

SPONSORSHIP/  
PITCH DECK



MASTERS OF INDUSTRY  
**AWARDS25**

POWERED BY BUSINESS ELITES AFRICA



# MASTERS OF INDUSTRY **AWARDS25**

— Powered by: Business Elites Africa —

CELEBRATING AND INSPIRING AFRICAN EXCELLENCE  
**ELITES AFRICA**

Celebrating Leadership,  
Innovation, and Impact across  
Africa's Industries



## ABOUT MASTERS OF INDUSTRY

The Masters of Industry (MOI) Awards is Africa's premier recognition platform celebrating visionary leadership, innovation, and measurable impact in business.

Founded by Ethelbert Nwanegbo, a firebrand serial entrepreneur committed to building people and enterprises across Africa, the U.S., and beyond, MOI was first launched in Jacksonville, Florida, to honour Africans and African-Americans shaping the global Black community through enterprise, leadership, and influence.

Following two highly successful editions in the U.S., the MOI Awards now returns to Africa, its strategic home, to spotlight and celebrate the leaders transforming the continent's economic landscape.

MOI recognises outstanding individuals and organisations who are not only driving sectoral growth, but also redefining what's possible for African enterprise - from bold entrepreneurs and visionary executives to progressive policymakers and transformational changemakers.

The award brand is an initiative of Business Elites Africa, a leading Pan-African business and lifestyle publication with a monthly digital reach of over one million readers across Africa, the United States, and the United Kingdom.





# MASTERS OF INDUSTRY **AWARDS '25**



Event Name:  
**MASTERS OF INDUSTRY AWARDS (MOI)**

Date:  
**NOVEMBER 29, 2025**

Format:  
**PHYSICAL**

Venue:  
**LANDMARK EVENT CENTRE, LAGOS, NIGERIA**

Expected Guests:  
**300+ IN-PERSON**



# THE OPPORTUNITY

Africa is at the cusp of an industrial revolution. With digital transformation, intra-African trade, and homegrown innovation on the rise, this is the moment to celebrate and spotlight the leaders shaping the continent's future.

- **Recognise industry trailblazers**
- **Inspire the next generation of African leaders**
- **Foster B2B visibility and strategic networking**

# KEYNOTE SPEAKERS



**AKINWUMI ADESINA**  
Ex-President African Development Bank



**VUSI THEMBEKWAYO**  
Global Speaker, 3x Bestselling Author



**TONY ELUMELU**  
Chairman, Heirs Holdings



**FEMI OTEDOLA**  
Chairman, FirstCo Holdings



**ETHELBERT NWANEGBO**  
Serial Entrepreneur



**DR. ADAORA UMEOJI**  
MD, Zenith Banks Plc.



## CONFIRMED HONORARY AWARDEES



**BABAJIDE SANWO-OLU**  
Lagos State Governor  
Investment & Development Leadership Award



**NYESOM WIKE**  
Minister of the FCT of Nigeria  
Capital Leadership Award



**PETER MBAH**  
Enugu State Governor  
Excellence in Governance award



**GOV. UBA SANI**  
Kaduna State Governor  
Frontier Leadership Excellence Award



**GOV. ALEX OTTI**  
Abia State Governor  
Peoples Choice Award



# Honorary Award Category Sponsorship

**Price: 15 Million Naira**  
(\$9,803 USD)

## Benefits:

- VVIP Table (Sits 8)
- Access to VVIP Power Networking
- Participate in Award Presentation to the Governors



## AWARD CATEGORIES

- **Start-up of the Year**
- **Entrepreneur of the Year**
- **Customer-Centric Company of the Year**
- **Woman of Steel (Female Trailblazer Award)**
- **Man of Steel (Male Trailblazer Award)**

- **Tech Disruptor of the Year**
- **Investor of the Year**
- **Most Impactful Social Enterprise**
- **Tech Disruptor of the Year**
- **Corporate Excellence Award**
- **Young Executive to Watch (Under 40)**
- **Lifetime Achievement in Industry Leadership**
- **Creative Business Leader of the Year**



- **Fashion Creator of the Year**
- **Music Trailblazer of The Year**
- **Media Visionary of the Year**
- **Citizen of The Year**

# Target Audience

- C-Level Executives
- Entrepreneurs
- Startup Founders
- Venture Capitalists / Angel Investors
- Industry Analysts & Media agencies
- Policymakers & Regulators



# Host/Titan Sponsor

**Price: #60,000,000 (\$39,114.57 USD)**

## Benefits

1. The event will be officially branded as 'Masters of Industry, Hosted by [Sponsor Name].'
2. Prominent logo placement on all major event materials.
3. Speaking opportunity at the event (e.g., welcome speech or presenting an award).
4. Two premium VIP tables (20 seats) reserved at the front of the event.
5. Full-page advertisement in the event program and digital platforms.
6. High-level media exposure through press releases and media promotions.
7. Exclusive pre-event networking session and VIP access.
8. Custom VIP gifts in event gift bags.
9. Personalized social media promotion and website recognition.
10. Access to event photos and videos for future promotions.
11. Branding on all event collateral, including banners, digital screens, and photo walls.
12. Post-event PR Campaign in 2 major digital media

# Platinum Sponsor

**Price: #30,000,000 (\$19,557.28 USD)**

## Benefits

1. Prominent logo placement on event materials (digital and print).
2. VIP seating for the sponsor's representatives.
3. Social media recognition and event website mentions.
4. Logo included in the event's promotional videos and ads.
5. Option to provide branded gifts or giveaways for attendees.
6. Recognition during the award ceremony.



# Gold Sponsor

**Price: #20,000,000 (\$13,038.19 USD)**

## Benefits

1. Logo placement on event materials (programs, social media).
2. VIP tickets for two or more representatives.
3. Recognition in press releases and email campaigns.
4. Option to distribute branded material or gifts at the event.
5. Logo displayed during the event on screens or in the venue.

# Silver Sponsor

**Price: #15,000,000 (\$9,778.64 USD)**

## Benefits

1. Logo placement in the event program and digital materials.
2. Recognition on the event website and social media.
3. VIP seating for one representative.
4. Mentions during the event, acknowledging support.
5. Option to place promotional materials at the event.



# Bronze Sponsor

**Price: #10,000,000 (\$6,519.09 USD)**

## Benefits

- |   |                                      |
|---|--------------------------------------|
| 1. Logo placement in the event program and digital materials. | 3. Social media recognition.         |
| 2. General admission tickets for the sponsor's team.          | 4. Recognition on the event website. |

# Sponsorship Benefits

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<b>Brand Visibility:</b>	Logo on stage backdrop, digital marketing, and event materials
<b>Category Naming Rights:</b>	Associate your brand with a specific award
<b>Branded Lounge:</b>	Dedicated space for networking and brand activation
<b>Media Features:</b>	Exclusive interviews, press mentions, and social media exposure.

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# Additional Sponsorship Opportunities

## **AWARD CATEGORY SPONSORSHIP:**

**#2,500,000 (\$1,582 USD)**

### **Benefits:**

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1. Brand name incorporated into category promotions (e.g., 'Start up of the Year', sponsored by [Name of Sponsor])
2. Prominent logo placement on all event materials (programs, banners, digital platforms).
3. Exclusive VIP seating for 2 key executives
4. Social media and email marketing mentions leading up to the event.



# Additional Sponsorship Opportunities

## **AWARD CATEGORY SPONSORSHIP (MAN OF STEEL & WOMAN OF STEEL): #3,500,000 (\$2,215 USD)**

**Benefits:** All benefits in 'Award category sponsorship'

### **PLUS**

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- |  |  |
|--|--|
| <ul style="list-style-type: none"><li>1. Speaking opportunity at the event (e.g presenting an award and 2mins to speak about your brand).</li><li>2. Exclusive VIP seating for 3 key executives.</li></ul> | <ul style="list-style-type: none"><li>3. Full-page ad in the event program.</li><li>4. Recognition in post-event press coverage.</li></ul> |
|--|--|

# Barter Sponsorship Opportunities

## **MEDIA SPONSOR:**

### **What we want:**

Provide coverage through content publication, banner placement and promotion across your media channels (TV, radio, online).

### **Benefits:**

Your brand logo will be included in all promotional materials before, during and after the event.

Interview access to A-list business leaders, top corporate executives and political figures.

# Audience Metrics

## Projected Reach

.....  
5M impressions  
across social, print,  
and web.

## Estimated Nominations

.....  
1,000+ Pan-African  
Submissions.

## Attendee Profiles

.....  
60% C-suite  
20% investors,  
10% Startup founders,  
10% media &  
influencers



# Become a Partner Today



Position your brand at the heart of Africa's  
business future.

## ABOUT BUSINESS ELITES AFRICA



Business Elites Africa is a Pan-Africa business and lifestyle publication with a mission to educate, inform, empower, entertain and inspire Africa's young population.

We celebrate African excellence through engaging articles, interviews, and profiles of individuals who have attained remarkable success in their sphere of influence.

We tell stories that matter by x-raying the journey of high-flying achievers, highlighting their struggles and growth, to inspire innovation and unlock the potential of African ingenuity.

### Media Footprint

- Online
- Print
- Video
- Events

### Monthly Reach

Over 1 million views across our digital touchpoints (website, social & newsstand)

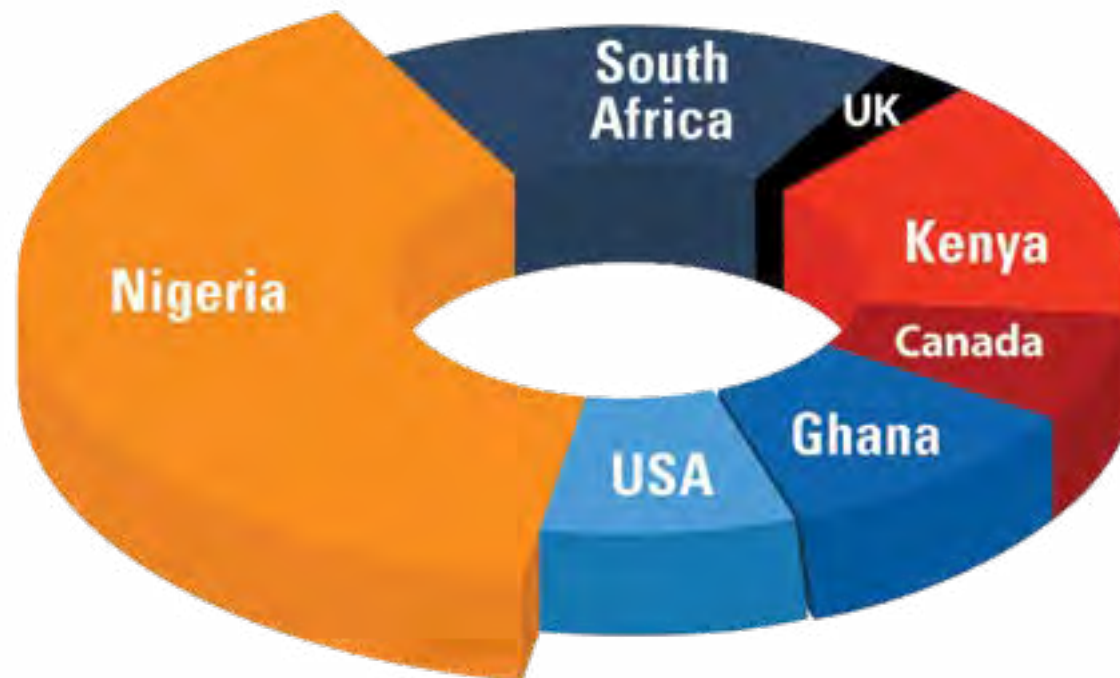
### Readership Demographic

Business owners, C-level executives, investors, Policymakers and aspiring entrepreneurs.

### Distribution

- Nigeria
- Ghana
- Kenya
- South Africa and
- The African diaspora

## Our Reach

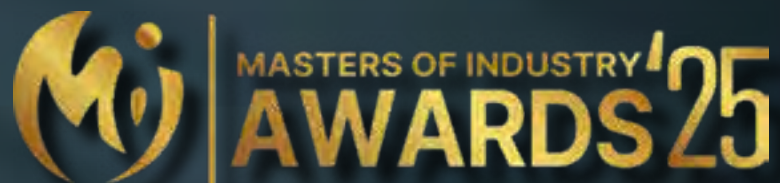


**2.4** **MILLION PLUS**  
YEARLY VIEWS  
(Across all continent especially africa,  
North America & Europe)

**50** **THOUSAND**  
PLUS WEEKLY  
VIEW

**800** **THOUSAND**  
PLUS SOCIAL  
REACH





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