

# ELEVATE YOUR BRAND WITH FAME WEEK AFRICA

**01-03 SEPTEMBER 2025 | MARKET + CONFERENCES**

**04-06 SEPTEMBER 2025 | FAME SHORTS FILM FESTIVAL**

**mip<sup>®</sup>africa**  
CAPE TOWN

**ANIMATION  
AFRICA**  
CAPE TOWN

**MUZIKI AFRICA**  
CAPE TOWN

**AFRICAN  
FASHION  
FORUM**  
CAPE TOWN

**FAME  
SHORTS  
FILM  
FESTIVAL**

FAME Week Africa is an exhilarating celebration of African creativity, where the continent's unmatched talent, compelling stories, and vibrant culture shine. Our mission is to unite the creative forces of film, television, animation, music, and entertainment technology, forming a dynamic nexus of artistic expression. We proudly showcase Africa's diverse cultural narratives, empower emerging talents, and inspire innovation at the intersection of entertainment and technology. FAME Week Africa is a global stage, connecting audiences worldwide and fostering inclusivity while serving as a catalyst for positive change in Africa's creative industries. Join us on this electrifying journey into the heart of African creativity.

## THE SERIES OF EVENTS THAT TAKE PLACE DURING FAME WEEK AFRICA:

1. MIP Africa
2. Animation Africa
3. Muziki Africa
4. African Fashion Forum
5. FAME Shorts Film Festival

BUILT BY



In the business of  
building businesses



If you're envisioning something extraordinary, something that goes beyond our official lineup of opportunities, we wholeheartedly encourage you to connect with us. We thrive on collaborating with visionaries, dream-makers, and shape-shifters. Let's embark on an innovative journey together, turning your unconventional ideas into remarkable realities. Your creativity knows no bounds, and we're here to help you push the boundaries of what's possible. Get in touch, and let's explore uncharted territory to create something truly exceptional.



MIP Africa provides an exclusive opportunity for content creators, producers, buyers, and sellers to engage in pre-scheduled one-to-one matchmaking sessions, ensuring productive meetings that foster content support, sales, and co-production partnerships. This event offers an exciting platform to showcase your latest film and television content to both African and global audiences. The magic of MIP Africa unfolds through a diverse array of networking events and business prospects, spanning from dawn till dusk. All of this takes place against the stunning backdrop of Cape Town, our gracious host city, setting the stage for the creation of meaningful deals and collaborations.

**mip<sup>®</sup>africa**  
CAPE TOWN



African animation is on an inspiring ascent, continually gaining recognition and radiating brilliance on the global stage. Within this vast continent, a wealth of remarkable storytellers, artists, and creatives abound, each brimming with fresh and captivating tales. If you happen to be one of these imaginative visionaries, we cordially invite you to be part of the vibrant tapestry of FAME Week Africa in 2025. Our event promises a dynamic and diverse program designed to cater to a broad spectrum of interests and talents. From exhilarating pitching competitions to enlightening industry panels, there's something here for everyone who shares a passion for the art of animation.

**ANIMATION  
AFRICA**  
CAPE TOWN



Muziki Africa serves as the ultimate gathering point for music industry enthusiasts to convene, learn, exchange insights, engage in conversations, lend an ear and unearth talent. Centred on the heart of the music business, including labels, publishers, rights societies, and more, as well as the dynamic technology sector encompassing start-ups, developers, and major tech corporations, Muziki Africa brings together brands and the agencies representing them, both in music and brand campaigns. It's the premier destination that will immerse you in face-to-face encounters with the individuals, content, and ground-breaking ideas poised to unlock a year of fresh opportunities.

**MUZIKI AFRICA**  
CAPE TOWN



Step into the vibrant world of African fashion at the African Fashion Forum (AFF). Join us as we celebrate the richness, diversity, and innovation of African fashion through an immersive in-person experience like no other. AFF is a premier event that celebrates the vibrant and diverse African fashion industry, connecting it with film, TV, and music. The forum gathers prominent industry figures, emerging talent, and thought leaders to explore the intersection of fashion and entertainment. Attendees will gain insights into trends, foster educational growth, and network with designers, brands, retailers, and other key stakeholders in the fashion ecosystem.

**AFRICAN  
FASHION  
FORUM**  
CAPE TOWN



Embark on a captivating journey into the realm of African cinema at the FAME Shorts Film Festival. This exceptional event unveils a treasure trove of thought-provoking films that serve as a testament to the boundless creativity of independent filmmakers from across the continent. It's a cinematic showcase that simply cannot be overlooked. The FAME Shorts Film Festival provides an unparalleled platform for filmmakers to present their work to a discerning audience and forge meaningful connections with seasoned industry professionals. It's an unmissable opportunity to immerse yourself in the vibrant world of African cinema and become a part of the exhilarating narrative.

**FAME  
SHORTS  
FILM  
FESTIVAL**

# SHOW SPONSORSHIP OPPORTUNITIES

DESCRIPTION	PLATINUM	GOLD	SILVER	BRONZE
<b>COST</b>	R345 000	R225 000	R170 000	R100 000
<b>INCLUDES</b>				
Logo to appear on main logo lock-up	✓			
Website partner listing	✓	✓	✓	✓
Social Media partnership mention across FAME Week Africa platforms	6	2	2	1
Speaking opportunity	Dedicated session (45 mins)	Dedicated session (45 mins)	Join a panel discussion	Join a panel discussion
Onsite interview to be used in postshow marketing				
Newsletter feature	3	2	1	1
Press release - comment to be included	3	2	1	1
MIP Africa website banner	2	1	1	
FAME ConnectMe advert	2	2	1	1
FAME Week Africa guide advert	Double page	Full page	Full page	Half
Escalator Branding	3			
Escalator Floor Tile	3			
Balustrade Branding	5	5	3	2
<b>AVAILABILITY</b>	1	1	1	1

## LOGO LOCK-UP APPLICATION



ALL PRICES EXCLUDE VAT | EXCLUSIVELY AVAILABLE TO EXHIBITORS

ZAR RATES

# FAME SHORTS FILM FESTIVAL SPONSORSHIP OPPORTUNITIES

**WE ARE THE IDEAL PLATFORM FOR BOLD AND VISIONARY AFRICAN FILMMAKERS TO PRESENT THEIR WORK TO THE CINEMA-LOVING PUBLIC.**

The FAME Shorts Film Festival stands as an extraordinary celebration of authentic African storytelling. It provides attendees with an immersive journey through narratives that eloquently portrayed the continent's cultural diversity, rich experiences, and distinctive voices. The festival serves as a potent platform for amplifying diverse viewpoints, nurturing creativity, and fostering connections within the dynamic creative community. It marks the genesis of a tradition poised to illuminate the brilliance of African filmmaking for generations to come. The enduring impact of these films resonates far and wide, affirming the transcendent power of storytelling.

The FAME Shorts Film Festival leaves an indelible mark on the cinematic landscape and reaffirming the significance of African storytelling.

DESCRIPTION	PRESENTING PARTNER	SUPPORTING PARTNER
<b>COST</b>	R225 000	R25 000
<b>INCLUDES</b>		
Logo to appear on main logo lock-up	✓	
Logo to appear on awards trophy	✓	
Logo to appear on all marketing material	✓	✓
Logo on water bottle	✓	
Logo on tote bags	✓	✓
Speaking opportunity	10-minute speech at opening	
Complimentary 3-day passes	40	20
Programme booklet advert	Double page	Full page
<b>AVAILABILITY</b>	1	3



**ALL PRICES EXCLUDE VAT**

**ZAR RATES**



# FAME WEEK AFRICA FUNCTIONS

## OPENING COCKTAIL PARTY + SCREENING

SUNDAY, 31 AUGUST 2025  
THE ROCKEFELLER HOTEL

**R285 000**

120 PAX

Elevate your brand to the forefront of buyers, media, and VIPs at the exclusive opening cocktail party and screening. This premier event, followed by an insightful panel discussion, is your opportunity to shine and set the stage for FAME Week Africa – the event that defines the pulse of the industry. Don't just be part of the conversation; lead it.

### This opportunity includes:

- Mention in press release
- Branding opportunity (media wall, pull-up banners to be supplied by client)
- AV & Technical Facilities & Services
- Canapes & local beverages (menu finalised by organisers)
- Event Photography coverage
- Design/mailing + RSVP management of invites
- Panel moderator
- 10 x VIP passes

## OPENING FORUM

MONDAY, 1 SEPTEMBER 2025  
CTICC 2

**R75 000**

Make your brand unforgettable at FAME Week Africa's opening forum. Captivate the attention of every attendee and leave a lasting impression as the spotlight shines on you from the very start. Be seen. Be remembered. Be the brand that everyone's talking about.

### This opportunity includes:

- Mention in press release
- Branding opportunity (pull-up banners to be supplied by client)
- AV & Technical Facilities & Services
- Event Photography coverage
- 10-minute speech
- 10 x VIP passes

## PREMIER SCREENING

MONDAY, 1 SEPTEMBER 2025  
VENUE TBC\*

**R320 000**

120 PAX

Seize this unparalleled opportunity to shine! Showcase your production to an exclusive audience of buyers, media, and industry leaders at the premier screening of FAME Week Africa 2025. This prestigious event, followed by an insightful panel discussion, is your stage to make your production the standout highlight of the week. Don't just be part of the buzz—be the name everyone's talking about.

### This opportunity includes:

- Press release on the screening
- Branding opportunity (media wall, pull-up banners to be supplied by client)
- AV & Technical Facilities & Services
- Canapes & local beverages (menu finalised by organisers)
- Event Photography coverage
- Design/mailing + RSVP management of invites
- Panel moderator
- 10 x VIP passes
- \*A selection of venues will be presented to the client to choose from.

## PRODUCERS' BREAKFAST

TUESDAY, 2 SEPTEMBER 2025  
RADISSON RED

**R200 000**

120 PAX

Position your brand at the heart of the industry's most exciting gathering. Engage with top producers, industry leaders, and innovators as they connect, celebrate, and share insights over a delectable morning meal. This event is your chance to network with influential players, gain access to the latest trends and strategies, and open doors to valuable collaborations—all while placing your brand front and centre.

### This opportunity includes:

- Mention in press release
- Branding opportunity (media wall, pull-up banners to be supplied by client)
- AV & Technical Facilities & Services
- Canapes & local beverages (menu finalised by organisers)
- Event Photography coverage
- Design/mailing + RSVP management of invites
- Transport to Radisson RED and back to CTICC 2
- 6 x VIP passes

# FAME WEEK AFRICA FUNCTIONS

## INCLUSIVE LENS AWARDS + COCKTAIL PARTY

TUESDAY, 2 SEPTEMBER 2025  
CTICC 2

**R125 000**

Align your brand with the power of diversity and inclusivity by sponsoring the MIP Africa Inclusive Lens Awards. As a sponsor, you'll be part of a movement recognising and uplifting individuals and projects making a tangible difference on and off the screen. Your support not only demonstrates a commitment to inclusivity but also places your brand alongside trailblazers shaping the future of film and TV.

### This opportunity includes:

- Naming rights: Inclusive Lens Awards presented by sponsor name
- Mention in press release
- Logon all marketing collateral for the Inclusive Lens Awards and Awards trophy
- Branding opportunity (media wall, pull-up banners to be supplied by client)
- Canapes & local beverages (menu finalised by organisers)
- Event Photography coverage
- Design/mailing + RSVP management of invites
- 10 x VIP passes

## THE FAMEous PARTY

TUESDAY, 2 SEPTEMBER 2025  
CABO BEACH CLUB

**R486 000**

Celebrate and support the bold, boundary-pushing creatives who are making waves globally and showcasing the continent's cultural brilliance. By sponsoring this vibrant event, you'll not only elevate your brand's visibility among industry leaders and influencers but also champion the future of Africa's creative and cultural sectors. Be part of an evening that honours achievements, sparks connections, and sets the stage for what's next—positioning your brand at the forefront of this powerful movement.

### This opportunity includes:

- Mention in press release
- Logo on marketing material for the FAMEous Party
- Branding opportunity (Media walls, pull-up banners to be supplied by client)
- AV & Technical Facilities & Services
- Canapes & local beverage (menu finalised by organisers)
- Event Photography coverage
- Entertainment
- VIP area

## AFRICAN WOMEN IN ENTERTAINMENT BREAKFAST

WEDNESDAY, 3 SEPTEMBER 2025  
CTICC 2

**R220 000**

As our industry trailblazers discuss the social, ethical, and professional challenges faced by women in entertainment, your brand will be positioned at the forefront of a critical conversation on gender equality and empowerment. Show your commitment to supporting women's voices, drive meaningful change, and connect with influential leaders championing progress in the industry.

### This opportunity includes:

- Naming rights: Women in Entertainment Breakfast powered by CLIENT NAME
- Mention in press release
- Logo on marketing material for the Women in Entertainment Breakfast
- Branding opportunity (pull-up banners to be supplied by client)
- AV & Technical Facilities & Services
- Breakfast menu (finalised by organisers)
- Event Photography coverage
- 10-minute presentation
- 4 x VIP passes
- Design/mailing + RSVP management of invites

## EVENT MARKETING

**R15 000**

Unleash your brand's full potential at FAME Week Africa! If our existing side events don't quite match your vision, don't worry. We're here to tailor creative solutions that align perfectly with your unique goals. Let's collaborate to market your own event so that your brand stands out in the world of entertainment and media. Reach out today, and let's transform your presence at FAME Week Africa.

### This opportunity includes:

- Event marketing (newsletter and website listing)
- Event Photography coverage
- Design/mailing + RSVP management of invites

# FAME WEEK AFRICA BRANDED SPACES

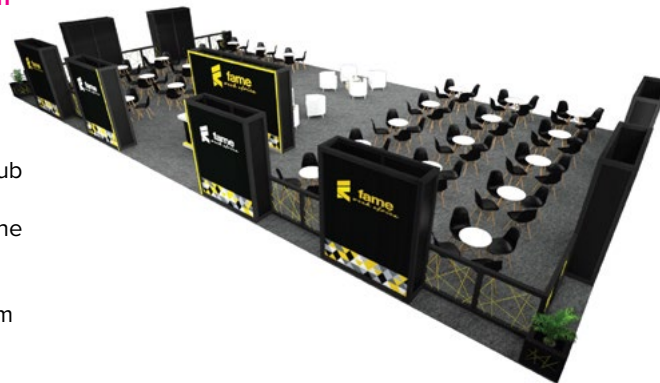
## PRODUCERS' MEETING HUB

**R532 000**

MIP Africa's Producer's Hub takes place in the 189m<sup>2</sup> networking lounge & event space. It is here that hundreds of daily meetings prioritised for creators, producers, commissioners, and development executives take place. **This opportunity comes with a networking cocktail function in the hub.**

### This opportunity includes:

- Fully-built meeting hub (as per render)
- Strategic branding within the Hub
- Mention in press release
- Canapes & local beverage for the networking function (menu finalised by organisers)
- Onsite meetings concierge team



## THE CORNER COFFEE CAFE

**R176 500**

Put your brand in front of our delegates during FAME Week Africa. Take the opportunity to sponsor the Coffee Cafe located on the landing near the entrance and registration for the full three days and stay top of mind. Located outside Hall 10.

### This opportunity includes:

- Naming rights of the coffee cafe
- Fully-branded cafe. Stand design as per render
- Stand furniture\*
  - 4 x cafe table and chairs
  - 2 x lounge pockets
- 1 500 x branded coffee cup sleeves



# FAME WEEK AFRICA BRANDED SPACES

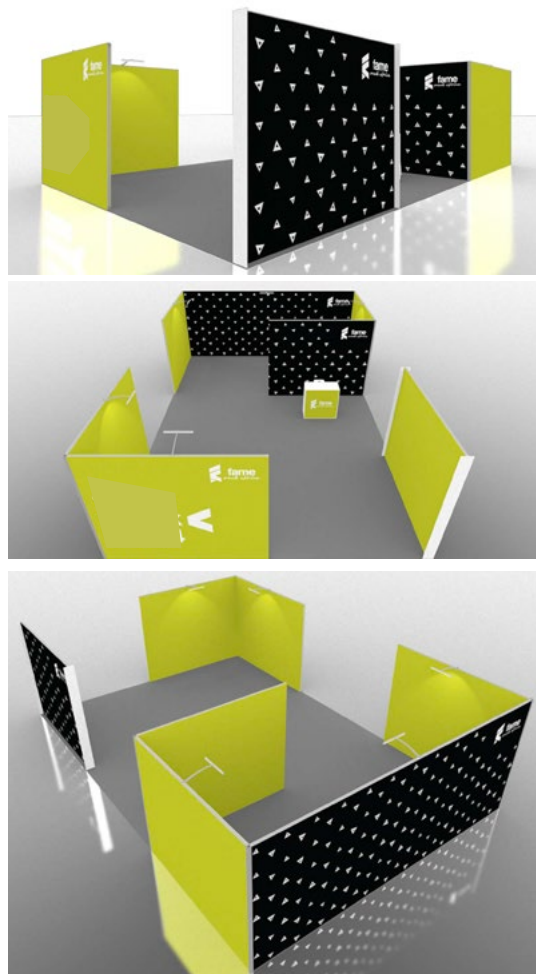
## INNOVATION LOUNGE

**R176 500**

The Innovation Lounge is a 54m<sup>2</sup> networking lounge, thoughtfully designed as the beating heart of FAME Week Africa. This exclusive space serves as a sanctuary for our buyers, media professionals, esteemed speakers, and VIP guests, offering them a well-deserved respite from the bustling show floor. By branding this space, you're not just promoting your company; you're elevating the very essence of creativity in the film, TV, music and fashion industry.

### This opportunity includes:

- Naming rights of the Innovation Lounge
- 1 500 x branded coffee cup sleeves
- Fully branded Lounge. Design as per render
- Stand furniture\*
  - 1 x lockable counter
  - 3 x lounge pockets
  - 3 x cafe table and chairs
- Coffee station



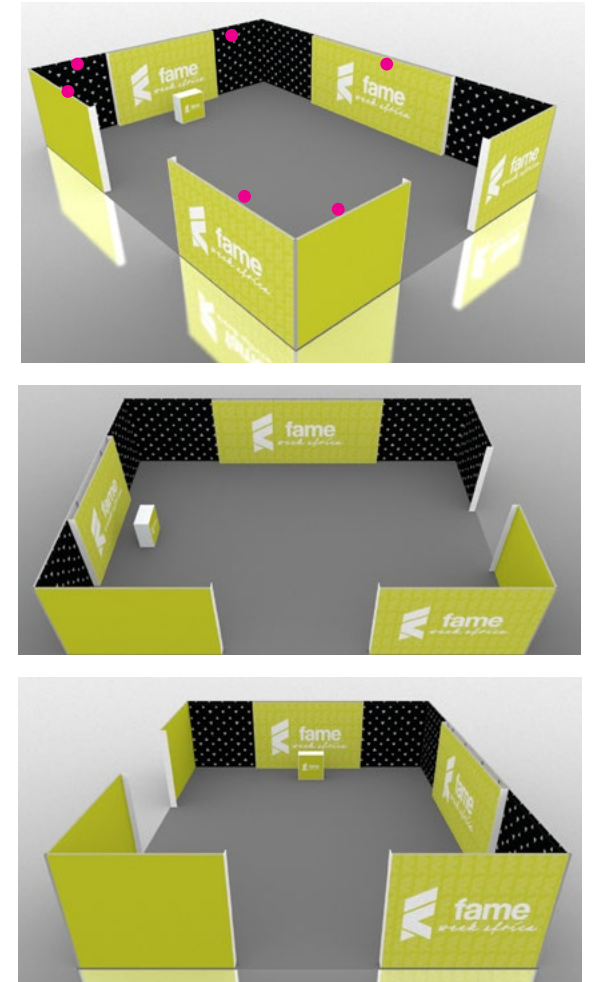
## THE BRAIN BOX

**R135 000**

Discover the Brain Box Theatre at FAME Week Africa—the ultimate creative playground where inspiration takes flight! Dive into our dynamic array of interactive workshops, masterclasses, and non-stop creativity. Whether you're looking to sharpen your skills or explore new artistic territories, the Brain Box Theatre is where your potential soars. Get ready to spread your wings and transform your vision into reality in this hub of innovation and excellence.

### This opportunity includes:

- Naming rights of the Theatre
- Mention in press release
- Logo on speaker slides (intro)
- Selected branding within the theatre (inside)

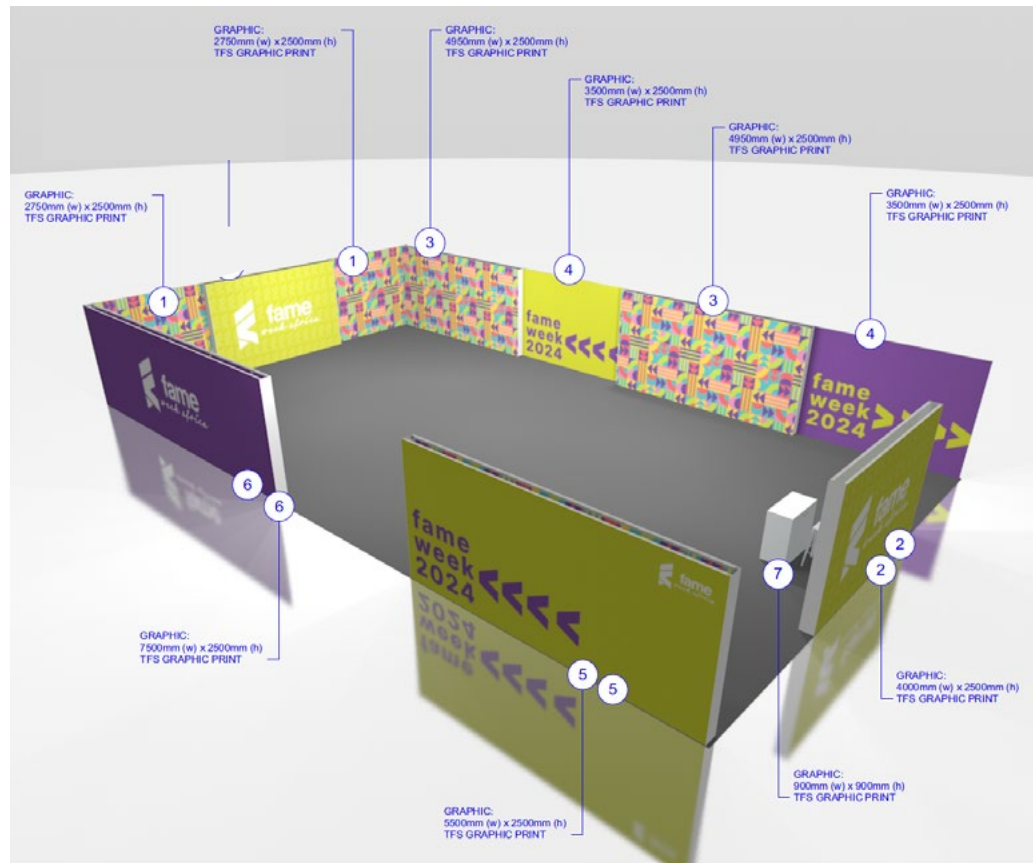




# FAME WEEK AFRICA ONSITE SPACES

## MIP AFRICA THEATRE BRANDING

Available in MIP Africa Theatre 1 and Theatre 2.



PANEL 1: 2 750mm (w) x 2 500mm (h)	R22 500 per panel
PANEL 2 (inside theatre): 4 000mm (w) x 2 500 mm (h)	R20 000
PANEL 3: 4 950mm (w) x 2 500 mm (h)	R25 000 per panel
PANEL 4: 3 500mm (w) x 2 500 mm (h)	R8 500
PANEL 5 (outside): 5 500mm (w) x 2 500mm (h)	R27 500
PANEL 5 (inside): 5 500mm (w) x 2 500mm (h)	R22 000
PANEL 6 (outside): 7 500mm (w) x 2 500mm (h)	R40 500
PANEL 6 (inside): 7 500mm (w) x 2 500mm (h)	R35 000

# FAME WEEK AFRICA ONSITE SPACES

## PITCH PLATFORM THEATRE BRANDING

Outside walls available only



PANEL 1: 5 850mm (w) x 2 400mm (h)	R27 500
PANEL 2: 5 500 m (w) x 2 400 mm (h)	R27 500 per panel

Unleash your brand's full potential at FAME Week Africa! If our existing branding opportunities don't quite match your vision, don't worry. We're here to tailor creative solutions that align perfectly with your unique goals. Let's collaborate to make your brand stand out in the world of entertainment and media. Reach out today, and let's transform your presence at FAME Week Africa.

# FAME WEEK AFRICA BRANDED SPACES

## CENTRAL CAFE

**R195 000**

**R150 000** FLOOR SPACE ONLY

Put your brand in front of our delegates during FAME Week Africa. Take the opportunity to sponsor the Cafe for the full three days and stay top of mind.

The R195 00 opportunity includes:

- Naming rights of the cafe
- Mention in press release
- Logo on marketing material for the cafe
- 150m<sup>2</sup> floor space
- Stand design\*
  - 2 x 6 m by 2.5m fabric wall banners (back-to-back)
  - 2 x 3 m by 3m fabric hanging banners (back-to-back)
- 16 x cafe table and chairs

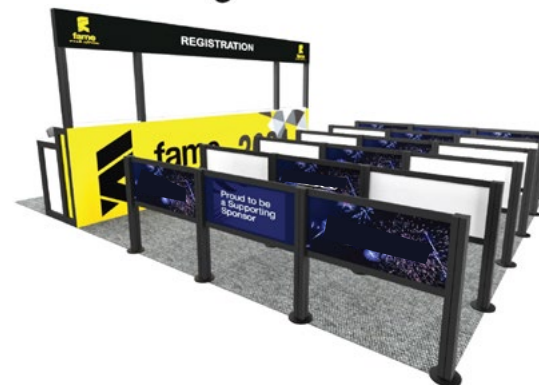
## REGISTRATION TAKEOVER

**R75 000**

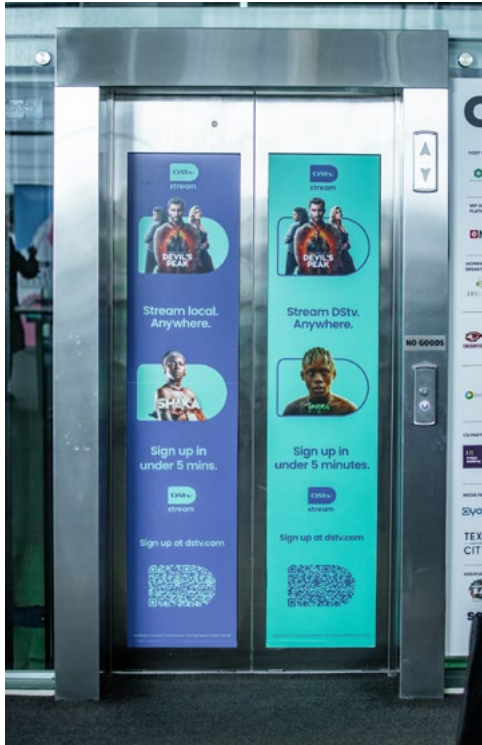
Sponsoring the registration offers a strategic opportunity to make a powerful first impression on every attendee. It's your chance to place your brand front and centre as participants sign up and engage with the event. As the exclusive registration sponsor, you'll benefit from high visibility, showcasing your brand's commitment to the industry and setting the tone for an engaging experience. This sponsorship positions your brand as a key supporter of the event, driving awareness and loyalty while offering an unparalleled touchpoint to connect with all attendees from the moment they register.

This opportunity includes:

- Branding as per render. 10 back to back panels.



# FAME WEEK AFRICA ONSITE BRANDING



## LIFT BRANDING

**R18 500**

per lift | 1 x ground floor  
1 x 2nd floor (Exhibition level)



## BALUSTRADE BRANDING

Outside main foyer to the  
exhibition halls

**R6 500** per panel  
15 available



## WALL PANELS

Located outside the Muziki Africa and African  
Fashion Forum conference rooms

**R12 500**

per panel | 2 x middle panels available



## WALL PANELS

Located outside Halls 8, 9 and 10  
2 500 mm (w) x 2 300 mm (h)

**R16 500**

per panel | 3 available



# FAME WEEK AFRICA BRANDING OPTIONS

## BAGS

**R62 500**

Expo Non-Woven Shopper bags are given to the first 2 000 attendees to FAME Week Africa. This sponsorship provides the opportunity to have your logo reproduced in colour on the bags with an insert inside the bags (production at cost of the sponsor).

This opportunity includes:

- 2 000 X bags with one colour client logo positioned alongside FWA logo on bags

\* Image for display purposes only.  
Bags can be tailored to your requirements which may change the price.



## LANYARDS

**R76 000**

Lanyards are given to all visitors on arrival. This sponsorship provides the opportunity to have your full colour logo reproduced on the lanyards.

This opportunity includes:

- Full colour logo alongside FAME Week Africa logo on lanyard

\* Image for display purposes only.  
Lanyards can be tailored to your requirements which may change the price.



## STAFF T-SHIRTS

**R22 500**

The t-shirts are worn during the course of FAME Week Africa by its highly noticeable and always on the move staff

This opportunity includes:

- Partner's logo printed on the front and back of the T-Shirt
- Full page advert in the FWA show guide

\* Image for display purposes only.  
T-shirts can be tailored to your requirements which may change the price.



# SHOW GUIDE

FAME Week Africa's show guide is the go-to place for attendees to get the most out of their time at FAME. It carries articles on film, television, music and entertainment trends and provides contact details of participants in the MIP Africa and Muziki Africa Market.

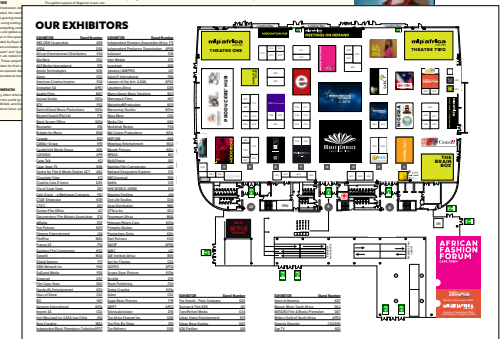
<b>COVER</b> Client logo as well as approved client image on the cover of the show guide + two pages of editorial	<b>R32 500</b>
<b>BACK COVER</b>	<b>R25 000</b>
<b>FULL PAGE ADVERT</b> (210mm x 297mm)	<b>R14 000</b>
<b>HALF PAGE ADVERT</b> (210mm x 148mm)	<b>R8 500</b>
<b>DOUBLE PAGE SPREAD</b> (420mm x 297mm)	<b>R22 500</b>



# ROUTE PLANNER

The Route Planner gives attendees the layout of FAME Week Africa – they will be able to get a bird's eye view of where exhibitors and key areas are on the show floor. It carries articles on film, television, music and entertainment trends

<b>COVER</b> Client logo as well as approved client image on the cover	<b>R15 000</b>
<b>BACK COVER</b>	<b>R10 500</b>
<b>FULL PAGE ADVERT</b> (210mm x 297mm) (only two available)	<b>R8 500</b>



# DIGITAL BRANDING OPPORTUNITIES

## MAILER BANNER

**R5 200**

This opportunity is extremely low-risk for high-reward. Add your company advert to our newsletter going out to over 3 000 recipients.

### Details

Click-through to sponsor URL

Banner is for one newsletter only

### Requirements

1920 x 540 px png / jpg

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**BANNER ADVERT**

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## WEB BANNERS

**WWW.FAMEWEEKAFRICA.COM**

Extend your brand exposure beyond FAME Week Africa Live with a 1x static leaderboard on [www.fameweek africa.com](http://www.fameweek africa.com).

## RECTANGLE BANNER SHOW LANDING PAGES

**R10 500**

## RECTANGLE BANNER INLINE PAGES

**R4 975**

### Details

One per page

Click-through to URL or profile

### Requirements

1200 x 500 px png / jpg

# MATCHING PORTAL (CONNECTME)

## HOME PAGE ADVERT

**R12 500**

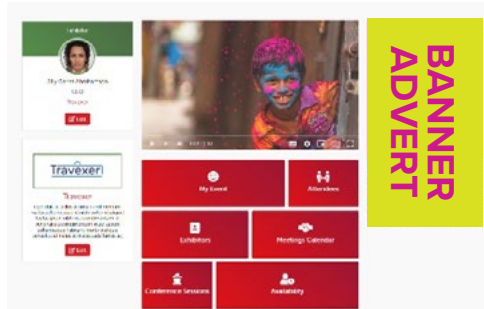
One of the most eye-catching spots on the page, above the fold – take advantage of placing a company banner advert on the main landing page on ConnectMe.

### Details

Right skyscraper advert  
Click-through to URL or profile  
Revolving banner (max 5)

### Requirements

1080 x 1920 px png / jpg



## ADVERT ON SEARCH PAGE

**R8 500**

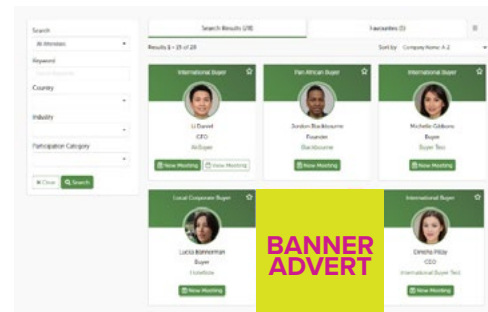
Company banner placed on Attendee Search Page where attendees can find other attendees.

### Details

Embedded Ad  
Embedded ad in position 3 to 6 in search results  
Click-through to URL or profile  
Revolving banner (max 5)

### Requirements

1080 x 1200 px png / jpg



## COMPANY/CONTENT LISTING ADVERT

**R5 500**

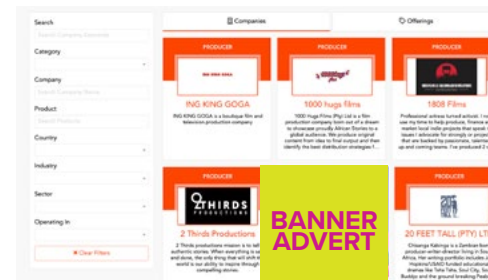
Banner advert placed on the Company Directory where attendees will land to search for the attendees present at the show. Boost your company views by 6 times to drive traffic to your company website, generate awareness and overall brand consideration.

### Details

Click-through to URL or profile  
Revolving banner (max 5)

### Requirements

1080 x 1200 px png / jpg



## DIARY TAKEOVER

**R125 000**

Position your brand at the forefront of business opportunities with the exclusive ConnectMe diary tool. As the go-to platform for attendees, your brand gains unparalleled visibility exactly where potential partners are focused. Stand out, be seen, and make every connection count.