



Global Institute for Mindset Transformation & Attitudinal Change *In collaboration with*



**The Diaspora Affairs
Directorate**
OFFICE OF THE PRESIDENT OF GHANA



KNUST Business School



**AfCFTA Policy
Network**



**State Interest and
Governance Authority**



SPEAR Institute



1st International Conference on Africa Mindset Transformation and System Thinking and Expo (ICAM^{TST} 2024)



12-16.11. 2024

KNUST BUSINESS SCHOOL, KNUST-Kumasi

Agenda 2063

The Africa we Want



**“ AGENDA 2063 is Africa’s blueprint
and master plan for transforming
Africa into the global powerhouse
of the future ”**
(AfCFTA, 2023).

This can only be realized if we all agree to
develop Growth Mindsets.



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Present

1st International Conference on African Mindset Transformation and System Thinking & Expo (ICAM^{TST} 2024)

THEME

Bringing Africans Everywhere Together to Start a New Conversation on Building a Renewed Africa Mindset for Sustainable Development

Date: **12th - 16th November 2024**

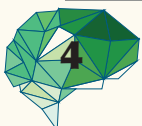
Venue: **KNUST Business School, KNUST-Kumasi**



Sponsorship Packages

Four (4) different sponsorship options with benefits are available. Please partner with us for Africa Mindset Transformation and Development by sponsoring us as one of the following

Sponsorship Package	Sponsorship Benefits
<p>Platinum Sponsor ≥ GhC 100,000</p> 	<ul style="list-style-type: none">• Name and logo branded as Platinum Sponsor on all conference Materials including advert• Name and logo imprinted on Conference Bag• Name and logo written on sponsorship banners and on a plaque.• Display of name and logo on Conference website as Platinum Sponsor• Naming Right and Recognition at the Conference Dinner• 10-minutes presentation/Video slot in the Plenary session.• Formal recognition in a form of appreciation letter and Certificate.• Slot for 5 Participants at the Conference• Speaking slot as Guest Speaker• Table/Boot to showcase products, services/ESG impact• Access to over 1,000 conference participants• Media Mentions• 3 Free exhibition Boots
<p>Gold Sponsor GhC ≥ GhC 60,000</p> 	<ul style="list-style-type: none">• Name and logo enlisted as Gold sponsor of the conference proceedings.• Name and logo written on a plaque.• Display of name and logo on conference website• Naming Right and Recognition at the Conference Dinner• 5-minutes presentation/Video slot in the plenary session.• 5-minutes presentation slot during the Sub Theme section related to their Mission.• Naming right as sponsor of the conference lunch.• Formal recognition in a form of appreciation letter and certificate.• Slot for 3 participants at the Conference• Speaking slot as Guest Speaker• Access to over 1,000 conference participants• Media Mentions• 3 Free exhibition Boots



Silver Sponsor

GhC 30,000.00 - 50,000.00



- Name and logo enlisted as Silver Sponsor of the conference Materials.
- Name and logo written on a plaque.
- Display of name and logo on the conference website.
- Naming right and recognition as sponsor of the welcome reception.
- Naming right as the sponsor of the field trip and health screening
- Access to over 1,000 conference participants
- Formal recognition in a form of appreciation letter and certificate
- Media Mentions

Standard Sponsor

GhC 5,000.00-20,000.00



- Name and logo enlisted as Sponsor of the conference proceedings.
- Name and logo written on a plaque.
- Display of name and logo on the conference website.
- Naming right as sponsor of one of the keynote Speakers.
- Naming right as the sponsor of a Session
- Access to over 1,000 conference participants
- Formal recognition in a form of appreciation letter and certificate
- Media Mentions

Alternative Sponsorship

Select any of the Budget Items below



- | |
|---|
| a. Conference Venue (GhC 63,600.00) |
| b. Exhibitions, Social Tour and Logistics (GhC 14,150.00) |
| c. Publication and Media (GhC 133,000.00) |
| d. Branding and Promotion (GhC 198,250.00) |
| e. Accommodation and Travels (GhC 230,400.00) |
| f. Food and Dinner (GhC 382,500.00) |
| g. Honorarium and Allowances (GhC 88,400.00) |

Budget

S/N	DESCRIPTION	QUANTITY	PRICE (GHC)	DAYS	AMOUNT (GHC)
A. Conference Venue					
1.	Hiring of conference venue	1.00	3,500.00	3	10,500.00
2.	Hiring of Syndicate Room	2.00	2,500.00	3	15,000.00
3.	Security Services	6.00	200.00	3	3,600.00
4.	IT Support Services (Event Management, Registration)	1.00	10,000.00	1	10,000.00
5.	Decorations (Main Conference)	1.00	1,500.00	1	1,500.00
6.	Decorations of Syndicate Rooms	2.00	1,000.00	1	2,000.00
7.	Decorations (Dinner)	1.00	2,000.00	1	2,000.00
8.	Dinner Space	1.00	2,500.00	1	2,500.00
9.	Stage Design and setup	1.00	4,000.00	1	4,000.00
10.	Cleaning services	1.00	500.00	3	1,500.00
11.	Sanitizers, nose masks and tissues	1.00	500.00	2	1,000.00
12.	Cultural performance	2.00	5,000.00	1	10,000.00
Sub-total (A)					63,600.00
B. Exhibitions, Social Tour and Logistics					
1.	Mounting of Exhibition stall/booth	15.00	500.00	1	7,500.00
2.	Hiring of bus for social tour	1.00	1,000.00	1	1,000.00
3.	Fuel for vehicle for social tour	1.00	1,000.00	1	1,000.00
4.	Allowance (Per diem) for driver	1.00	300.00	1	300.00
5.	Tables for Exhibitions & Registration	30.00	15.00	3	1,350.00
6.	Chairs for Exhibitions & Registration	100.00	10.00	3	3,000.00
6.	Fuel for vehicle (transportation of items, etc)	1.00	800.00	1	800.00
8.	Fuel for generator (optional)	1.00	1,500.00	1	1,500.00
Sub-total (B)					14,150.00



S/N	DESCRIPTION	QUANTITY	PRICE (GHC)	DAYS	AMOUNT (GHC)
C Publication and Media					
1.	Printing of Conference Proceedings	20.00	150.00	1	3,000.00
2.	Media-Television	5.00	1,000.00	1	5,000.00
3.	Media Radio	10.00	1,000.00	3	30,000.00
4.	Printing of Book of Abstract	500.00	150.00	1	75,000.00
5.	Printing of Programme Outline	500.00	40.00	1	20,000.00
Sub-total (C)					133,000.00

D Branding and Promotion					
1.	SMS-Bulk Messaging	5.00	500.00	2	5,000.00
2.	Data Services	1.00	1,000.00	3	3,000.00
3.	Banners	10.00	500.00	1	5,000.00
4.	Pull-up printing and renting	15.00	550.00	1	8,250.00
5.	Posters -A3	50.00	10.00	1	500.00
6.	KNUST LED Screen Advert	5.00	500.00	1	2,500.00
7.	Directional Signages	10.00	100.00	1	1,000.00
8.	Photography and Short Videos for Social Media	1.00	5,000.00	3	15,000.00
9.	Creative Works Pre, During and Post event	1.00	15,000.00	1	15,000.00
10.	Master of Ceremony	3.00	2,000.00	3	18,000.00
11.	Branded T-Shirts	200.00	50.00	1	10,000.00
12.	Branded Bags-Leather	40.00	150	1	6,000.00
13.	Branded bags -Material	500.00	100.00	1	50,000.00
14.	Branded Hat	100.00	40.00	1	4,000.00
15.	Branded Pens - Executive	500.00	10.00	1	5,000.00
16.	Branded Note Pads - Executive	500.00	30.00	1	15,000.00
17.	Name tags	500.00	20.00	1	10,000.00
18.	Conference Plaques	50.00	500.00	1	25,000.00
Sub-total (D)					198,250.00

S/N	DESCRIPTION	QUANTITY	PRICE (GHC)	DAYS	AMOUNT (GHC)
E Accomodation and Travels					
1.	Travels of 3 International Keynote Speakers	3.00	30,000.00	1	90,000.00
2.	Travels of 10 Local Keynote Speakers	10.00	3,000.00	1	30,000.00
3.	Travels of 3 Special Guests	3.00	10,000.00	1	30,000.00
4.	Accommodation for 3 International Keynote Speakers (4 Nights)	3.00	1,200.00	4	14,400.00
5.	Accommodation for 10 Local Keynote Speakers (for 4 nights)	10.00	1,200.00	4	48,000.00
6.	Accommodation for 5 Special Guests (4 Nights)	3.00	1,500.00	4	18,000.00
Subtotal (E)					230,400.00

F Food and Dinner					
1.	Welcoming Reception Dinner	100.00	200.00	1	20,000.00
2.	1st Day Conference Snack, Lunch and Snack	500.00	200.00	1	100,000.00
3.	2nd Day Conference, Snack, Lunch and Snack	500.00	200.00	1	100,000.00
4.	3rd Day Conference Snack, Lunch and Snack	500.00	200.00	1	100,000.00
5.	Conference Ball Dinner Banquet	250.00	250.00	1	62,500.00
Subtotal F					382,500.00

Honorarium and Allowances					
1.	Honorarium for Keynote speakers (Local)	10.00	2,000.00	1	20,000.00
2.	Honorarium for Keynote speakers (International)	3.00	3,000.00	1	9,000.00
3.	Honorarium for Special Guests of Honour	3.00	5,000.00	1	15,000.00
4.	Allowance for Drivers	4.00	200.00	3	2,400.00
5.	Allowance for Protocol Team	20.00	200.00	3	12,000.00
6.	Allowance for LOC members	20.00	500.00	3	30,000.00
Subtotal G					88,400.00



S/N	DESCRIPTION	QUANTITY	PRICE (GHC)	DAYS	AMOUNT (GHC)
	TOTAL (A+B+C+D+E+F+G)				1,110,300.00
	Contingency (5%)				55,515.00
	GRAND TOTAL				1,165,815.00



**Africa before and Now,
Rebuilding the Maroon Mindset**

Yummy Fish-Pork Flexi Sausage

○ COOKED ○ SMOKED

ODEHYE

40%
PORK

STORAGE
KEEP
FROZEN

NET WEIGHT

500g



**Minced Fish (60%), Minced Pork (40%),
Curry Salt, Garlic, Onion, Organic Spie.**



PRODUCED IN GHANA BY
JANNIKA FOODS PROCESSING
P.O.BOX UP629
KNUST-KUMASI
+233 24 325 7214 / +233 24 355 5882