

# Architects of Leverage

Sponsorship prospectus for a business growth and leadership summit serving SMEs and young professionals.

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Status: v2 outreach document. Date, venue, final speakers, and media plan are still to be confirmed.

**Current packages: Title Sponsor - ₦5m, Gold Sponsor - ₦3m, Silver Sponsor - ₦1m.**

EXECUTIVE SUMMARY

# Why Nexus should matter to sponsors

Nexus Summit is being positioned as a business growth and leadership platform for SMEs and young professionals. The event is not only a gathering; it is a pipeline that prepares selected SMEs through a bootcamp stage, gives finalists a public pitch platform, awards cash support to the winner, and creates visibility before sponsors, business leaders, and potential investors.

For young professionals, Nexus offers career clarity, networking, employability conversations, and exposure to entrepreneurship and intrapreneurship paths. For sponsors, the value is direct access to business owners and professionals who are actively choosing financial products, tools, networks, employers, and trusted brands.

**The sponsorship ask should therefore be framed around access, trust, and business outcomes - not charity. Sponsors are helping create the platform, but they are also gaining a structured route into a commercially relevant audience.**

PRIMARY AUDIENCE

## Who the summit is built for

Audience	What they need	Why sponsors should care
SMEs	Growth support, pitch readiness, tools, finance, visibility, networks, and investor exposure.	They are potential customers for banking, payments, credit, software, connectivity, advisory, logistics, and business support services.
Young professionals	Career clarity, employability insight, leadership exposure, networks, and entrepreneurship/intrapreneurship paths.	They are early brand-forming consumers, future managers, operators, founders, and decision-makers.

## PROGRAM MODEL

# The Nexus model

The core event structure should be presented as a practical business growth pathway.

- SME bootcamp: selected businesses receive structured preparation before the summit.
- Pitch readiness: finalists refine their business story, market, numbers, and ask.
- Pitch competition: SME finalists present to an audience of professionals, business leaders, sponsors, and possible investors.
- Cash prize: the winner receives non-dilutive business support.
- Sponsor activation: sponsors get booths, product demos, social visibility, and direct audience engagement.
- Leadership sessions: keynotes and panels focus on business growth, leadership, employability, and economic opportunity.

**This model gives sponsors something clearer than logo placement. It gives them an activation context: they can show up where SMEs are learning, pitching, networking, and deciding what support they need next.**

## SPONSOR THESIS

### The strongest argument for sponsorship

Nexus Summit helps sponsors reach growth-minded SMEs and young professionals in a setting built around business development, pitch readiness, leadership, and economic opportunity. Sponsors are not just funding an event; they are positioning themselves in front of business owners who need capital, payments, software, connectivity, advisory support, and visibility - and professionals who are shaping their careers and future buying decisions.

# Recommended sponsor categories

Sponsor category	Reason to sponsor
<b>Banks and fintechs</b>	SME acquisition, payments education, business accounts, savings, credit, financial literacy, and trust-building.
<b>Telcos, cloud, and business tools</b>	Connectivity, productivity, digital adoption, software demos, and SME enablement.
<b>Consumer brands</b>	Brand affinity with upwardly mobile Nigerians and business-minded communities.
<b>Employers and recruiters</b>	Access to ambitious professionals, future operators, and early-career talent.

The clearest sponsor angle is SME market access. A sponsor can use Nexus to educate business owners, demonstrate products, collect leads where appropriate, and associate with practical business growth.

## SPONSORSHIP PACKAGES

# Partnership options

These packages are placeholders for outreach. They should be treated as commercially negotiable until the venue, booth capacity, media plan, speaker lineup, and final event programme are locked.

Package	Investment	Best fit	Core benefits
<b>Title Sponsor</b>	<b>₦5m</b>	Anchor partner	Main sponsor positioning; speaking slot; strongest logo placement; booth; product demo; social media visibility; pitch competition association; post-event report.
<b>Gold Sponsor</b>	<b>₦3m</b>	Major partner	Prominent logo placement; booth; product demo; social media posts; event recognition; post-event report.
<b>Silver Sponsor</b>	<b>₦1m</b>	Supporting partner	Logo placement; social media mention; booth/table presence; event recognition.

Important: the speaking slot is reserved for the highest-paying sponsor. Booth dimensions, product demo format, social media post count, and branding placement should be confirmed after venue and media plan are final.

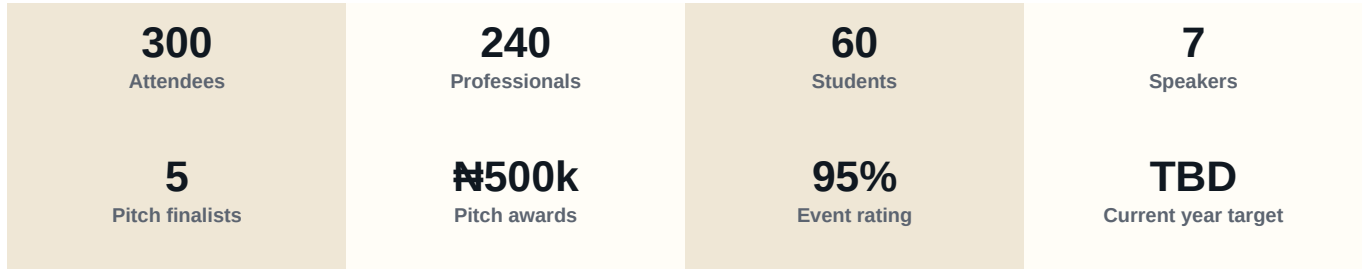
## FUNDING LOGIC

### What sponsorship enables

- SME bootcamp design and delivery.
- Pitch competition operations and finalist support.
- Cash prize for the winning SME.
- Venue, production, logistics, media, and content capture.
- Sponsor activation support and post-event reporting.

# Existing base to build from

Last year's sponsorship deck gives the following early proof points: 300 total attendees, 240 professionals, 60 students, 7 speakers, 5 pitch finalists, ₦500k pitch awards, and a 95% event rating.



## NEXT STEP

### How a sponsor moves forward

- Select a package: Title, Gold, or Silver.
- Confirm activation priorities: booth, product demo, social visibility, speaking slot if applicable.
- Share logo, brand contact, product focus, and booth requirements.
- Confirm payment timeline and sponsorship agreement.

Contact details to be confirmed before final circulation.