

BIASHARA AFRICA BUSINESS CLUB



# SPONSORSHIP PACKAGE

AUGUST AUGUST 02 2025

OUR CURRENT SPONSOR



AfriCanada  
Stream

# BIASHARA AFRICA BUSINESS CLUB



## SPONSORSHIP PACKAGE

### Introduction

Biashara Africa Business Club (BABC) is excited to announce the African Business Community Expo 2025, scheduled for **August 02 at Northwood Community Centre 15 Clubhouse Ct, North York, ON M3L 2K5**. As a non-profit organization, BABC is dedicated to empowering African entrepreneurs in Canada by providing a platform for networking, business development, and knowledge sharing. Although just one year old, we have built a strong and engaged community of business owners, and professionals eager to drive economic growth across in Canada.

This Expo will bring together industry leaders, startups, and professionals, offering a unique opportunity to connect, learn, and collaborate. We invite you to partner with us as a sponsor and support African entrepreneurs in Canada in expanding the African business directory, which highlights and celebrates African professionals and small businesses in Canada.

### About Biashara Africa Business Club

Three accomplished African Canadian women joined forces to empower African entrepreneurs by creating opportunities for African entrepreneurs in Canada. Through Biashara Africa Business Club, our platform will help businesses grow by providing a space to list and showcase their ventures.

### Our Vision

Our vision is to become the foremost hub for business excellence within the African community, uniting members, partners, and collaborators in our shared quest for a brighter future. Through our dedication to cultivating connections and nurturing growth, we aim to empower generations of African business leaders.

### Our Mission

Our mission is to cultivate an African business community platform that fosters networking, provides invaluable mentorship, and supports business growth. We are committed to empowering African entrepreneurs in Canada by offering a supportive platform where meaningful connections flourish, knowledge is shared and opportunities for success are limitless.

### Why Sponsor?

- Partnering with BABC for this Expo presents a unique opportunity to support African entrepreneurs in Canada.
- Showcase your products and services to a targeted African business.
- Benefit from extensive media coverage and digital marketing exposure.
- Support a non-profit initiative committed to business empowerment in Canadian Africans doing business in Canada.



## BIASHARA AFRICA BUSINESS CLUB



### SPONSORSHIP PACKAGE



#### **Diamond Sponsor - \$7,000 (Exclusive)**

- **Premium Branding:** Logo placement on all event marketing materials, website, and social media.
- **Speaking Opportunity:** 15-minute stage time to address attendees.
- **Exclusive Booth:** Prime booth location at the event.
- **Media Spotlight:** Featured in press releases, interviews, and media coverage.
- **Promotional Video:** 1-minute promo video shared on our platforms.
- **Event Naming Rights:** Recognition as "Presented by [Your Company]" in event materials.
- **Custom Social Media Campaign:** Multiple posts highlighting your brand before, during, and after the event.



#### **Platinum Sponsor - \$4,000**

- **Brand Visibility:** Logo on event materials, website, and social media.
- **Speaking Slot:** 7-minute stage time to introduce business.
- **Premium Booth:** High-visibility exhibitor space.
- **Media Mention:** Inclusion in promotional announcements.
- **Feature Post on Social Media:** 10 Dedicated post about your business.



#### **Gold Sponsor - \$1,000**

- **Marketing Exposure:** Logo featured on event website and select promo materials.
- **Exhibitor Booth:** Standard booth at the event.
- **Recognition:** Mention during the event opening & closing.
- **Social Media Shoutout:** 3 dedicated posts about your business.

If you, your firm, or your company are interested in sponsorship opportunities with the Biashara Africa Business Club (BABC), please contact [Fatma Nadhir](mailto:fatma.nadhir@biasharaafricaclub.com) at [biasharaafricaclub@gmail.com](mailto:biasharaafricaclub@gmail.com).

Kindly specify your preferred sponsorship level and include any necessary documents required for payment processing.