



13th EDITION

GAH AWARDS & BUSINESS SUMMIT 2025

PRICING GUIDE

- 📅 **FRIDAY, 12TH DECEMBER 2025**
- 🕒 **05:00PM PROMPT**
- 📍 **THE EKO HOTEL & SUITES**
Plot 1415, Adetokunbo Ademola Street,
Victoria Island, Lagos, Nigeria.

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ABOUT THE GAH AWARDS & BUSINESS SUMMIT

Event Overview

The GAH Awards & Business Summit is Africa's most prestigious convergence of visionary leaders, entrepreneurs, public sector champions, creatives, and innovators. Scheduled to hold on Friday, 12th December 2025 at the iconic Eko Hotels & Suites, Lagos, this exclusive gathering offers a hybrid platform for recognition, networking, strategic dialogue, and brand elevation.

Now in its 13th edition, the GAH Awards has evolved into more than a ceremonial night of accolades. It is a catalyst for transformation, designed to create new pathways for innovation, partnerships, and purposeful investment across Africa and the diaspora. This year's edition brings together over 1,000 distinguished guests including C-suite executives, diplomats, celebrities, policymakers, philanthropists, and media leaders — all within an environment that fuses prestige with real economic opportunity.

Theme: Africa Reimagined — Innovation, Inclusion & Sustainable Growth

This year's theme reflects the urgent need to reposition Africa's narrative beyond limitations. "Africa Reimagined" challenges stakeholders to think boldly and build systems that are inclusive, future-focused, and globally competitive.

Through high-level panel sessions, keynote speeches, business exhibitions, magazine activations, and an internationally streamed awards ceremony, this theme will shape how brands, institutions, and governments engage with Africa's next frontier.

It is a rallying call for leaders who are not only creating value, but also driving sustainability, equity, and long-term impact across industries and borders.



LEGACY

Since inception, the GAH platform has honoured over 7,000 trailblazers and facilitated cross-sectoral alliances through recognition, visibility, and exclusive access. It has positioned itself as a trusted brand that connects influence with purpose and prestige with measurable outcomes.

VISION

To be the foremost pan-African platform where legacy builders, changemakers, and industry leaders converge to celebrate excellence and spark continental transformation.

MISSION

- ✓ To recognize outstanding individuals and organizations shaping Africa's future.
- ✓ To elevate high-impact brands and partners through strategic media and event integration.
- ✓ To provide an elite environment for networking, collaboration, and purposeful exposure.
- ✓ To build a sustainable ecosystem of influence, innovation, and legacy leadership.



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WHY PARTNER WITH US

What Makes GAH Unique

The GAH Awards & Business Summit is not just an event — it is a premium platform where excellence, influence, and strategic visibility intersect. As one of the most recognized continental brands celebrating transformational leadership and innovation, GAH offers partners a rare opportunity to align with a legacy-driven ecosystem that transcends the traditional sponsorship model.

Unlike standard events, GAH delivers integrated brand storytelling, cross-sector recognition, and high-value engagement before, during, and after the event. From curated business summits and exclusive VIP lounges to multimedia campaigns, digital activations, and on-site exhibitions, every sponsorship touchpoint is designed to elevate your brand's presence and prestige.

This is a partnership designed not just to be seen — but to be remembered, trusted, and valued.





KEY IMPACT HIGHLIGHTS

- ✓ **13th Editions of Uninterrupted Legacy:** Proven track record of consistent delivery, attracting high-level personalities, brands, and institutions across Africa and beyond.
- ✓ **Over 7,000 Influencers Honoured:** Including public office holders, CEOs, creatives, media powerhouses, diplomats, social entrepreneurs, and global advocates.
- ✓ **500+ Million Media Impressions:** Across digital, print, broadcast, and event platforms, including major coverage on Arise News, BellaNaija, AIT, Guardian, and more.
- ✓ **Strategic Brand Collaborations:** Past and current partners include financial institutions, global corporations, luxury brands, international embassies, and government ministries.
- ✓ **Home to GAH Elite Club & Lifestyle Magazine:** Creating year-round visibility and legacy-aligned brand extensions for sponsors and honours.





AUDIENCE & REACH

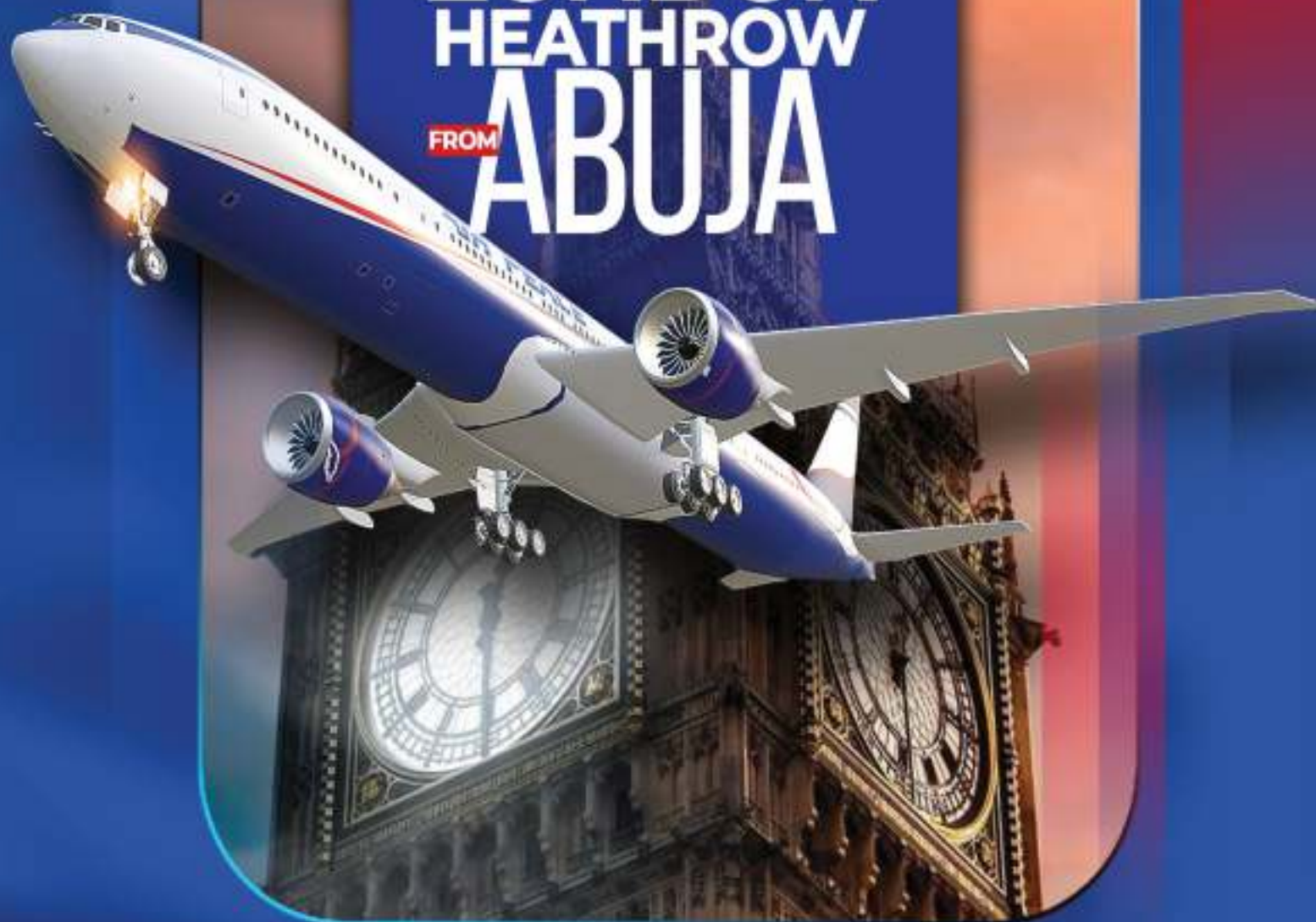
The GAH Awards & Business Summit attracts a diverse and powerful audience that includes:

- ✓ **High-Net-Worth Individuals (HNWIs):** Entrepreneurs, investors, and business owners seeking access and exposure.
- ✓ **Corporate & Government Leaders:** Senior executives, ministers, governors, commissioners, and ambassadors.
- ✓ **Global and Pan-African Media:** Extensive pre- and post-event coverage by press, bloggers, influencers, and international media partners.
- ✓ **Creative Economy Trailblazers:** Fashion leaders, filmmakers, tech founders, and wellness entrepreneurs.
- ✓ **Diaspora Engagement:** Targeted outreach to African professionals and institutions across the UK, US, UAE, and Canada.

The reach extends beyond the event hall, with active engagement through social media campaigns, digital assets, email marketing, partner platforms, and the widely circulated GAH Lifestyle Magazine.



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EFFECTIVE 26TH OCTOBER**

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SPONSORSHIP TIERS -SIDE-BY-SIDE COMPARISON

| Features | Platinum Elite (₦50M) | Gold Leadership (₦25M) | Silver Innovation (₦15M) | Bronze Impact (₦7.5M) | Supporting Sponsor (₦5M) |
|-------------------------------|---------------------------|---------------------------|-----------------------------|--------------------------|-----------------------------|
| Stage Visibility | Keynote Speech | Presentation Slot | Panel Participation | Presenter Mention | Name Recognition Only |
| Naming Rights | Yes | × | × | × | × |
| LED Screen Branding | Yes | Yes | × | × | × |
| Red Carpet Branding | Yes | Yes | × | × | × |
| Exhibit Boot | Premium | Executive | Standard | Standard | Shared Tabletop |
| Magazine Feature | Cover + Full Page | Double Spread | Inside Cover | Half Page | Logo Only |
| VIP Invitations | 20 | 15 | 10 | 5 | 3 |
| Social Media & PR Mentions | Full Campaign + Interview | Highlight Campaign | Social Feature + Logo | Single Mention | Group Thank-You Post |
| Website & Digital Exposure | Yes (12 Months) | Yes | Yes | Yes | Yes |
| Complimentary Gift Bag Insert | Yes | Yes | Optional | Optional | × |
| GAH Lifestyle Magazine Promo | Full Placemen | Double Page Mention | CEO Spotlight Section | Logo Inclusion | Name Listing Only |

NOTES:

- All sponsors receive premium recognition across digital and physical platforms.
- Naming rights and keynote slots are exclusive to Platinum Elite Sponsors.
- Magazine and media visibility are scaled by tier for optimal exposure.
- Sponsorships are granted on a first-come, first-confirmed basis.

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TABLE RESERVATIONS – COMPARISON GRID

| Table Package | Diamond Table (₦15M) | Platinum Table (₦10M) | Sapphire Table (₦7.5M) | Gold Table (₦5M) |
|---------------------|--------------------------|-----------------------|------------------------|--------------------|
| Seating Location | Front Row (Red Carpet) | Prime Area | Premium Zone | VIP Zone |
| Red Carpet Access | Yes | Yes | Yes | Yes |
| Table Capacity | 10 Guests | 10 Guests | 10 Guests | 10 Guests |
| Drink Service | Luxury Spirits | Champagne | Wine | Welcome Drinks |
| Event Magazine | Full Page Mention | Logo Inclusion | × | × |
| Photo Opportunities | Red Carpet + Award Stage | Red Carpet | Lounge Access | Branded Photo Wall |
| Gift Bags | Premium Gifts | Executive Gifts | Standard Gifts | General Gifts |
| VIP Check-In | Priority Escort | Dedicated Line | Dedicated Line | VIP Entry Pass |

Add-On Options (Available on Request)

- Stage Mention: +₦1,000,000
- LED Screen Ad (60 sec): +₦1,000,000
- Award Presenter Role: +₦1,500,000



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INDIVIDUAL VIP SEATING OPTIONS – COMPARISON GRID

| Seat Category | Diamond Seat (₦1.5M) | Platinum Seat (₦1M) | Sapphire Seat (₦750K) | Gold Seat (₦500K) |
|-------------------------|-----------------------------|-------------------------|-----------------------|------------------------|
| Seating Location | Front Row | Near VIP Zone | Premium Area | General VIP Section |
| Red Carpet Access | Yes | Yes | Yes | Yes |
| Drink Service | Champagne | Fine Dining Wine | Cocktails | Welcome Drink |
| Souvenir Package | Deluxe Gift Bag | Executive Gift | Standard Gift | General Gift |
| Photo Opportunities | Full Page Mention | Logo Inclusion | × | × |
| Photo Opportunities | Red Carpet + Stage Access | Red Carpet Photo Wal | Lounge Area | Branded Photo Backdrop |
| GAH Magazine Inclusions | Name Mention (Premium List) | Name Mention (VIP List) | × | × |
| VIP Lounge Access | Exclusive | Yes | Limited | × |

Each seat is designed to deliver not just access, but status, experience, and engagement with Africa's most prestigious audience.





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VENDOR BOOTHS – THE COCKPIT EXPERIENCE

Positioned at the heart of the event venue, the **Cockpit Experience** is designed for brands seeking high-traffic visibility, luxury showcase space, and direct interaction with Africa's most influential guests. Whether you're a multinational, a fashion label, or a rising startup, the booth options below are tailored to amplify your brand's visibility, prestige, and lead generation.





VENDOR BOOTH COMPARISON

| Booth Type | VIP Booth (₦3M) | Executive Booth (₦2M) | Corporate Booth (₦1.5M) | Startup Table (₦1M) |
|----------------------|--------------------------------|-----------------------|-------------------------|-----------------------|
| Location | Premium (Red Carpet Proximity) | Prime Hallway Zone | Mid-Zone | Shared Zone |
| Space Type | Large Enclosed Booth | Modular Booth | Open Display Table | Shared Tabletop Stand |
| LED Screen Ad | 60-Sec Video Slot | 30-Sec Video Loop | Logo Flash Only | × |
| GAH Magazine | Brand Mention + Photo | Logo Inclusion | Group Listing | × |
| Social Media Feature | Yes | Optional | × | × |
| VIP Passes | 4 | 3 | 2 | 1 |
| Onsite Branding | Yes (Banner & Signage) | Banner Only | Tabletop Signage | Shared Placard |

All booth partners will receive:

- Exhibitor badges
- Logo listing on the event website for 6 months



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MAGAZINE ADVERTISING PACKAGES

The **GAH Lifestyle Magazine** is a prestigious publication that features changemakers, thought leaders, brand executives, and influencers across Africa and the diaspora. With circulation across print and digital platforms, it offers high-value exposure before, during, and after the GAH Awards & Business Summit.





ADVERTISING FEATURE OPTIONS

| Feature Type | Price | Placement & Exposure |
|---------------------|------------|--|
| Cover Story | ₦5,000,000 | Front cover feature with double-page spread, red carpet highlight, and interview |
| Double Spread | ₦2,500,000 | Two full pages at center spread with brand story and visuals |
| Founder's Circle | ₦2,000,000 | 1.5-page feature in curated founder/CEO spotlight section |
| Full Page Feature | ₦1,500,000 | One full-page editorial for business or product promotion |
| Women of Influence | ₦1,000,000 | Recognized within our signature women-in-leadership spotlight section |
| Logo Placement Only | ₦500,000 | Brand logo inclusion in sponsor and partner directory |

Each feature includes digital promotion across:

- Gah Awards Social Media Platforms
- Email Newsletter (20,000+ Subscribers)
- Post-event Media Documentation



BE HEARD & BE SEEN!



PREMIUM CONTENT

EXCLUSIVE INTERVIEWS

ENHANCED RECOGNITION

SCAN TO READ





STRATEGIC ADD-ON SPONSORSHIPS

Our **curated add-on sponsorships** are designed to give partners enhanced stage visibility, media mileage, and physical brand placement during the GAH Awards & Business Summit. These standalone options can be added to any existing sponsorship or table package—or selected independently for targeted exposure.



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ADD-ON SPONSORSHIP OPPORTUNITIES

| Add-On Package | Price | Inclusions |
|---------------------------|------------|---|
| Media & Spotlight Bundle | ₦2,000,00 | Magazine feature + social media promotion + LED screen video + interview clip |
| Award Presenter Slot | ₦1,500,000 | Present an award on stage, photo ops, brand mention on screen and brochure |
| LED Screen Ad (60 sec) | ₦1,000,000 | Branded video or logo showcased during event on main stage screen |
| Red Carpet Banner Display | ₦1,000,000 | Logo placement on official media backdrop at the red carpet |
| Digital Partner Promo | ₦750,000 | Website article, social media post, and email blast to 20,000+ subscribers |
| Gift Bag Insertion | ₦500,000 | Include samples, flyers, or promotional items in 1,000+ premium gift bags |

- These limited add-ons offer high ROI and brand recall among Africa's most influential audience segments. Early confirmation is recommended due to exclusivity and design timelines.





PARTNERSHIP VALUE EXCHANGE TIERS

The 13th GAH Awards & Business Summit is more than an event – it is a platform for strategic collaboration. We invite partners to join us in a value exchange ecosystem, where financial sponsorship is not the focus; instead, product experiences, service offerings, and exchange value form the core of our partnerships.

Through the GAH Elite Club, GAH Awards, and GAH Elite Magazine, our partners enjoy long-term visibility, premium networking, and exclusive audience access.

GAH AWARDS 2025 PARTNERSHIP VALUE EXCHANGE MATRIX

| Tier | Partner Provides | Our Offering |
|-------------------------------|---|--|
| Platinum Value Partner | <ul style="list-style-type: none"> - Luxury products/services across multiple categories - Branded lounges, showcases, immersive activations - Exclusive gifting for VIPs & 1,000+ guests - Airline/hotel/transport partnerships - Event tech (LED, AV, livestream, apps) - CSR projects (scholarships, empowerment machines) - Media rights or broadcast support | <ul style="list-style-type: none"> - Naming rights or segment branding - Prime LED & red carpet logo placement - Keynote/panel speaking opportunity - 2–4 page Elite Magazine feature - Premium booth at Elite Expo Zone - Product placement for 1,000+ guests - 1-year Elite Club membership + directory listing |
| Gold Value Partner | <ul style="list-style-type: none"> - Premium products/services in gift bags & Elite Club welcome boxes - Mid-tier activations (wellness corners, tasting booths) - Sponsored cocktail or entertainment - Lifestyle perks for Elite Club members - Hospitality/décor support (wine, catering, floral) - Editorial/advertorial content in Elite Magazine - CSR/empowerment contributions (equipment, vouchers) | <ul style="list-style-type: none"> - Logo placement on select event assets - Recognition during Summit/award session - 1–2 page magazine editorial/advertorial - Mentions across press & social media - Mid-tier showcase booth or activation - Gift bag inclusion - Integration of offers into Elite Club perks |

| Tier | Partner Provides | Our Offering |
|-----------------------------|--|---|
| Silver Value Partner | <ul style="list-style-type: none"> - Product sampling & voucher distribution - Standard booths or brochure stands - Gift bag items - Sponsorship of 1–2 empowerment beneficiaries - Support for cultural/entertainment interludes - Digital collabs (hashtags, filters, reels) | <ul style="list-style-type: none"> - Logo listing on brochure & website - ½-page magazine feature or spotlight - Social media mentions pre/post event - Sampling at cocktail or networking lounge - Gift bag distribution - Discounts/vouchers for Elite Club members |
| Bronze Value Partner | <ul style="list-style-type: none"> - Inserts in 1,000+ guest gift bags - Small-scale giveaways or vouchers - Discounts & offers for Elite Club members - Single scholarship or empowerment kit - Sponsored mini-feature in Elite Magazine | <ul style="list-style-type: none"> - Logo listing on event website & directory - Mini-feature/testimonial in Elite Magazine - Inserts in 1,000+ gift bags - Discount or promo extended to Elite Club members |





PARTNERSHIP VALUE EXCHANGE — TIERED PARTNER CONTRIBUTIONS EXPLAINED

1. PLATINUM VALUE PARTNER (HIGHEST EXCHANGE TIER)

- For global brands, luxury leaders, and premium service providers
- Wide-spectrum contribution across multiple categories: luxury products, tech, travel, and CSR.
- Premium products/services for VIP guests & honorees (luxury fashion, jewelry, spirits, tech gadgets).
- Branded activations: lounges, showcases, tasting booths, immersive experiences.
- Exclusive gifting for awardees, dignitaries, and 1,000+ guests (curated hampers, vouchers, luxury kits).
- Airline/hotel partnerships: VIP suites, flights, chauffeur transfers.
- Event technology support: LED, AV, livestream, or event app.
- Empowerment initiatives: scholarships, empowerment machines, or CSR projects.
- Media support: content partnerships, broadcast distribution, co-produced highlight reels.

2. GOLD VALUE PARTNER

- For regional and national brands looking for strong experiential exposure
- Premium product/service placement in guest gift bags & Elite Club welcome boxes.
- Mid-tier co-branded activations (wellness corners, tasting booths, tech demos).
- Partner-led experiences: curated entertainment interlude, sponsored cocktail.
- Lifestyle perks & discounts for GAH Elite Club members.
- Hospitality or décor support (floral, premium catering, wine service).
- Co-created editorial or advertorial support in GAH Elite Magazine.
- Branded contributions to CSR/empowerment programs (equipment, vouchers, startup kits).





PARTNERSHIP VALUE EXCHANGE — TIERED PARTNER CONTRIBUTIONS EXPLAINED

3. SILVER VALUE PARTNER

- For growth-stage brands, lifestyle services, and SMEs entering the elite market
- Product sampling or voucher distribution (fashion, wellness, tech, beauty).
- Standard activation zones (brochure stand, interactive booth).
- Insertion of branded items into guest gift bags.
- CSR-linked contributions: sponsorship of 1–2 beneficiaries in empowerment initiatives.
- Support for cultural/entertainment interludes (DJ, art showcase).
- Digital campaign collaboration (sponsored hashtags, photo filters, reels).

4. BRONZE VALUE PARTNER

- For niche brands, startups, and CSR-driven organizations
- Specific product or flyer insert in 1,000+ gift bags.
- Small-scale product sampling or promo giveaways.
- Discounts or exclusive offers extended to Elite Club members.
- Philanthropic support: single scholarship sponsorship, startup kit, or service voucher.
- Content collaboration (sponsored article, testimonial, or mini-feature in magazine).



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Who We Are

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Booking & Payment Information

To secure your **preferred sponsorship, table, or activation slot**, please find the payment and confirmation details below. All reservations are handled on a first-confirmed, first-served basis.

BANK TRANSFER DETAILS

Account Name: **GAH Awards Ltd.**

 **WEMA BANK: 0123768991**

 **KEYSTONE BANK: 1012315605**

- Confirmation Email: contact@gahawards.com
- WhatsApp Support: +234 809 351 1111

IMPORTANT NOTES:

- **Early Bird Deadline:**
All bookings confirmed and paid before October 16, 2025, qualify for exclusive positioning and design priority.
- **Design Submission Cut-Off:**
All branding materials (logos, banners, videos, etc.) must be submitted by November 15, 2025 to guarantee implementation.
- **No Refund Policy:**
Please note that once production, branding, or publicity has commenced, payments become non-refundable.

- **Booking Process:**
Choose your package from the pricing guide.
- **Make payment** to the designated GAH Awards Ltd. Account.
- **Send proof of payment** to contact@gahawards.com.
- **Our team** will respond with an official confirmation letter, receipt, and onboarding guide.

11

CALL TO ACTION

Partner with Prestige. Align with Legacy. Lead the Future.

The GAH Awards & Business Summit 2025 is not just an event — it is a global showcase of leadership, innovation, and legacy-building. From elite networking to targeted brand elevation, it is a unique opportunity to position your business at the heart of Africa's next frontier of excellence.

Whether you're a multinational, a disruptive startup, or a government institution, this is your invitation to stand beside Africa's boldest visionaries — as a partner, a pioneer, and a legacy builder.

READY TO CONFIRM YOUR SLOT?

 contact@gahawards.com
 www.gahawards.com
 **+234 816 331 1111 ::**
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Our team is available to guide your booking process, finalize your branding assets, and ensure that your presence at this year's event delivers real visibility, strategic impact, and long-term value.



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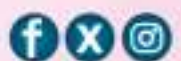
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It's time to break away from the ordinary and step into a world where **excellence** is the **standard**. **Elevate to Elite Status** and unlock a world of **exclusive privileges**, unmatched experience and **extraordinary rewards**.



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