



CMFEST

Africa 2024

November 2, 2024 | Lagos, Nigeria



Community for Business Growth

In the past, businesses have relied largely on traditional marketing, word of mouth, digital marketing and all the more obvious forms of marketing. They have relied heavily on their own networks and resources to expand, often limited by geographic and industry boundaries. Today, the power of community has become a game-changer for growth and we believe that in the coming years, so much more can be done if we leverage the art of building communities.

The theme for CMFEST 2024, "Community for Business Growth," highlights how building and nurturing a community can impact the success of businesses in Africa. Over 400 community managers will come together to discuss the need to build communities to achieve company-wide goals.

Communities have an incredible ability to build a sense of belonging that fosters trust, ultimately making customers more likely to advocate for a brand, give valuable feedback, and even contribute to innovation.

Through community, businesses are no longer just selling products or services—they're creating ecosystems that drive sustainable growth, innovation, and brand loyalty.





1 Day of Growth & Networking

A full day of facilitated sessions, in-depth discussion on several community-focussed topics and networking sessions among community builders



1 Keynote session

Effective and inspiring keynote speech by distinguished community builders in Africa.



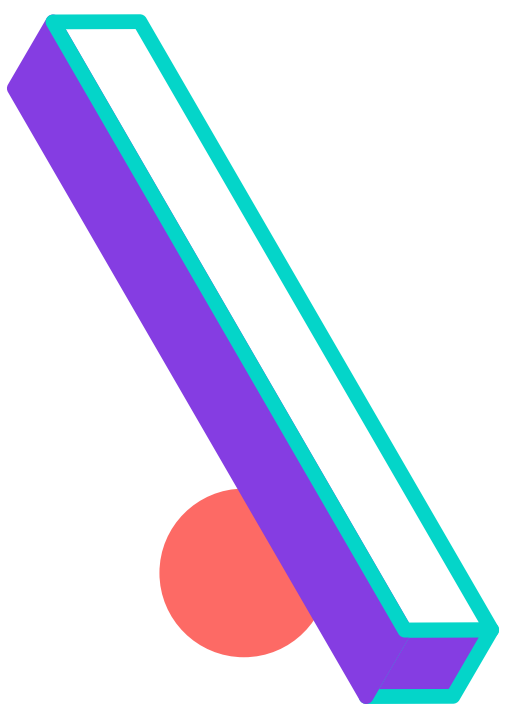
400+ Attendees

Over 400+ community builders, managers, executives, advocates and community-led companies.



10+ speakers

Groundbreaking and solution driven conversations by African community builders.



Our History

Two Years of Celebrating African Community Managers

For two consecutive years, we've hosted the Community Managers in Africa Festival. This event has fostered over 30+ impactful conversations and led to the activation of numerous programs and initiatives for companies globally. Our vibrant community (CLA & C4A) boasts over 1,000 community managers and developer advocates from 18 African countries.

1000+

Combined community managers and developer advocates across 18+ Countries

350+

Attendees

4+

Countries

14

Past sponsors

15

Community Partners



Our Audience



Community Builders and Managers



Leaders and Executives in the
Community Industry



Community-led startup and companies



Developer Advocates



Community Builder Enthusiast



Thanks to our Previous Sponsors and Partners

 Propel

 Talentpool

CHAOS
AFRICA

 Orbit


WEB3
AFRIKA


FLORICO WINES
SERVING THE FINEST AFRICAN WINES TO AFRICA SINCE 1996

 Bitoshi

 Nirvana
Academy

 leacamp

 chimoney

 tevent

 commsor

 DAOHQ

GOMYCODE®

 Rite
FOODS


(DEVELOPER MEETUP)





Join Us

Are you building a tool or platform in the community space?
Are you looking to launch a new community? Would you like to
spotlight your community as a leader in the community space?

Let's work together.



WEbuild

Special Partner Offering

IMPLEMENT / CO-PILOT A PROGRAM IN AFRICA

We understand the difficulties in implementing a successful program, community or project for your company in Africa. Our team is specialised in this and will be offering limited spots for businesses and companies looking to implement this.

***Terms and Conditions applied**

**Value
\$1,000**



Our Partner Offerings

\$500

Community or Course Launch

A community of builders that will help launch your community or course and reach your audience.

\$500

Cohost a Virtual Space

Cohost a series of Twitter Spaces (3) to engage directly with CMs in Africa

\$500

Increased User Base

A community of CMs in Africa that will use your platform or service and also champion your brand community

\$1000

Community Launch

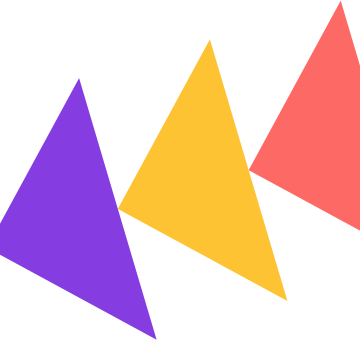
A community of builders that will help launch your community and reach your audience.

\$1000

Physical Booth

An opportunity to network and provide face-to-face product demonstration while promoting your company onsite.

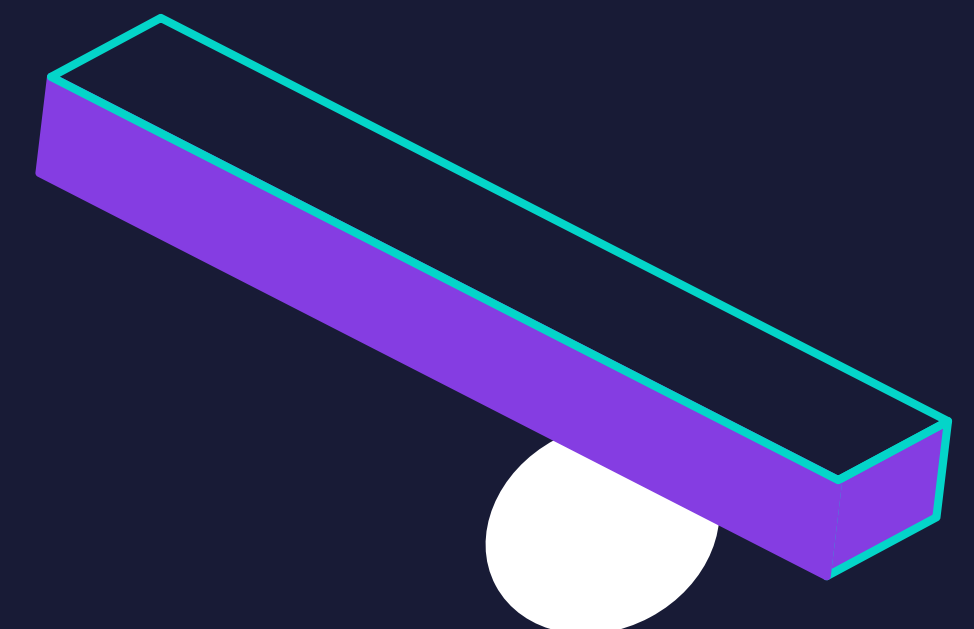
Sponsor Packages



CONTINENT SPONSOR / HEADLINE SPONSOR

- Access ALL 5 of our offerings: Community Launch, Increased User Base, Physical Booth, Consumer Testing, Cohost a Virtual Event
- Prominent brand placement on event collateral as one of the major sponsors (e.g swags). - Keynote Speaker / Panel Session
- Exclusive Sponsor of Speed Networking Event (For speakers, partners and top level CMs in the industry).
- Pre-Event Exposure (logo on Registration websites, Social Ads, Sponsor Highlight, Link to Sponsor App or website).
- Engagement with Attendees (10 mins announcement slot(designed by you), access to attendee names and emails).
- Opportunity to engage directly with attendees during the festival
- Onsite Brand Awareness(Logo on event registration area and Live Display, Targeted email)
- Screen time during breaks: 5 times
- Post-Event Exposure (Logo in post event email, post-event survey, post-event highlights)

Value - \$5,000



COUNTRY SPONSOR

- Access any 3 of our offerings: Community Launch, Increased User Base, Physical Booth, Consumer Testing, Cohost a Virtual Event
- Prominent brand placement on event collateral as one of the major sponsors (e.g swags).
- A speaker slot
- Pre-Event Exposure (logo on Registration websites, Social Ads, Sponsor Highlight, link to Sponsor App or website).
- Engagement with Attendees (5mins announcement slot(designed by you), access to attendee names and emails).
- Opportunity to engage directly with attendees during the conference
- Onsite Brand Awareness(Logo on event registration area and Live Display, Targeted email) - Screen time during breaks: 3 times
- Post-Event Exposure (Logo in post event email, post-event survey, post-event highlights) - 1 roll up banners on entrance.

Value - **\$3,000**



REGIONAL SPONSOR

- Access any 2 of our offerings: Community Launch, Increased User Base, Physical Booth, Consumer Testing, Cohost a Virtual Event
- Prominent brand placement on event collateral as one of the major sponsors (e.g swags).
- A speaker slot - Pre-Event Exposure (logo on Registration websites, Social Ads, Sponsor Highlight, link to Sponsor App or website).
- Engagement with Attendees (5mins announcement slot(designed by you), access to attendee names and emails).
- Opportunity to engage directly with attendees during the conference
- Onsite Brand Awareness(Logo on event registration area and Live Display, Targeted email)
- Screen time during breaks: 2 times
- Post-Event Exposure (Logo in post event email, post-event survey, post-event highlights)

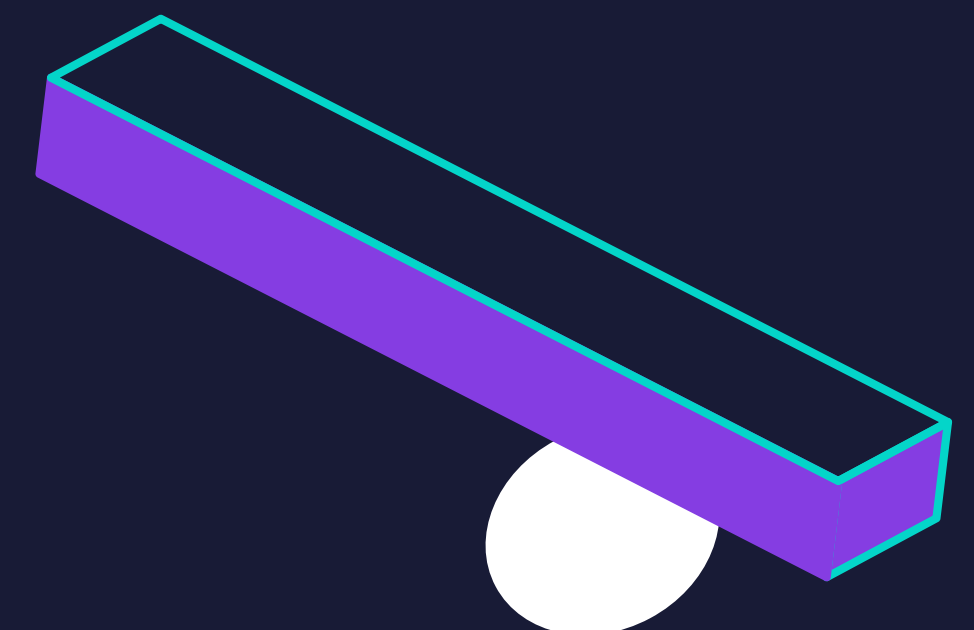
Value - **\$2,000**



STATE SPONSOR

- Access any 1 of our offerings: Community Launch, Increased User Base, Physical Booth, Consumer Testing, Cohost a Virtual Event
- Pre-Event Exposure (logo on Registration websites, Social Ads, Sponsor Highlight, link to Sponsor App or website).
- Announcement (designed by you) - Access to attendee names and emails.
- Opportunity to engage directly with attendees during the conference
- Onsite Brand Awareness (Logo on event registration area and Live Display, Targeted email)
- Screen time during breaks: 1 time
- Post-Event Exposure (Logo in post event email, post-event survey, post-event highlights)

Value - **\$1,000**



VILLAGE SPONSOR

- Cohost a Virtual Event
- Pre-Event Exposure (logo on Registration websites, Social Ads, Sponsor Highlight, link to Sponsor App or website).
- Opportunity to engage directly with attendees during the conference
- Onsite Brand Awareness (Logo on event registration area and Live Display, Targeted email)
- Post-Event Exposure (Logo in post event email, post-event survey, post-event highlights)

Value - \$500



FAQ's

If i want a custom package

Got a creative idea about how you might want to sponsor/partner with the festival or want a custom offering & package? send an email to - partnership@cmfest.africa

Why CMFest?

In 2022 and 2023, over 350+ Community Managers from various Global brands in Africa and globally came together to learn and network. This year we are taking it further to talk about Community for Business Growth.

If you'd like to ship swags

If you'd like to ship swags, we will send you a mailing address 3 weeks before the festival. Anything sent to us will be available at the venue.

Why Should I Sponsor?

By supporting/sponsoring this festival, your company will gain visibility, brand or product awareness, and credibility with front-line community leaders and gain valuable insights during the festival



JOIN US



partnership@cmfest.africa



www.cmfest.africa



calendly.com/cmfestafrika



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in   cmfestafrika

