



The PANAFCON

THE ORIGIN *of* *BEAUTY*

AN AFRICAN NATURAL HAIR AND FASHION SHOW

Where runway models take center stage in an
immersive celebration of African fashion, hair, and culture
—*artfully curated by* The PANAFCON



SPONSORSHIP PROSPECTUS

Curated by
The PANAFCON

www.thepanafcon.org

KIGALI
2025

EVENT OVERVIEW

Date: December 13, 2025

Location: Kigali, Rwanda

Audience: Affluent and culturally engaged professionals, creatives, entrepreneurs, and wellness-conscious consumers (ages 25–55)

***The Origin of Beauty** is a vibrant celebration of African fashion, natural hair, and identity. Curated by **The PANAFCON**, the event brings together designers, stylists, models, and creatives in a bold, live runway experience. A portion of event proceeds will support community-based wellness initiatives, with a strong emphasis on youth-focused alcohol prevention programs delivered through trusted local partners.*



SPONSORSHIP TIERS & BENEFITS



ALL SPONSORS WILL BE INCLUDED IN PRE- AND POST-EVENT COMMUNICATIONS, NEWSLETTERS, AND DIGITAL CONTENT RELEVANT TO THEIR TIER.

DIAMOND – \$10,000 USD

- 6 VIP TICKETS / 8 GENERAL TICKETS
- 6 POST-SHOW MIXER INVITATIONS
- 4 VIP DINNER INVITATIONS
- PREMIUM BOOTH
- CO-BRANDED RUNWAY SEGMENT
- PRIMARY LOGO ON STAGE, WEBSITE, PRESS, AND PROGRAM
- EXCLUSIVE MEDIA HIGHLIGHT

TANZANITE – \$5,000 USD

- 4 VIP TICKETS / 6 GENERAL TICKETS
- 4 POST-SHOW MIXER INVITATIONS
- 2 VIP DINNER INVITATIONS
- STANDARD BOOTH
- SPONSORED MIXER AREA OR SEGMENT
- PROMINENT LOGO ON WEBSITE, PROGRAM, AND BANNERS

RUBY – \$2,500 USD

- 2 VIP TICKETS / 4 GENERAL TICKETS
- 2 POST-SHOW MIXER INVITATIONS
- DISPLAY TABLE
- LOGO ON PROGRAM, PRINTED MATERIALS, AND VENDOR SHOWCASE SIGNAGE

EMERALD – \$1,000 USD

- 1 VIP TICKET / 2 GENERAL TICKETS
- 1 POST-SHOW MIXER INVITATION
- NAME LISTED ON WEBSITE AND FAREWELL PROGRAM INSERT





ADDITIONAL OPPORTUNITIES

In-Kind Partnership

We invite in-kind sponsorships that create mutual value while contributing to the elevated execution of the event. Opportunities include media partnerships, décor, beauty products, hospitality services, or AV enhancements. Brand recognition will correspond to the assessed value of the sponsorship and will be integrated within the tiered structure.

Custom Tiers

We also offer custom sponsorship opportunities for organizations with unique goals, products, or messaging. If you'd like to collaborate on a bespoke tier, please reach out — we're open to thoughtful alignment.

WHO CAN SPONSOR

Organizations aligned with African beauty, fashion, wellness, innovation, or community empowerment — across sectors such as lifestyle, finance, tech, travel, and social impact — are invited to partner with us.

WHY SPONSOR



- **Align your brand** with African excellence, identity, and empowerment
- **Gain exposure** to a high-income, culturally engaged audience of professionals, creatives, and influencers
- **Strengthen your brand's presence** in Africa's rising fashion and wellness economy
- **Fulfill CSR objectives** by supporting youth-focused wellness and alcohol prevention programs
- **Leverage exclusive media** visibility and co-branded content opportunities
- **Position your brand** at the forefront of a premium cultural movement that resonates locally and globally
- **Enjoy tailored, tier-specific benefits** including event access, VIP networking, and branded features



ABOUT The PANAFCON

The PANAFCON is a Pan-African consultancy that curates high-impact initiatives across Africa, connecting purpose-driven enterprises, institutions, and communities. With operations spanning Rwanda, South Africa, Zambia, and Uganda, we work across sectors including investment, education, mining, and agriculture. Through events like *The Origin of Beauty*, The PANAFCON affirms its commitment to celebrating African identity while advancing development across the continent and its global diaspora.



NEXT STEPS

Join us in shaping this unforgettable cultural experience.

To confirm sponsorship or request more information:

✉ inquiry@thepanafcon.org

🌐 www.thepanafcon.org

All contributions directly support production and community health initiatives.

