



AGRF 2021 SUMMIT

Pathways to recovery and resilient food systems



Republic of Kenya
Ministry of Agriculture, Livestock,
Fisheries and Co-operatives



AGRF SPONSOR BENEFITS



The AGRF summit. Who we are.

AGRF is considered the world's premier forum for African agriculture, bringing together stakeholders in the agricultural landscape to take practical actions and share lessons that will move African agriculture forward. The Forum is designed to energize political will and advance the policies, programs and investments required to achieve an inclusive and sustainable agricultural transformation across the continent.



What we do

AGRF Summit and Event Engagement

Design, implement, and follow up the annual Summit in the first full week of September; Engage as AGRF or thematic platforms in events during the year; hold sub-regional/national events over time

Thematic Platforms & Secretariat Management

Provide oversight for all thematic platforms for consistent vision, expectations, and accountability; Drive thematic platforms within AGRF (e.g. Gen Africa, gender); Manage interface with thematic platforms hosted by other institutions

Advocacy, Communications, Campaigns & Thought Leadership

Serve as an advocacy and communications platform throughout the year on behalf of the ag community; Use digital sites to amplify key knowledge emanating from partners; rally actors and stakeholders around key issues and knowledge areas with coalitions of Partners; Produce select knowledge products

AGRF Partnership Cultivation & Management

Continue to manage Partners and grow the AGRF Partnership base; Link to other strategic forums (e.g. WEF, MaMo, Africa CEO Forum, World Food Prize, EAT, etc) and major initiatives (e.g. GAFSP, Smart Africa, etc) where helpful to advance AGRF's strategic vision

Africa Food Prize

Support the oversight and management of the Africa Food Prize; Support the committee and Laureates to advance the vision and mission of the Prize

Thematic Platforms

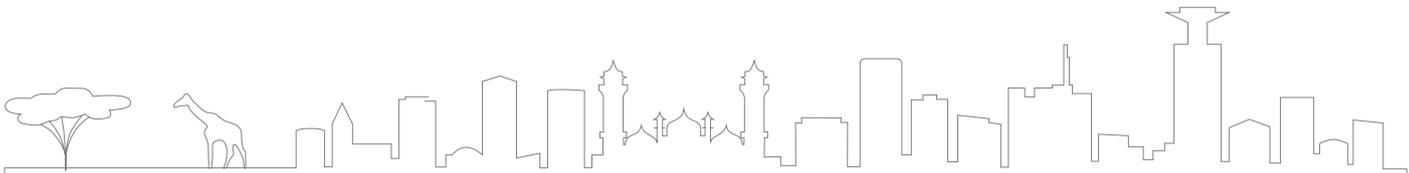
The AGRF work is guided by 10 thematic platforms to deliver on its agenda. These thematic platforms bring together several member organizations who set a long-term strategy and annual work plan to achieve specific outcomes.

As part of their annual work plans, each platform delivers on at least four things:

- Coordinated engagement and delivery against agreed programs, cultivation of leaders, learning events, and other activities
- New cutting-edge knowledge products to shape and advance the continental agenda
- Desired outcomes and engagements at the AGRF Summit, and
- Collaboration with other African and global events to help AGRF programming spread into wider communities and agendas

10 Thematic Platforms

i	Agri-investment & SME finance	vi	Policy & state capability
ii	Regional trade	vii	Youth employment in agriculture
iii	Rural & Market development	viii	Women in agriculture
iv	Food system & nutrition	ix	Agtech & Digitalization
v	Resilience & adaptation	x	Sustainable Productivity



The AGRF 2020 Virtual Summit in Numbers



4
Days



1000+
Investment &
partnership
meetings



10 400+
Delegates



27
Ministers



78
Virtual & hybrid
sessions



2.5 billion
Overall media reach



23 286
Virtual session
attendance



212
Organisations



**US \$4.721
billion**
Investment priorities
in 20+ value chains
via the DealRoom



492
Global speakers



8
Current & former
heads of state



23h30
Live recorded TV
time on CNBC Africa



154
Countries

The AGRF 2021 Summit – Nairobi/Virtual

Theme - Pathways to Recovery and Resilient Food Systems

The AGRF 2021 Summit will be hosted by the Government of Kenya and the AGRF partners in Nairobi Kenya and virtually from 7-10 September with a pre-summit event scheduled for 6th of September.

The summit is expected to attract 500 VIP participants in Nairobi and over 10,000 attendees online.

The AGRF2021 will provide a platform for governments and communities; including youth, women, civil society, and other stakeholders around the world to discuss their food systems and identify ways to strengthen them. It's our opportunity to achieve global impact, guided by insight and evidence from local leaders and innovators.

This year's AGRF Summit will explore the pathways and actions needed to accelerate this process and steer the continent towards food systems that:

- deliver sufficient and nutritious food
- do not impact the environment negatively
- create sustainable, dignified jobs, and shared prosperity for Africa.

The AGRF 2021 Summit is a defining moment in highlighting and unlocking the political, policy, and financial commitments and innovations the continent has made and that it continues to work towards achieving. It is about advancing the commitments made at the Malabo Heads of State Summit and working hard to achieve the Sustainable Development Goals.

Elevating the African Voice at the UN Food System

Collaboration will be key to achieving transformation. That is why this year's AGRF Summit is closely aligned with the UN Food System Summit (UNFSS) and partners to raise global awareness and catalyse momentum towards the commitments made. As part of the Summit's contribution to the UNFSS, the AGRF Summit aims to elevate the single coordinated African voice to the UNFSS and identify immediate actions and steps that need to be taken to accelerate progress and recovery towards inclusive agricultural transformation.

The AGRF 2021 Summit at a glance

- 5 days of high-level dialogues, events, awards, and debates
- 10 heads of states
- 30 government ministers
- 1000+ partnership meetings
- 10000+ delegates across the globe
- 5 Billion dollars of public private investments facilitated for matchmaking
- 2021 Summit declaration
- Recognition of champions of food systems transformation in the Africa Food Prize
- Youth Entrepreneurship Go-Gettaz award competition
- Digital entrepreneurship awarded in the Pitch AgriHack



Program Sponsorship opportunities

As a sponsor in different categories, you will help shape and drive the event in ways aligned to your organization's vision and strategy. You will also get visibility and institutional benefits. Below are the opportunities to position your organization or company as market leader at this event, and to explore the range of branding and exhibition opportunities that this platform offers:

AGRF Summit 2021 Sponsor Benefits and opportunities				
	USD 15 000 Good Morning AGRF (per episode)	USD 10 000 AGRF Insights (per episode)	USD 5 000 On-Site event	USD 3 000 Participatory Event
Exclusive Speaking Opportunity within session	✓	✓		
Virtual Exhibition Booth	✓	✓	✓	
1 Complementary Pass			✓	✓
2 Complementary Passes for Physical attendance	✓	✓		
Virtual side event	✓		✓	✓
Logo Featuring on AGRF Collaterals	✓			
Hyper Logo Featuring on AGRF Website	✓	✓	✓	✓
Virtual Participatory Event				✓
Official Recognition in Forum Proceeding	✓	✓	✓	✓

Sponsorship of the Good Morning AGRF

Each morning at 10 am EAT, join bright young people who will host a discussion to get people excited about the tracks and events of the day. Featuring leading speakers, reviewing key moments in the program, and encouraging interaction with the program, our morning talk show brings energy to the Summit and the future of food.

Sponsorship of AGRF Insights

Reflections at end of each day bringing together the varied tracks into common themes and results. The panels were well-watched last year, bridging multiple time zones and providing a moment to explore issues in a more intimate and sometimes provocative setting.

Sponsorship of on-site events

September 6th is the pre-day event, featuring on-line side events to a vast audience. For those preferring a moment to interact in-person, on-site events can be arranged at the main site or at the VIP hotel venue. AGRF will provide a facility and the time allocation, while the program remains your opportunity to explore unique topics.

Sponsorship of participatory events

Participatory events at the midday are an excellent way to engage the wide audience on-line. Available in 15 minute slots, these program moments allow you to feature a report, have one-on-one sessions, a quiz pack, polls, or a virtual brainstorming session. We are happy to work with you to craft a moment of interaction.

For sponsorship opportunities please email Anne Muthoni on amuthoni@agr.org

Sponsoring the AGRF digital cookbook

Chefs are already directly involved in food systems. Working with the Chefs' Manifesto network, chefs from across the continent will be invited to participate in a Good Food For All digital recipe storybook, aligned with the AGRF's Action Tracks: Competitiveness, Equitable Livelihoods, Nutrition and Health and Resilience. Each chef will be given one page to share their recipe focused on a specific pillar whilst also featuring a specific crop and nutritional message. Each page will include maximum 30 seconds video footage, several images, and a maximum of 100 words of text. The recipe storybook will be produced in print and will be hosted for 12 months online. The AGRF programme will also feature the chef's segment during the annual summit.

For sponsorship opportunities on the digital cookbook : please email cdungu@agra.org



Media sponsorship opportunities

The AGRF Summit attracts a wide audience spread across multiple countries. In 2020, the AGRF Summit had an overall media reach of 2.5 billion. If interested in a media partnership please email cdungu@agra.org



Sponsoring the Africa Food Prize

The Africa Food Prize is another major platform that recognizes extraordinary women, men, and institutions whose outstanding contributions to African agriculture are forging a new era of sustainable food security and economic opportunity that elevates all Africans.

As a sponsoring partner of the Africa Food Prize, institutions will play a key role in highlighting progress across African agriculture and driving the scale up of policies, programs, and investments that are needed to forge a new era of sustainable food security and economic opportunity for all Africans. Sponsoring partners also receive visibility and institutional benefits aligned with their organization's vision and strategy.



For sponsorship of the Africa Food Prize please contact Boaz Keizire at Bkeizire@agra.org



Becoming a multi-year AGRF partner

As a multi-year AGRF partner you will join a distinct group of champions that will help shape and drive the event in ways aligned to your organization's vision and strategy. In addition to this strategic engagement sponsors get visibility and institutional benefits. See overleaf for opportunities to position your organization or company as a market leader at this event, to explore the range of strategic, branding and exhibition opportunities that this premier platform offers.

We would like to discuss more with you as we explore an opportunity for partnership that will ensure a win-win value proposition.

If interested, please contact the AGRF Secretariat at secretariat@agr.org

AGRF Partner benefits

Provide guidance, review, and no objection on:

1. AGRF strategy, operating model, and staffing model
2. Forum objectives, themes, agenda, and program
3. Event location
4. Budget
5. Participate in governance meetings

Benefits based on level of financial contribution:

1. Member of AGRF Steering Committee
2. Leadership and/or participation in thematic platform(s)
3. Development and/or participation in sessions at the forum
4. Speaking roles
5. Visibility, logo positioning, unique branding
6. Virtual Exhibition Booths

AGRF Partners



Contacts

Africa Green Revolution Forum (AGRF) Secretariat, Rwanda

Rwanda Development Board Building
2nd Flr KG220 St. Gishushu
Kigali, Rwanda

Alliance for a Green Revolution in Africa (AGRA), Kenya

West End Towers, 4th Floor,
Kanjata Road, off Muthangari Drive, Off Waiyaki Way
Nairobi, Kenya

For sponsorship and partnership opportunities: please email: JBaarn@agr.org or amuthoni@agra.org

For media partnership opportunities: please email cmdungu@agra.org

Telephone: +254 (20) 3675 000

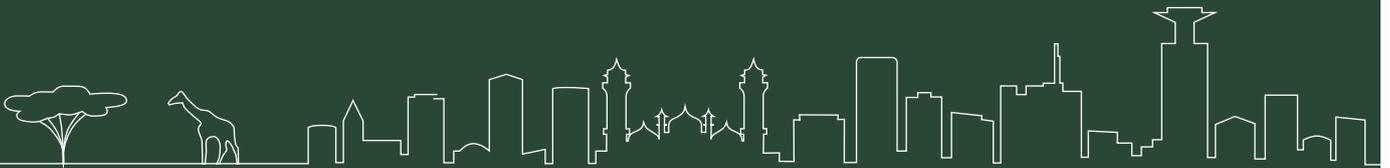


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