



SPONSORSHIP OPPORTUNITIES 2027

Partner with ARDA. Connect with Africa's Downstream Decision-Makers.



*EARLY BIRD – 10% DISCOUNT

Available on 2027 sponsorship packages, ARDA Week stands and extra delegates, **when booked and paid in full by 15th November 2026.**

Thank you to our 2026 sponsors

DIAMOND



PLATINUM



GOLD



SILVER



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About ARDA

ARDA is the leading voice of Africa's downstream oil sector – bringing together the organisations and decision-makers shaping the energy future of our continent.

Originally formed in 2006 as the African Refiners Association (ARA), we expanded our mandate in 2017 to reflect the increasingly important role of distributors and other participants across the downstream value chain. Today, the **African Refiners and Distributors Association (ARDA)** represents a diverse membership of African refiners, importers, terminal operators, major marketers, distributors, and industry regulators.

Our community serves as a collaborative platform that connects African downstream companies with international organisations across marketing, trading, engineering, technology, logistics, and financial services. It provides exceptional opportunities for global businesses to engage with Africa's downstream sector, forge new commercial partnerships, and unlock investment opportunities.

Key focus areas

In pursuit of a robust, equitable, and practical African Energy Transition Plan, ARDA works closely with its members and sponsors, the African Union Commission and its member states, African Regional Economic Communities, and other strategic partners.

We believe this plan must be designed in Africa, for Africans – reflecting our continent's unique realities, opportunities, and ambitions. Our vision focuses on balancing four critical priorities:

- ✓ **Sharing knowledge and best practices** among members to enhance safety, technical expertise, and operational efficiency across the African downstream petroleum sector.
- ✓ **Expanding energy access** to drive social and economic development, supporting inclusive growth and improving livelihoods across the continent.
- ✓ **Promoting industrial growth** and sustainable investment in Africa's energy sector to create jobs, strengthen local capacity, and foster long-term prosperity.
- ✓ **Prioritising energy security** and resilience by addressing economic, environmental, and social challenges while strengthening cooperation with international oil markets.

ARDA sponsorship positions your brand in front of Africa's energy leaders through our digital platforms, flagship events, and industry communications.



Unrivalled Visibility

Your brand in front of Africa's key downstream stakeholders



Exclusive Networking

Access to CEOs, regulators, financiers, and innovators



Thought Leadership

Speaking opportunities and visibility on main stages



Multi-Channel Branding

Digital and physical exposure before, during & after key ARDA events



ARDA sponsorship guarantees year-round exposure through our digital platforms, events, and communications – keeping your brand in front of Africa’s energy leaders.

Sponsoring ARDA

Connect with Africa's downstream energy community across borders, industries, and markets.

ARDA Community



83

MEMBERS

African refiners, distributors, operators, regulators, and industry organisations



77

PARTNERS & SPONSORS

Global organisations supporting and engaging with the downstream sector



52

COUNTRIES REPRESENTED

A truly pan-African and international network

ARDA Week 2026

Africa's leading downstream energy gathering



1009

TOTAL ATTENDEES



165

ORGANISATIONS REPRESENTED



68

ARDA SPONSORS



39

CONFERENCE EXHIBITORS



62

SPEAKERS & PANELISTS



10

VIP SPEAKERS

Sponsorship tier summary

Diamond

~~\$100,000~~ **\$90,000*** per annum

Position your brand as a **driving force in Africa's energy transformation**. Diamond Sponsors enjoy **unmatched visibility, exclusive access to top policymakers**, and a **VIP seat at the table** shaping the sector's future. This premier tier places your organisation at the forefront of thought leadership, innovation, and strategic influence across the continent.

Platinum

~~\$60,000~~ **\$54,000*** per annum

Platinum Sponsors stand out as **key industry leaders**, benefiting from **premium visibility** and **direct access to decision-makers**. Aligning your brand with ARDA's strategic mission, you'll be recognised as a **trusted authority** driving sustainable energy growth. Gain a powerful platform to **showcase expertise**, shape conversations, and expand your influence.

Gold

~~\$40,000~~ **\$36,000*** per annum

Gold Sponsors secure a **strong voice** within Africa's energy landscape. Enjoy **prime exposure** across ARDA's network and flagship events, connect with **high-level stakeholders**, and reinforce your brand's leadership. This tier strikes the perfect balance of **visibility, credibility, and opportunity** - helping you build influence and unlock new partnerships.

Silver

~~\$20,000~~ **\$18,000*** per annum

Silver Sponsors receive **essential brand exposure** and entry into ARDA's **exclusive community**. Build connections with industry stakeholders, potential partners, and key players across Africa's energy ecosystem. This tier is the **ideal gateway** for companies seeking **visibility, networking, and credibility** within the continent's rapidly evolving energy sector.



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Sponsorship tier summary

	DIAMOND	PLATINUM	GOLD	SILVER
Investment	\$100,000 \$90,000*	\$60,000 \$54,000*	\$40,000 \$36,000*	\$20,000 \$18,000*
Benefits				
All year				
Forum delegate passes (per event)	5	4	3	2
Digital exposure (web, app, social, newsletter)	Premium	Featured	Enhanced	Basic
Forum sponsorship	✓	✓	Option	Option
Speaker opportunities	✓	✓	Option	✗
ARDA Week 2027				
ARDA Week 2027 delegate passes	18	12	8	4
VIP area passes	8	5	✗	✗
Branding on event materials	Premium	Featured	Enhanced	Basic
Showguide advert size	A4 x 2	A4	A4	A5
Exhibition space	✓	Option	Option	Option
Video interview shared via social media	✓	✗	✗	✗
Leadership Roundtable	✓	✓	Option	✗
Promotional flyer and video packages	✓	✓	Option	Option
Small meeting room (1 hour)	✓	✓	✓	✗
Book meeting rooms (half day/full day)	✓	✓	Option	✗
Sponsorship of breaks	✓	Option	Option	Option
VIP table at Gala Dinner & Awards Evening on Wednesday 21st April 2027	✓	✗	✗	✗

Promotion on ARDA digital platforms

ARDA sponsors are guaranteed high levels of exposure to key decision-makers across Africa's downstream energy sector through our digital platforms.

From prominent logo placement and dedicated sponsor profile pages to social media promotion, executive interviews, and more, your brand benefits from year-round visibility and engagement.

	DIAMOND	PLATINUM	GOLD	SILVER
Digital exposure	Premium	Featured	Enhanced	Basic
Logo on website & app sponsor pages	✓	✓	✓	✓
Dedicated bio (500 words)	✓	✓	✓	✓
Logo on website home page	✓	✓	✓	✗
Logo in ARDA newsletter/email footer	✓	✓	✓	✗
Sponsor announcement via social	✓	✓	✓	Group
Content sharing	3 posts	1 post	✗	✗
Video interview with company representative	✓	✗	✗	✗



Promotion on ARDA digital platforms

ARDA website

- ✓ **LOGO PLACEMENT** - your logo displayed on the Sponsorship Page of the ARDA website with a direct link to your dedicated Sponsor Profile page.
- ✓ **SPONSOR PROFILE PAGE** - a custom page featuring your 500-word company bio and one external link.

ARDA social media

- ✓ **SPONSOR ANNOUNCEMENT** - a dedicated post (for Diamond, Platinum & Gold) introducing your brand to ARDA's social media audiences at the start of each sponsorship window. Silver sponsors are announced in group posts of 4 or 5 sponsors.
- ✓ **CONTENT SHARING** - ARDA will share up to three of your company's posts (according to sponsorship level) in the lead-up to ARDA Week to help raise awareness the projects and initiatives you're involved in.
- ✓ **VIDEO INTERVIEW SHARED VIA SOCIAL MEDIA** - an interview conducted with a company representative during ARDA Week shared via our social platforms (Diamond sponsorship only).

ARDA app

- ✓ **LOGO PLACEMENT** - your logo featured within the official ARDA mobile app.
- ✓ **SPONSOR PROFILE PAGE** - a custom page featuring your 500-word company bio and one external link.

ARDA newsletter (excludes Silver Sponsors)

- ✓ **LOGO PLACEMENT** - your logo displayed in the footer of every newsletter and email campaign sent during the sponsorship period.

ARDA activities

ARDA hosts workshops and forums throughout the year, alongside its signature annual “ARDA Week” event – giving sponsors unparalleled exposure to decision-makers shaping Africa’s downstream energy sector.

ARDA workgroups

ARDA Workgroups meet regularly to address key industry challenges, including financing, project development and execution, operations management, and regulatory compliance. They provide a collaborative platform for members, sponsors, partners, and other stakeholders to develop sustainable frameworks that drive the advancement of Africa’s downstream sector.

To complement these regular virtual meetings, the Workgroups also host two major in-person workshops each year:

- ✓ **Technical Workshop** – led by the Storage & Distribution, HSE, LPG, and Refining & Specifications Workgroups.
- ✓ **Support Workshop** – organised by the Regulation, Human Capital, and Sustainable Financing Workgroups.

These gatherings offer sponsors exclusive opportunities to showcase their expertise, contribute to strategic discussions, and help shape key industry frameworks that will influence the future of Africa’s downstream energy landscape.

Forums, training & ARDA week

In addition to Workgroup activities, ARDA hosts two annual forums – the LPG Forum and the Storage, Distribution & Jet Fuel Forum – both designed to address sector-specific challenges and opportunities. ARDA also delivers training programmes led by sponsors and partners, enabling knowledge-sharing and capacity-building across the industry.

The highlight of the ARDA calendar is ARDA Week, the flagship annual conference held in Cape Town, where African and international industry leaders converge to shape strategies, forge partnerships, and explore investment opportunities.



Sponsoring ARDA events places your brand in front of Africa's most influential energy stakeholders – delivering unmatched visibility, premium networking, and real business opportunities.

Sponsorship benefits – ARDA events

	DIAMOND \$100,000 \$90,000*	PLATINUM \$60,000 \$54,000*	GOLD \$40,000 \$36,000*	SILVER \$20,000 \$18,000*
Throughout the year				
Company information and link on ARDA website	✓	✓	✓	✓
Company logo on the home page of ARDA website	✓	✓	✓	✗
Company logo on documents promoting all ARDA activities	✓	✓	✓	✗
Invitations to attend Workgroup Meetings & Seminars	✓	✓	✓	✓
Nominate delegates to all Workgroup Meetings	✓	✓	✓	✓
Participation in all ARDA events				
Invitation to participate in all ARDA Workgroups, Workshops, Forums and Training Events.	✓	✓	✓	✓
Forums participation in person	5 free places	4 free places	3 free places	2 free places
Forum Sponsorship opportunity	Free	Free	At extra cost	At extra cost
Presentation at selected workshops	4 presentations	2 presentations	1 presentation	0
Your logo next to your presentation on marketing material	✓	✓	✓	✓
Your logo as lead sponsor on marketing material of the sponsored workshop	✓	✓	✓	✗
Company logo on welcome slide, transition and thank you slide of your sponsored workshop	✓	✓	✓	✗



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ARDA workgroups

Storage and distribution workgroup

The ARDA Storage & Distribution Workgroup collaborates with members, sponsors, and other stakeholders to maintain safe, secure, reliable, and environmentally sound operations across terminals, depots, pipelines, and ports. The Workgroup also focuses on systematically identifying potential hazards and managing associated risks to ensure the safety and protection of members and their stakeholders.

GROUP LEADERSHIP



LEADER

Hippolyte Bassole, ARDA



DEPUTY LEADER

Sylvester Inkoom, NPA Ghana

HSE workgroup

The ARDA HSE & Quality (HSEQ) Workgroup applies a structured HSE Management System to identify hazards, implement effective mitigations, and ensure full compliance with all safety, security, health, and environmental regulations.

GROUP LEADERSHIP



LEADER

Armand Atte, SIR



DEPUTY LEADER

Cheikh Sidi Yahya LY, SAR



ARDA workgroups meet regularly to address key industry challenges, including financing, project development & execution, operations management, and regulatory compliance.

ARDA workgroups

LPG workgroup

In line with the United Nations Sustainable Development Goal No. 7 (SDG-7) - Access to Clean Energy for All - ARDA is committed to supporting its Members, Sponsors and other stakeholders to promote the use of Liquefied Petroleum Gas (LPG) across Africa.

GROUP LEADERSHIP



LEADER

Emmanuel Omuojine, Rainoil

Refining and specifications workgroup

The ARDA Refining & Specifications Workgroup focuses on enhancing overall plant performance and profitability while simultaneously meeting all regulatory requirements including quality of the cleaner refined products (AFRI 6 – 10 ppm sulphur) and opportunities for execution of carbon abatement projects to reduce overall carbon footprints.

GROUP LEADERSHIP



LEADER

Daouda Kebe, SAR (Senegal)



DEPUTY LEADER

Christopher Rokoni, UNOC (Uganda)

ARDA workgroups

Regulation workgroup

The ARDA Regulation Workgroup serves to work with Members, sponsors and other stakeholders to ensure that all obligations related to regulatory compliance are maintained across their respective business operations. The Workgroup also serves to align control objectives that stem from regulations and legislation with business objectives to ensure improved overall business performance.

GROUP LEADERSHIP



LEADER

Lidia Neyer, SOGARA (Gabon)



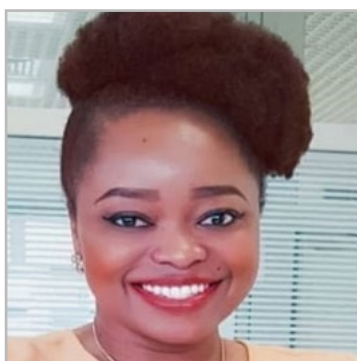
DEPUTY LEADER

Linda Asante, NPA (Ghana)

Human capital workgroup

The ARDA Human Capital Workgroup is focused on supporting its Members and other stakeholders to identify, manage and optimize their strategic human resources to maximize their performance and increase their respective companies' productivity and profitability.

GROUP LEADERSHIP



LEADER

Jessica Akintade, Sahara Group



DEPUTY LEADER

Sarata Christelle Kone, PETROCI

ARDA workgroups

Sustainable financing workgroup

The ARDA Sustainable Financing Workgroup ensures that Members clearly define key projects associated with upgrading their refineries, terminals and associated petroleum products storage & distribution infrastructure to produce cleaner AFRI-6 (10 ppm sulphur) fuels. The Workgroup works with Members and other stakeholders to define scope, cost and schedule of key projects to upgrade their facilities and secure cost-effective financing to deliver the projects as envisioned.

GROUP LEADERSHIP



LEADER

Serge Eric N'Guessan, SMB



DEPUTY LEADER

Cornelia Mapapa, CORAF



ARDA Week 2027

20th – 23rd April 2027 | Cape Town, South Africa

Position your brand at Africa's premier downstream gathering, connecting directly with influential decision-makers. Sponsors benefit from complimentary event access and prominent venue-wide branding, with additional opportunities to amplify visibility through hospitality, VIP spaces, panels, digital touchpoints, and high-impact branded installations throughout the event.



ARDA WEEK 2027



By participating in ARDA Week 2027, you can:

- Engage in shaping the **future of Africa's downstream oil and energy industry**
- Network with **senior executives, government officials, financiers, and industry leaders** from across Africa and the globe
- Discover the **latest innovations, trends, and technologies** driving the sector
- Share insights and forge partnerships with **pan-African and international companies**
- Attend the Tuesday evening Cocktail reception and our Gala Dinner and Awards Evening taking place on Wednesday 21st April 2027

CONFERENCE THEME:

Africa's Energy Sovereignty

Driving Resilient, Integrated Downstream Infrastructure

ARDA Week 2027

Leadership roundtables

Introduced at ARDA Week 2026, our Leadership Roundtables proved highly popular with sponsors and will return for ARDA Week 2027. The Roundtables provide a dedicated platform to showcase services, new innovations and ongoing projects as part of the conference agenda.

The benefits and terms remain unchanged: Diamond and Platinum sponsors enjoy this opportunity free of charge, while Gold sponsors can participate for an optional fee.





ARDA Week is Africa's premier gathering for the downstream oil and energy industry. It brings together the key players shaping Africa's energy future.

ARDA Week – features of sponsorship

	DIAMOND \$100,000 \$90,000*	PLATINUM \$60,000 \$54,000*	GOLD \$40,000 \$36,000*	SILVER \$20,000 \$18,000*
ARDA Week 2027 - features of sponsorship				
Exhibition space during ARDA Week (2m x 2m standard features)	Included	\$5,000 \$4,500*	\$5,000 \$4,500*	\$5,000 \$4,500*
Exhibition space during ARDA Week (4m x 2m standard features)	Included	\$9,000 \$8,100*	\$9,000 \$8,100*	\$9,000 \$8,100*
Possibility of chairing a panel session during ARDA Conference	✓	✓	✓	✗
Host a Leadership Roundtable (1 x 90m)	✓	✓	At extra cost	✗
Electronic newsletter/advert sent to delegates	4	2	1	✗
Logo and company profile in ARDA Week showguide	✓	✓	✓	✓
A colour page advert in ARDA Week showguide	A4 X 2	A4	A4	A5
Company logo on documents/marketing material promoting ARDA Week	✓	✓	✓	✗
Company logo on lanyards	✓	✗	✗	✗
Company logo on notebooks	✓	✓	✗	✗
Company logo on the backdrop of the stage during ARDA Week	✓	✓	✓	✗
Promotional Flyer Package - On site & Digital	✓	✓	\$2,000 \$1,800*	\$2,500- \$2,250*
Promotional Flyer & Video Full Package	✓	✓	\$4,000- \$3,600*	\$5,000- \$4,500*
Opportunity to book Meeting Room 1, 2, 3, 6 for half day (2 half days max)	✓	✓	At extra cost	✗
Opportunity to book Meeting Room 1, 2, 3, 6 for a full day (one day max)	✓	✓	At extra cost	✗
Access to special room (meeting room 4) to book private meetings during ARDA Week for 1 hour maximum	✓	✓	✓	✗

ARDA Week – features of sponsorship

	DIAMOND \$100,000 \$90,000*	PLATINUM \$60,000 \$54,000*	GOLD \$40,000 \$36,000*	SILVER \$20,000 \$18,000*
ARDA Week 2027 – features of sponsorship (cont)				
ARDA Week delegate passes	18	12	8	4
Possibility of purchasing extra delegate passes during ARDA Week	✓	✓	✓	✓
Virtual access to ARDA Week	60	40	30	20
Company logo and profile on virtual conference platform	✓	✓	✓	✓
VIP area passes	8	5	✗	✗
Evening Cocktail event on Tuesday 20th April 2027	✓	✓	✓	✓
VIP table at the Gala Dinner & Awards Evening on Wednesday 21st April 2027	✓	✗	✗	✗
Sponsorship tea breaks/lunches (depends on availability)	✓	At extra cost	At extra cost	At extra cost
Interview for video promotions	✓	✗	✗	✗



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Customised options

ARDA is pleased to discuss tailored sponsorship opportunities with our premium sponsors, designed to maximise brand visibility and highlight key messaging. For more information, please contact Laure Liarcou at laure@citac.com.

*10% Early Bird Discount applies only to sponsorship packages, ARDA Week stands and extra delegates, when booked and paid in full by 15th November 2026. Sponsorship add-ons do not apply.

**Break sponsorships are limited to one per sponsor. These will only be offered to Silver sponsors from February 2027, subject to availability.



ARDA Week – sponsorship add-ons

DIAMOND	PLATINUM	GOLD	SILVER
\$100,000	\$60,000	\$40,000	\$20,000
\$90,000*	\$54,000*	\$36,000*	\$18,000*

ARDA Week 2027 – sponsorship of breaks

Sponsorship of one coffee or lunch break is included for Diamond Sponsors. Other categories may sponsor breaks for an additional charge. ARDA is happy to consider other customised brand placement opportunities.

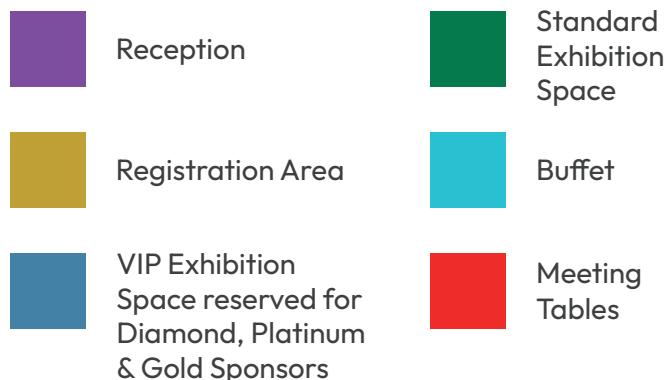
Coffee Breaks	Included	\$5,000**
Lunch Breaks	Included	\$5,000**

ARDA Week 2027 – other sponsorship add-ons

On site & Digital Promotional Flyer Package	Included	Included	\$2,000	\$2,500
Promotional Flyer & Video Package	Included	Included	\$4,000	\$5,000
Leadership Roundtable	Included	Included	\$15,000	✗
Book Meeting Room 1, 2, 3, 6 Half Day	Included	Included	\$700	✗
Book Meeting Room 1, 2, 3, 6 Full Day	Included	Included	\$900	✗
Interpreter Booths	\$5,000			
Tuesday Cocktails	\$15,000			
Gala Dinner & Awards Evening on Wednesday 21st April 2027	\$40,000			
VIP Space (3 days)	\$30,000			

ARDA Week – floor plans

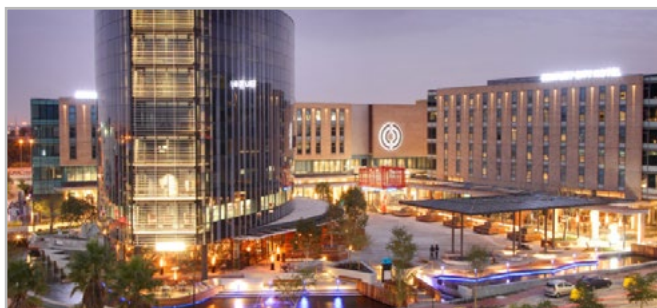
Ground floor



About the venue

ARDA Week 2027 will once again be hosted at the Century City Conference Centre in Cape Town, South Africa, a modern and versatile venue renowned for its world-class facilities and convenient location.

Situated in the vibrant Century City precinct, the centre offers state-of-the-art technology, flexible event spaces, and easy access to hotels, restaurants, and retail options. Its contemporary design and professional services make it an ideal setting for international conferences, providing delegates with both comfort and connectivity while being just minutes away from Cape Town's iconic attractions.



ARDA Week – floor plans

First floor

This plan of the first floor of the Century City Conference Centre shows the rooms available for hire for meetings and Leadership Roundtables.



Available for half-day or full-day sessions.

This option is complimentary (subject to availability) for Diamond and Platinum sponsors, and available to Gold sponsors for an additional fee. These rooms are not available to Silver sponsors.



Available for 1-hour sessions

This room may be reserved for 1-hour sessions by Diamond, Platinum and Gold sponsors. It is not available to Silver sponsors.



Available exclusively for VIP delegates

This room is reserved exclusively for VIP delegates for private meetings of 1–2 hours.



Reserved for Leadership Roundtables

Meeting Rooms 8 and 9 will be combined to form a single space, and Meeting Room 11 will also be used to host Leadership Roundtables in the afternoons.



Reserved for ARDA

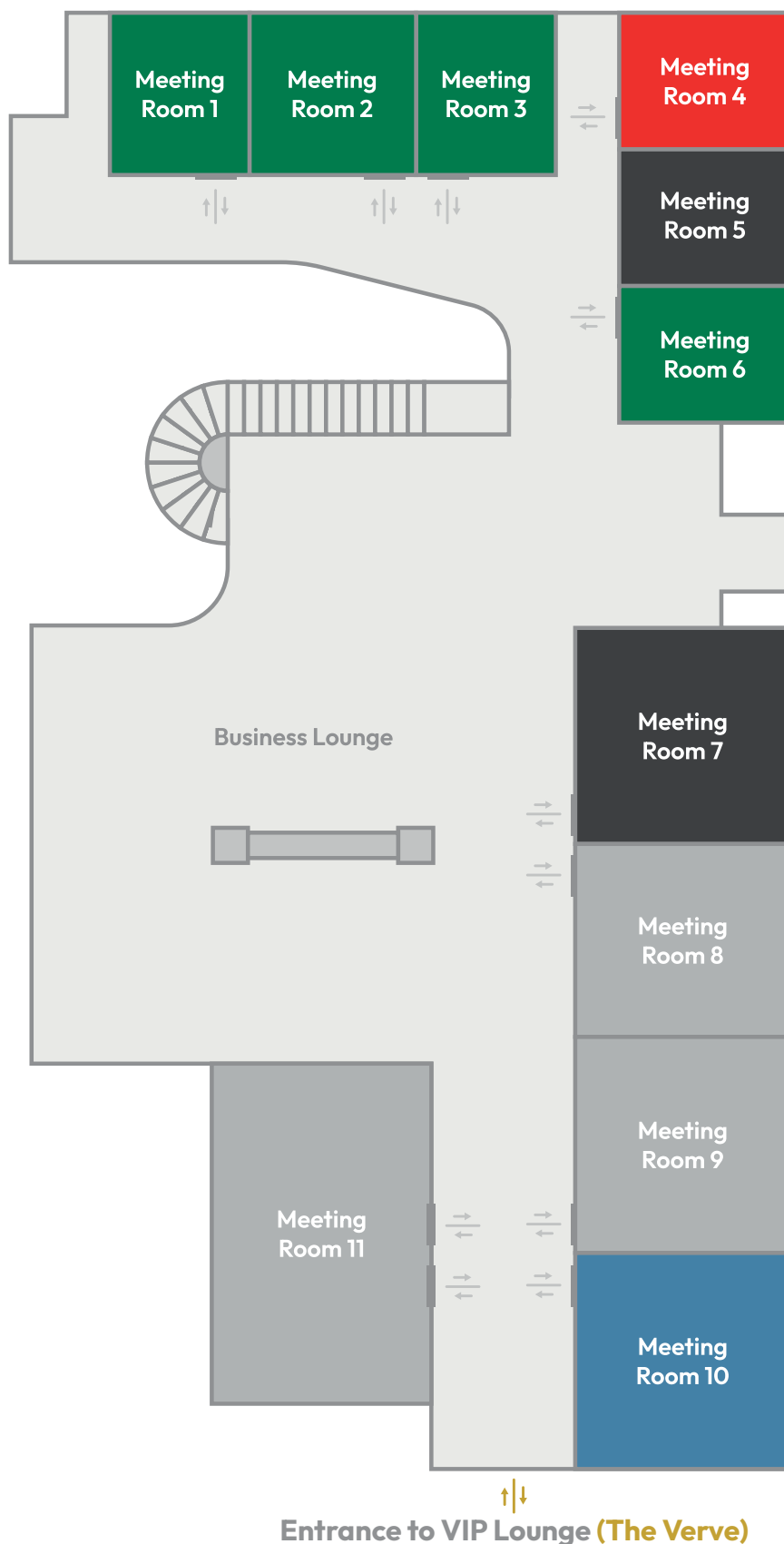
Meeting Room 5 will function as the ARDA Administration Office.

Meeting Room 7 will be designated as the ARDA Media & Interview Room.



VIP Lounge - The Verve

The Verve serves as a premium VIP lounge, reserved for a select number of delegates from Diamond and Platinum sponsor organisations. It offers a private and comfortable space to engage directly with high-level decision-makers.





At ARDA Week, we want our exhibition spaces to reflect the professionalism of our industry. Our organisers can arrange fully customised stand designs to highlight your company's branding.

ARDA Week – exhibitor options

Booth options and features

At ARDA Week 2027, we want our exhibition spaces to reflect the professionalism of our industry. For exhibitors without their own stands, we recommend the following configurations as a baseline. Our logistics partners can also arrange fully customised versions of these designs to highlight your company's branding.

2 x 2 metre booths

Standard features

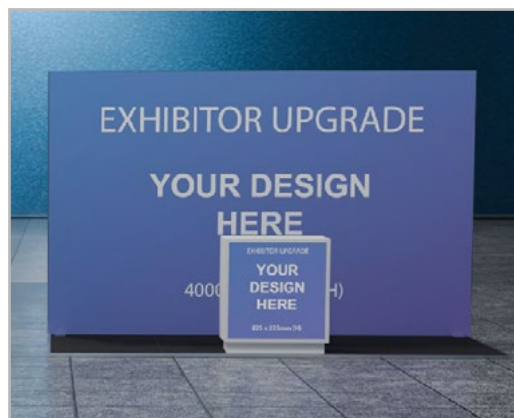
- ✓ 2000 x 2500mm (h) full colour fabric backwall
- ✓ Full colour vinyl counter front
- ✓ 32mm raised floor with dark grey carpet tile
- ✓ 2 x longarm spotlights
- ✓ 1 x branded lockable counter
- ✓ 2 x white barstool
- ✓ 1 x waste bin



4 x 2 metre booths

Standard features

- ✓ 4000 x 2500mm (h) full colour fabric backwall
- ✓ Full colour vinyl counter front
- ✓ 32mm raised floor with dark grey carpet tile
- ✓ 4 x longarm spotlights
- ✓ 1 x branded lockable counter
- ✓ 2 x white barstool
- ✓ 1 x waste bin



Become an ARDA sponsor



*EARLY BIRD – 10% DISCOUNT

Available on 2027 sponsorship packages, ARDA Week stands and extra delegates, **when booked and paid in full by 15th November 2026.**

Sponsor ARDA in 2027

Build on the momentum of ARDA's landmark 20th anniversary year and put your brand at the heart of Africa's downstream community.

As ARDA continues to bring together the industry's leading decision-makers, sponsoring ARDA gives you unparalleled opportunities to raise your profile, strengthen relationships and showcase your business.

What's more, with an early-bird discount of 10% available until 15 November 2026, there's no better time to secure your sponsorship. For more details on sponsoring ARDA in 2027, or to discuss the opportunities presented in this brochure, please contact:

Laure Liarcou

✉ laure@citac.com





ARDA Sponsorship Brochure 2027 - v1.0

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