Creatives Connect AfriKa

NOV 30 - DEC 3, 2026



CREATIVES CONNECT AFRIKA

THE PRESIDENCY REPUBLIC OF GHANA

Africa Tourism Partners

AfCFTA



GREETINGS FROM CREATIVES CONNECT AFRIKA!

We are thrilled to invite your esteemed organization to partner with us as a sponsor for Creatives Connect Afrika 2026, a transformative three-day event taking place in Accra Ghana from **30th November – 3rd December 3, 2026.**

Co-hosted by the AfCFTA Secretariat, Africa Tourism Partners (ATP), and the Government of Ghana, Creatives Connect Afrika is a premier platform designed to accelerate innovation, policy development, investment, and collaboration across Africa's creative economy, particularly in **tourism**, **film, music, fashion, sports, and e-sports**.

This year's edition will feature immersive **masterclasses, policy & leadership dialogues, B2B and investor sessions** alongside exhibitions, performances, and networking experiences. Together, these activities will spotlight Africa's creative excellence while driving tangible business and policy outcomes that strengthen the continent's global creative competitiveness.

By partnering with CCA 2026, your organisation becomes part of a growing Pan-African movement connecting **tourism**, **creativity, and commerce**. Partnership provides a platform to demonstrate your commitment to Africa's creative economy while building meaningful connections with creators, decision makers, investors, businesses and institutions shaping its future.



CREATIVES CONNECT AFRIKA

Theme: Entertainment-led Tourism - Transforming Pan-African Creative Wealth into Global Economic Influence.

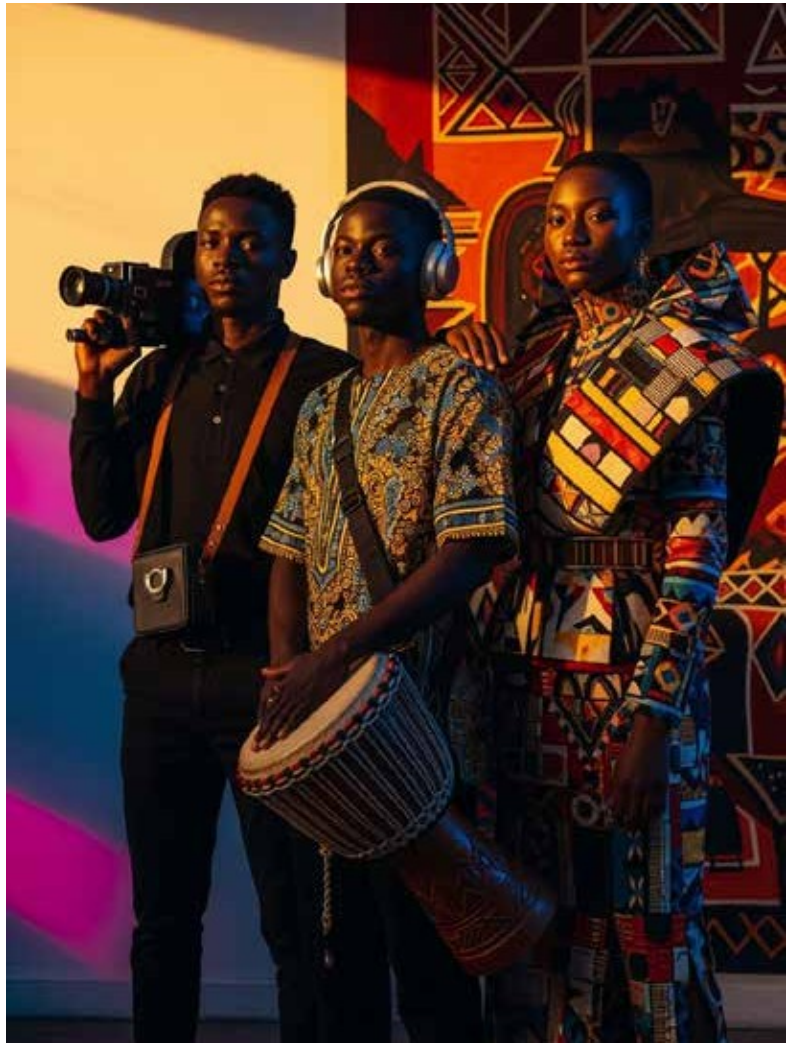
Creatives Connect Afrika (CCA) champions entertainment-led tourism as a catalyst for unlocking Africa's creative and economic potential. Through its pillars; **tourism**, **film, fashion, music, sports, and e-sports**, CCA connects Africa's creative industries with tourism, opening new markets, attracting investment and creating opportunities for international visibility.

Through its forum and festival, CCA convenes creatives, industry leaders, global experts, investors and policymakers to foster knowledge sharing, strategic partnerships, cultural exchange and cross-border trade under the AfCFTA framework.

Beyond industry and business engagement, CCA is committed to empowering youth and emerging creatives through masterclasses, workshops, showcases and mentorship. By connecting entertainment with tourism, CCA aims to attract new audiences, strengthen Africa's creative value chains and position the continent as a global destination for creativity, culture and investment.

PILLARS





OBJECTIVES

- Promote entertainment-led tourism and strengthen technical and industry dialogue
- Strengthen the convergence between Africa's tourism, creative industry, sports, e-sports and entertainment ecosystems
- Strengthen the capacity and market readiness of African creatives, entrepreneurs and SMES
- Facilitate B2B Engagement, market access and strategic partnerships:
- Promote trade and market access through the Africa creative marketplace
- Facilitate Investment and financing opportunities across the tourism and creative economies
- Promote creative enterprise, innovation and exchange through the sustainable village



AUDIENCE

- 500+ delegates (policymakers, investors, creatives, entrepreneurs).
    - Global and Continental Corporates involved in the tourism, hospitality, creatives, sports, e-sport and cultural industries
    - Government Ministries, Departments and Agencies responsible for tourism, trade,
    - culture, creative industries and related areas;
    - African Tourism Boards and Authorities and other tourism institutions; hospitality
    - Creative, cultural and entertainment industry stakeholders, including artists, filmmakers, musicians, designers, producers, content creators, cultural practitioners, sports and esports stakeholders, promoters and industry associations;
    - Sports organizations and stakeholders;
    - Content Creators and Influencers

- 50+ international and regional speakers.

- 40+ countries represented.

- Global and regional media coverage.

- Academia, research institutions and industry experts

PAN-AFRICAN TOURISM & HOSPITALITY LEADERSHIP ROUNDTABLE

CCA delivers dynamic tourism, creatives and entertainment thought leadership content designed to inspire ideas, strengthen skills and unlock opportunities across Africa's creative economy through **keynote addresses, panel discussions, masterclasses, workshops and policy dialogues**

B2B SESSIONS AND NETWORKING COCKTAIL SESSIONS

CCA offers innovative networking formats for attendees to efficiently connect and create meaningful business connections. These include curated networking sessions, one-on-one meetings, investor engagements and informal networking experiences.

DESTINATION AND PRODUCT SHOWCASES

CCA provides a vibrant platform for African creatives to showcase their talent, stories, products and experiences to continental and international audiences. The curated showcases are through **tourism**, **music, film, fashion, culture, sports**, **and e-sports**

EXHIBITIONS

Creatives Connect Afrika exhibition provide a platform for tourism and hospitality creatives, entrepreneurs, businesses and stakeholder organisations to showcase their destinations, work, products and experiences, and services to a Pan-African and international audience.

CREATIVE MASTERCLASSES & WORKSHOPS

CCA's workshops equip emerging and established creatives with practical skills, industry knowledge and tools to grow sustainable creative careers and businesses.

BESPOKE PAN-AFRICAN TOURISM AND CREATIVE SECTOR LEADERSHIPS

Exclusive high-level evening celebrating Africa’s creative excellence. This event will convene ministers, diplomats, and industry leaders, a night of live performances, and curated showcases of Africa’s film, music, and fashion industries.



WHY ATTEND CCA?

Wherever it is held, Creatives Connect Afrika will present unique opportunities for the local industry.

- Connect and do business with African ~~tourism, creatives and~~ industry leaders across tourism and hospitality, music, fashion, film, design, e-sports, sports, and other creative sectors.

- Showcase your work, brand, or business to a diverse Pan-African and international audience from over 40 countries.

- Meet investors, policymakers, entrepreneurs, and industry professionals interested in partnerships, investment, and doing business across Africa..

- **Discover emerging talent, exchange ideas and experience African creativity** through exhibitions, performances and curated showcases.

- Gain **industry insights and practical knowledge** through masterclasses, workshops, panel discussions, and conversations with leading experts..

PARTNERSHIP OPPORTUNITIES

The partnership packages and financial figures outlined in this proposal are **indicative and intended to provide a framework for engagement**. CCA recognises that every partner has unique priorities, objectives and areas of interest. As such, partnership levels, contributions, benefits and activations are **flexible and will be discussed and mutually agreed upon with each prospective partner or sponsor** to ensure alignment, shared value, and meaningful impact.





PLATINUM PARTNER ($50,000)

- 6 Full Access Delegate Passes to CCA 2026
- 3 VIP Roundtable Seats
- Speaking Opportunity within a relevant main programme session.
- Prominent Brand Visibility across key CCA event, digital and promotional platforms.
- Content **Collaboration Opportunities**, including interviews, thought-leadership features and partner spotlights.
- Co-Branding and Co-Marketing Opportunities
- Extended digital visibility including post-event partner amplification for up to one month.
- Premium Exhibition Space (Prime Location)
- Recognition during Opening & Closing Ceremonies



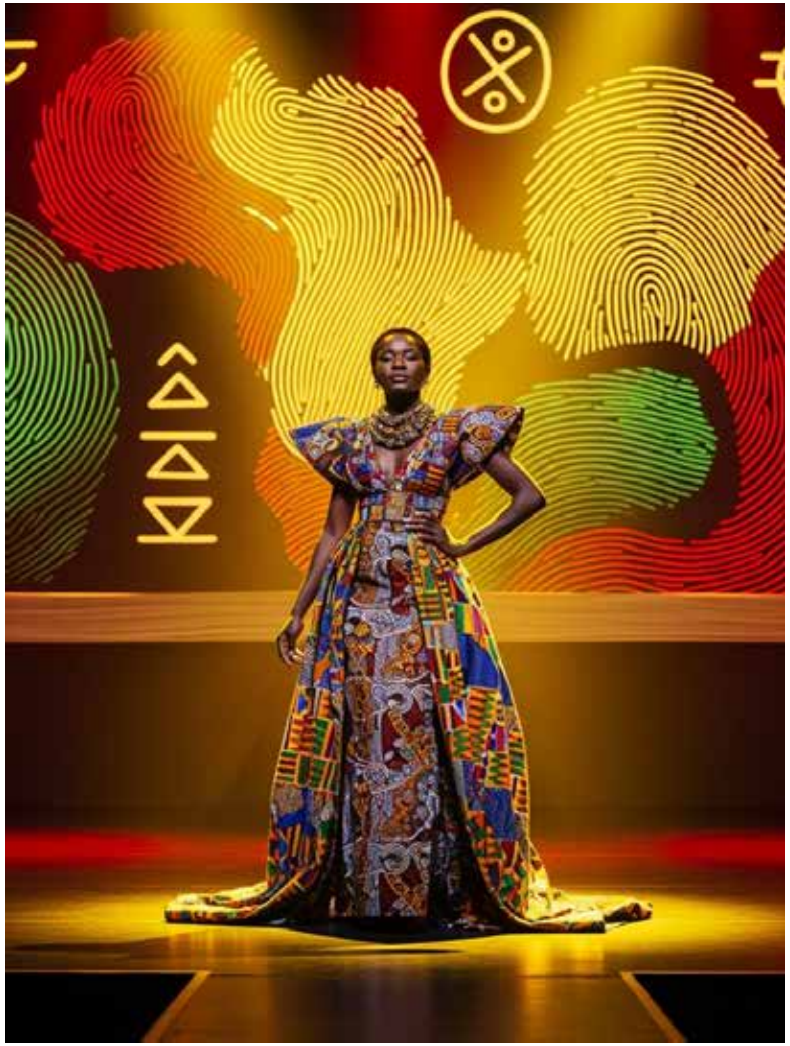
GOLD PARTNER ($30,000)

- 4 Full Access Delegate Passes to CCA 2026
- 2 VIP Roundtable Seats
- Speaking Opportunity in a Breakout Session
- High-Visibility Brand Placement
- Co-Branded Content Promotion
- Co-Branding and Co-Marketing Opportunities
- Premium Exhibition Booth
- Digital Partner Amplification; 2-Week Post-Event Influencer Marketing Campaign



SILVER PARTNER ($20,000)

- 3 Full Access Delegate Passes to CCA 2026
- 1 VIP Roundtable Seat
- Logo Visibility on Digital Platforms & Event Materials
- Content Collaboration Opportunity
- Exhibition Booth



BRONZE PARTNER ($10,000)

- 2 Full Access Delegate Passes to CCA 2026
- Logo Visibility (Event Website & Collateral)
- Shared Exhibition Space



SUPPORT PARTNER (Below $10,000)

- **Delegate Sponsorships** – Support travel, accommodation, registration, or participation costs for selected creatives, entrepreneurs, youth, women, or SMEs.
- **Youth, Women & SME Development** – Fund capacity-building initiatives that increase participation and opportunities for underrepresented groups within the creative economy.
- **Enterprise & Supply Chain Development** – Support programmes connecting creative entrepreneurs and SMEs to markets, buyers, investors, financing, and business opportunities
- **Masterclasses & Capacity Building** – Sponsor expert-led workshops, mentorship sessions, technical training, and entrepreneurial development programmes.
- **Networking & Hospitality Experiences** – Sponsor a cocktail reception, networking session, or other delegate engagement experience.
- **Registration & Delegate Experience** – Support registration, delegate materials, gifting, printing, welcome packs, or other participant experiences.
- **In-Kind Support** – Provide relevant products or services, including travel, accommodation, technology, connectivity, logistics, media, production, or professional services.



WHY PARTNER WITH CREATIVE CONNECT AFRICA



- Connect with over 1,000+ creative professionals, investors, and policymakers across Africa and beyond.
- Engage with thought leaders shaping the creative economy in film, music, and fashion.
- Engage in high-level policy and investment dialogues driving long-term impact across the continent.
- Showcase your brand to influential industry leaders, governments, and media partners.
- Benefit from long-term brand association through post-event storytelling and influencer marketing.



We welcome the opportunity to co-create a partnership that aligns with your organisation's strategic priorities, brand objectives and impact goals.

Together we can expand opportunities for African creatives, strengthen connections across markets and help transform Africa's creative wealth into global economic influence

Partner with CCA 2026 and be part of shaping the next chapter of Africa's creative economy.

CCA IN ACTION: HIGHLIGHTS FROM 2025

















[CCA Highlight video]
[CCA in action - video]
[CCA 2025, Day 3 Video]


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CONNECT
AFRIKA



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