

January / February 2026

To Our Future Partner in Transformation

Subject: Co-Author Africa's Public Finance Future: Sponsor the 1st API PFM Visionary Summit

Warm greetings from the African Professionalisation Initiative (API) family, the Governing Council, Executive Committee, and Secretariat. It was a pleasure connecting with you at previous engagements. We are writing to invite your organization to join a historic chance to stand at the centre of Africa's next great transformation in public finance.

The Future Is Being Written — Let's Write It Together

Effective **23–27 March 2026**, Johannesburg will host over 1,000 of Africa's most powerful financial leaders such as Ministers, Auditors General, Accountants General, Donors, and Reform Champions. They will gather for one reason: to reimagine how Africa funds its future. This is not another conference. It's where new public finance ideas are born, tested, and scaled. It's where innovation meets integrity, and where technology meets transformation. And your organisation can help shape it.

Why This Moment Matters

Africa's public sector is transforming faster than ever. Over USD 500 billion in public finance budgets will be represented at this summit. The leaders in the room are not looking for service providers; they're looking for **trusted partners** who share their vision of ethical, digital, and sustainable governance. Traditional marketing can't get you into that room. But this summit can. Here's the reality:

- While others advertise, you'll be remembered.
- While others pitch, you'll be partnering.
- While others wait, you'll already be shaping decisions that move nations.

Why You Should Act Now

Every day of delay is an opportunity lost:

- A competitor becomes the "go-to" brand for government partnerships.
- A donor signs a new digital transformation partner.
- A finance ministry issues a billion-dollar project RFP.

Your presence at the API PFM Visionary Summit signals leadership. It says you believe in purpose, ethics, and the power of technology to transform Africa's future.

What You'll Gain

- **Unmatched visibility** before, during, and after the summit.
- **Direct access** to over 1,000 top decision-makers from 50+ countries.
- **Curated B2G matchmaking** with senior government buyers.
- **Thought leadership opportunities** through keynote and plenary sessions.
- **Media exposure and partnership recognition** across the continent.
- **A powerful message:** that you are building the future with integrity and innovation.

10 Hilden Road, Lynnwood Manor, Pretoria, South Africa, 0081 T: +27 (0)10 286 0104 E: info@professionalisation.africa

More Than a Sponsorship but a Partnership

At API, we don't sell generic packages, but we co-create partnerships that deliver measurable value. Whether you want to:

- Enter new African markets,
- Reinforce your credibility, or
- Demonstrate your commitment to ethical, digital reform

We will design a partnership that aligns perfectly with your vision and goals.

Next Steps

Let's schedule a short call to explore how we can partner in a mutually beneficial way during and after this landmark event. You can reach us at: info@professionalisation.africa | events@professionalisation.africa, cc kgomotso@professionalisation.africa | +27 608 578 749

Once a sponsor has confirmed their participation, we will share contact details with our appointed exhibition supplier to help coordinate the booth setup process. As sponsorship funds are directed towards delivering and enhancing the overall event experience, the cost of designing and building an exhibition booth will be covered directly by the sponsor. The sponsorship package includes the exhibition space and other listed benefits. The appointed supplier will work with each sponsor to create a booth that aligns with their brand and requirements.

Together, let's make this summit not just a milestone for API — but a legacy for Africa's public finance future.

With appreciation, purpose, and anticipation,



Evans Mulera

Chief Executive Officer

African Professionalisation Initiative (API)

For the API PFM Summit Planning Committee

API PFM Visionary Summit 2026 – Sponsorship Packages

Category

Investment (USD) Key Benefits

Platinum Sponsor 3 slots	\$25,000	- Keynote + plenary speaking slot - Branding across all summit platforms (digital, print, press) - Sponsor video aired daily - 5 VIP passes - Logo on delegate lanyards & bags - VIP roundtable with Gvt Leaders & donors - Full-page ad in program & post-summit report - Prime exhibition space
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Category	Investment (USD)	Key Benefits
Gold Sponsor 5 slots	\$15,000	- Host & brand the Digital PFM Innovation Theme - 3 VIP passes - Branding on summit app & plenary screens - Mid-tier exhibition space - Half page ad in program - Joint press release with API on digital reform - Speaking role during event - Social media spotlight campaign - Exhibition space
Silver Sponsor 10 slots (9 left)	\$10,000	- Speaking role - 3 passes - Logo on designated branding points - Half page ad in program - Featured in API publications - Branding on API Website - Social media spotlight campaign - Exhibition space
Bronze Sponsor 10 slots (9 Left)	\$5,000	- Speaker/moderator role in innovation track - 3 passes - Logo in summit program - Branding on API Website - Social media spotlight campaign - Exhibition space
Gala Dinner Sponsor 2 slots (1 Left)	\$5,000	- Exclusive branding at official gala dinner - Opportunity to address guests - Logo in cultural/entertainment zones - 2 passes - Branding on API Website
Digital Experience Sponsor 2 slots	\$3,000	- Sponsored push notifications - Logo on all session screens - 1 pass - Branding on API Website - Exhibition space
Exhibitor Only 10 slots (8 left)	\$2,000	- Name listed in summit materials - 1 pass - Branding on API Website - Exhibition space

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Optional Add-Ons

Add-On	Investment (USD)	Benefit
Lanyard Sponsor (3 slots)	\$2,000	Logo printed on all delegate lanyards
Delegate Bag Sponsor (4 slots)	\$2,000	Logo printed on all delegate bags
Wi-Fi Sponsor (2 slot)	\$2,500	Splash page branding + custom password
Mobile App Sponsor (2 slot)	\$2,500	Exclusive branding + 2 push alerts/day
Water Station Sponsor (2 slots)	\$2,500	Branded eco-stations throughout venue

REGISTER HERE FOR THE API PFM SUMMIT, JOHANNESBURG, SA: 23-27 MARCH 2026



**AFRICAN
PROFESSIONALISATION
INITIATIVE**

WELCOME TO THE API PFM SUMMIT

TARGETED AUDIENCE:

- Incumbents
- Specialization
- Short Codes / Free CPDs



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PROFESSIONALISATION
PROGRAMMES**

Strong Public Financial
Management begins with strong
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