

# TechHer Fest

24'



E V E N T P R O P O S A L



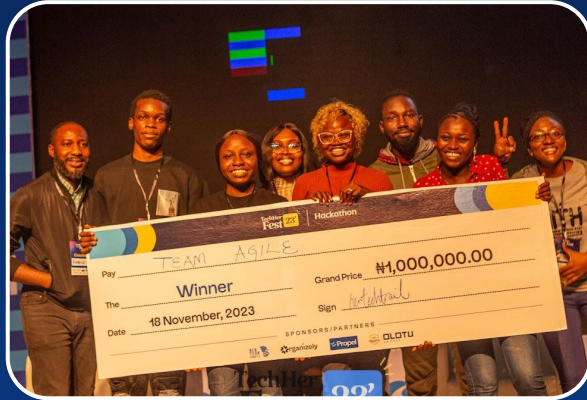
[www.events.hertechtrail.org](http://www.events.hertechtrail.org)



EVENT HOST

# EVENT INTRODUCTION

TechHer  
Fest 24'



TechHerFest which is the largest gathering of African women in Tech is our annual flagship event, bringing together digital business women, women in tech, women in tech enthusiasts, women entrepreneurs leveraging tech and women in tech sponsors and supporters from across Africa to learn, engage in inspiring conversations, and network with industry leaders and partnering companies.

Last year, we hosted 1000+ attendees in a hybrid event in Port Harcourt, and we aim to double that number this year.

With this year's TechHerFest, we aim to scale women in businesses leveraging digital tools for better growth, empower upcoming women in Tech with kickstart opportunities such as scholarships, laptops, and mentorship, and celebrate amazing women in Tech doing amazingly well in the industry.

# CONFERENCE DETAILS

TechHer  
Fest 24'

This event brings together Women in Tech, Organisations and individuals that contribute to gender diversity and inclusion in the tech space. These include tech founders and leaders, tech talents, partners, sponsors and organisations within over 22 countries.

## ESTIMATED NUMBER OF ATTENDEES

2000+

In-person 1,500+ | Online 1000+

## LOCATION, DATE AND TIME

Lemaco Event Centre,  
Port Harcourt, NG.

2nd November, 2024.

09:00 AM GMT+1

## SPEAKERS

20+

## AUDIENCE SEGMENTS

- Women in Tech.
- Digital business women.
- Entrepreneurs, companies and individuals contributing to closing the gender gap.
- High School and Tertiary Female Students.

# VALUE PROPOSITION



## BRAND PROMOTION

Promote and create brand awareness on a global platform.

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## VISIBILITY AND LEAD GENERATION

Showcase your products and services to more than 21,000 people across 22 countries and more and generate healthy leads.

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## BUSINESS RELATIONSHIPS

Connect with other partners, sponsors and business owners, and build meaning relationships and network.

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## REACH EXPANSION

Expand your business reach into a new demography and reach new milestones.

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## SOCIAL IMPACT

A great opportunity to change lives for social good.

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## FEMALE TECH TALENT POOL

Have direct access into our Global Female Tech Talent Pool and promote diversity and Inclusion in your workplace.

# ORGANIZATION IMPACT

TechHer  
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**21K+**

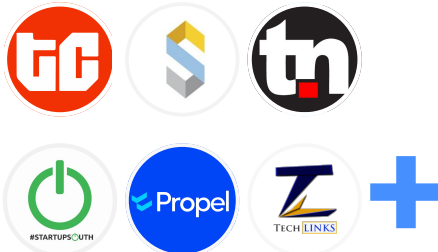
Community Members

**7M+**

Online impressions

**8**

Award Recognitions  
& Features



**300+**

Members received  
data support and Laptop

**20+**

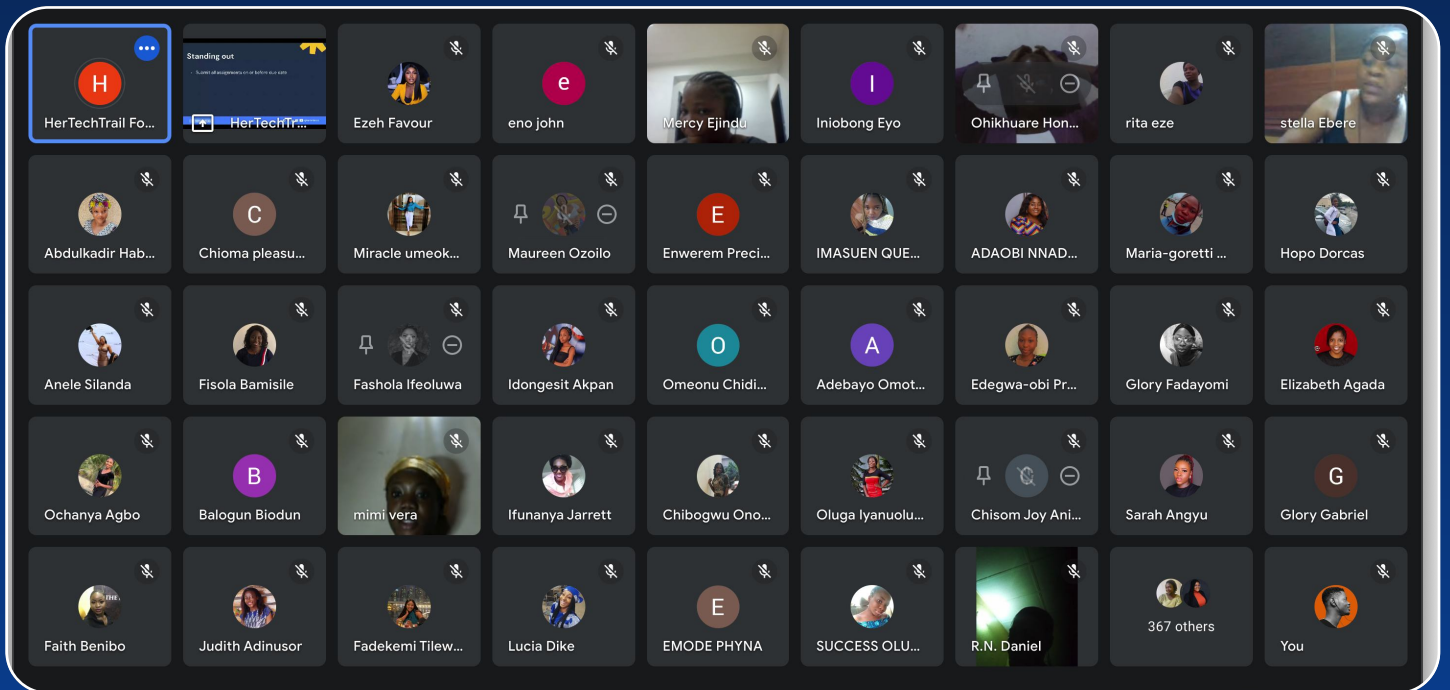
Countries in Africa and  
beyond

**1K+**

hybrid attendees in  
TechHerFest23

# ORGANIZATION IMPACT

TechHer  
Fest 24'



# 10,000+

Scholarship Beneficiaries  
trained through our Tuition- free  
Academy Program

# 30+

Coaches across Africa,  
Europe, & America

# 25

Partners

# 40

Companies helped with  
gender balance in their workforce

# 78%

Academy Alumni  
have Digital businesses and jobs

# OUR ASK

TechHer  
**Fest 24'**



## SPONSORSHIP PACKAGE



## PARTNERSHIP PACKAGE



## IN-KIND OR IN-CASH DONATION

We're open to receiving in-kind or in-cash donations, Send us an email by clicking on the button below.

[Say Hello](#)

# SPONSORSHIP PACKAGES

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## GOLD

(HEADLINE SPONSOR)

**\$4,000**

NGN 6,519,360

- Exhibition/sales Space - a sit-down booth with officials to connect directly with attendees.
- Special Branding (Main banner, tags, flyers, savonnier, hackathon winner banner, business grant winner banner, slides) with a particular page on the jotter savonnier to all the attendees with QR codes for desired lead generation.
- Lead Generation: Special contests/games that help you achieve some business goals, for example, signups and sharing 50 of your merch to top winners and other exciting prizes.
- Special session(15 minutes) of your brand with the audience, for example, Q/A about your brand.
- The company name and logo are on all press releases, including newsletters, social media, and all event emails.
- Special show-off of brand on the big screen at event intervals.
- Access to our global female talent tool.
- Access to the VIP Session for five of your female employees.

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## SILVER

**\$3,500**

NGN 5,704,440

- Exhibition/sales Space - a seat down booth(one on the main stage and 1 on the entrance) and with officials to connect directly with attendees.
- Special Branding on main banner and event slides .
- Special contests/games that helps you achieve some business goals example; signups and share 50 of your merch to top winners and other exciting prizes.
- Company name and logo on all press releases including newsletters, social media and all event emails.
- Special talk(10min) about brand on the big stage and advertising of brand.
- Access to our global female talent tool.
- Customised NewsLetter to all our community members and event attendees pre and post event.
- Access to the VIP Session for five of your female employees.

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## BRONZE

**\$2,500**

NGN 4,074,600

- Exhibition Space - a seat down booth with officials to connect directly with attendees.
- Special branding with logo on the main event banner.
- Special talk(5min) about brand on the big stage and advertising of brand.
- show off on big screen at event intervals at less intervals than the above.
- Company name and logo on all press releases including newsletters, social media and all event emails.
- Access to our global female talent tool.
- Access to the VIP Session for five of your female employees.

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# PARTNERSHIP PACKAGES



## LEVEL 1 (BASIC)

### Item description

### Price

Give items that are worth these price values or give the cash

- Laptops for women worth N600k

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- Savonnier for 1500 attendees (N450k)

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- Drinks for 1500 attendees (N700k)

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- Water for 1500 attendees (N370k)

### Partnership benefits

- Brand logo on event banner
- Shoutout on media platforms including socials
- Exhibition stand - 1 standup booth/rollup stand with an official to connect to attendees
- Access to our global female talent tool
- Access to the VIP Session for two of your female employees.

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# PARTNERSHIP PACKAGES



## LEVEL 2 (BASIC PLUS)

### Service And Products

### Price

- Free/discounted service product worth between N200k-300k (example, co working space usage) for top winners from games/competition for your brand.

### Partnership benefits

- Brand logo on event banner
- Shoutout on media platforms including social
- Access to our global female talent tool
- Access to the VIP Session for two of your female employees.

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# CONTACT US

TechHer  
Fest 24'

## EMAIL

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[hello@hertechtrail.org](mailto:hello@hertechtrail.org)

## OFFICE

The Tamara Centre, Ministry of  
Women Affairs. Eastern By  
Pass PortHarcourt, Nigeria.

## SOCIAL MEDIA

     [@hertechtrail](https://www.instagram.com/hertechtrail)

## WEBSITE

[www.events.hertechtrail.org](http://www.events.hertechtrail.org)