together Forward: Reshaping our narrative and improving our well being, the summit had opening remarks from former Omaha Mayor & Congressman, Hal Daub; as well as city and state officials including: Anthony Going, Director of Economic Development for the State of Nebraska and Keith Station, Deputy Chief of Staff for Diversity, Equity & Inclusion, representing Omaha Mayor Jean Stothert.

Topics such as: diversity, mental health, Covid -19, entrepreneurship, leadership, women empowerment, and money management were discussed during the mastermind lunch and at different workshops.

INSPIRING & EMPOWERING SPEAKERS: The combination of the Ted Talk and panel formats allowed participants to engage with the speakers. Actor, movie director, and entrepreneur: Boris Kodjoe was the keynote speaker for the summit. Other inspiring speakers include: Lual Mayen, CEO & Founder of Junub Games; Joanne Li, Chancellor, University of Nebraska at Omaha, and Captain Komi Afetse, Team Leader at 404th Civil Affairs & Psychological Operations Battalion, US Army Reserve.

GALA & AWARDS CEREMONY: The gala and awards ceremony was held at the Doubletree Omaha Downtown, honoring local and national leaders in the areas of entrepreneurship, community impact, and leadership. International award- winning singer, actress, and songwriter, Simi from Nigeria performed live at the gala while comedian Dulo acted as Emcee and host.







PLANNING OF THE SUMMIT



HOST

Marco Kpeglo LeRoc hosts the Global Leadership Africa Summit. The event's creator, LeRoc is an emerging thought leader and a leading personal achievement expert. He is the founder of Marco LeRoc & Co., an organization that inspires people to grow personally and financially.

LeRoc is the author of three books and has been featured on many international and national news outlets, including the Huffington Post, ABC7 Good Morning Washington, Yahoo Finance, CBN News, Black Enterprise, Good Morning Ghana, WGN and Forbes Africa.

An international speaker, LeRoc has engaged audiences in the Americas, Europe, and Africa on the subjects of financial literacy education and self-leadership/ leadership.

LeRoc is a go-getter and impacts others through coaching as well as his show Inside a Great Mind on Marco LeRoc TV. In addition to being featured in the Metro Magazine, he is a 2019 Midlands Business Journal 40 Under 40 honoree and Metropolitan Community College's 2021 Distinguished Alumni Award recipient.

afsummit.com
info@afsummit.com
+1-402.218.6979

SPONSORSHIP PLEDGE/AGREEMENT

Pledge to support the Global Leadership Africa Summit Week at:

SUPPORTER
Sponsorship Level

- ☐ $2,500 Bronze Sponsor
- ☐ $5,000 Silver Sponsor
- ☐ $10,000 Gold Sponsor

TRANSFORMATION
Sponsorship Level

- ☐ $20,000 Platinum Sponsor
- ☐ $30,000 Diamond Sponsor
- ☐ $50,000 Presenting Sponsor

PARTNERSHIP
Sponsorship Level

- ☐ $75,000 Premier Sponsor
- ☐ $100,000 Champion Sponsor
- ☐ $150,000 Elite Sponsor

Sponsorship Agreement & Terms

This sponsorship agreement defines the framework of understandings regarding payments, terms, compliances, use of trademarks and termination.

We are committed to offering our sponsors and partners the benefits of:

1. Promoting their organizations, products, and services locally, nationally, and internationally
2. Embracing and advancing diversity & inclusion
3. Making positive impact in our communities

Terms and Conditions:

This Corporate Sponsorship agreement is entered between the **Global Leadership Africa Summit**/the League for African Advancement, Inc. and _____to set forth the terms and conditions upon which the sponsor/partner agrees to be a sponsor of the **Global Leadership Africa Summit Week** on September 10 – 17.

Duration & Termination The term for this Sponsorship agreement begins on the date of the signed contract or when the payment / first payment is received according to the payment arrangements between both parties. This contract will end on October 31, 2022.

Payments Payments or the first payment must be made and received no later than **March 31, 2022**, and the second payment by **May 31, 2022**. Payments are made to the Global Leadership Africa Summit and mailed to 18006 Dewey Circle, Elkhorn, Nebraska 68022 **OR** by electronic transfer to the **Global Leadership Africa Summit – Core Bank, Account Number: 0500 969 522 Routing Number: 10400 1808**

Payments are not tax deductible unless through the League of African Advancement, Inc. a 501(c) (3) organization under the Internal Revenue Code.

Sponsorship Materials Subject to the terms and conditions of this Sponsorship Agreement and sponsorship levels, the sponsor/partner grants the Global Leadership Africa Summit the right to use trademarks, trade names, logo publications, in any advertising medium and marketing materials, provided by the sponsor/partner solely for the summit.

Waiver and Indemnity Sponsors and partners agrees to waive any and all claims against the Global Leadership Africa Summit and its affiliates from losses, damages, fines, including injury and death that may arise during the Global Leadership Africa Summit and which they could not control.

Force Majeure In the event the Global Leadership Africa Summit Week is forced to cancel due to inclement weather or consequences of Covid-19 or other reasons, no refunds are allowed. The organizer will reschedule the event.

Organization/Company

Organization/Company Name: _____

Address: _____

Phone: _____ Email: _____

Name and Title: _____ Date: _____

Signature: _____

Global Leadership Africa Summit

Name and Title: _____ Date: _____

Signature: _____









global

hybrid-event

leadership africa summit









SEPTEMBER 10–18, 2022

afsummit.com | info@afsummit.com