



NATIONAL
SALES LEADERS
CONFERENCE

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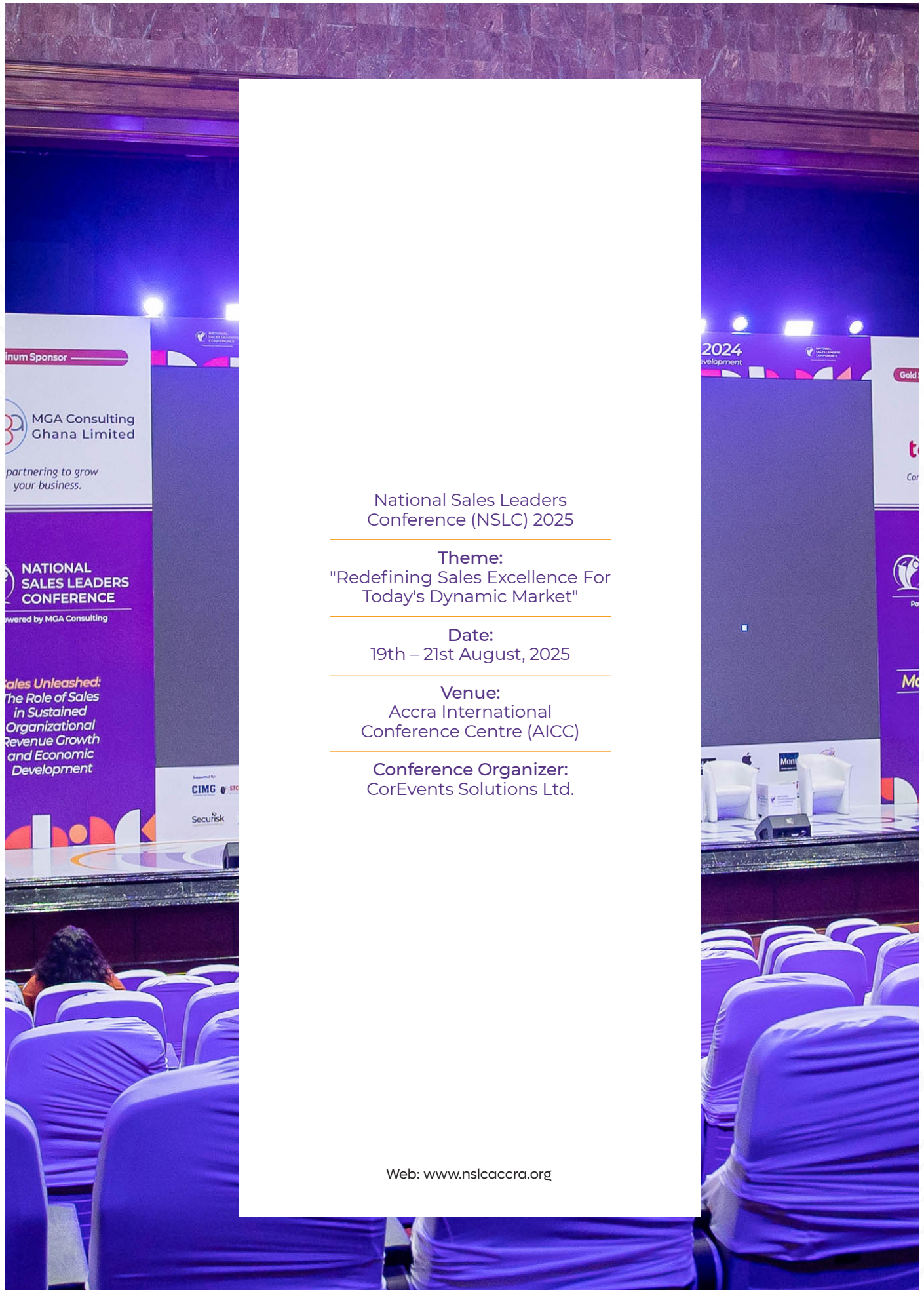
NATIONAL SALES LEADERS CONFERENCE

NSLC 2025 PROPOSAL

Date: 19th - 21st August, 2025

Venue: Accra International Conference Centre





National Sales Leaders
Conference (NSLC) 2025

Theme:
"Redefining Sales Excellence For
Today's Dynamic Market"

Date:
19th – 21st August, 2025

Venue:
Accra International
Conference Centre (AICC)

Conference Organizer:
CorEvents Solutions Ltd.

Web: www.nslcaccra.org





NATIONAL SALES LEADERS CONFERENCE

Powered by MGA Consulting

WELCOME TO NSLC 2025

The 2nd Edition of the National Sales Leaders Conference (NSLC) 2025—an event dedicated to shaping the future of sales leadership and excellence across Ghana and beyond. This conference brings together visionary leaders, innovative thinkers, and top sales professionals across industries to share insights, strategies, and the latest trends in the world of sales.

OUR MISSION

NSLC strives to empower business leaders and sales professionals with the knowledge, tools, and connections to drive business growth and success. We aim to create a collaborative environment where knowledge is exchanged, strategies are sharpened, and meaningful partnerships are formed.

WHY THE 2025 EDITION IS SPECIAL

Building on the immense success of our maiden event in 2024, NSLC 2025 promises to be even bigger, bolder, and more impactful. This year's edition will offer expanded content, higher-profile speakers, and unmatched networking opportunities, making it the ultimate platform for fostering innovation and leadership in sales.

We invite you to be part of this transformative journey—whether you are seeking to elevate your brand, expand your network, or gain cutting-edge sales strategies, NSLC 2025 offers the ideal stage to make your mark.

Let's lead the future of sales, together.



Stay Updated
with Industry
Trends



Networking Opportunities

Potential Leads and Partnerships



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Welcome

NSLC

2025





Why NSLC 2025 Will Be Bigger and Better.

Building on this momentum, NSLC 2025 promises to offer even more value to attendees and sponsors. With expanded programming, higher-profile speakers, and even greater media attention, the 2025 edition will provide:

- ✔ A larger audience, with over 2500 expected participants across a wide range of industries.
- ✔ Exclusive sponsorship opportunities, offering unparalleled brand exposure and direct access to decision-makers.
- ✔ More networking opportunities, including tailored sessions for VIP sponsors to connect directly with sales leaders and potential partners.
- ✔ Innovative sessions focused on future sales trends, digital transformation, and business leadership.

Sponsoring NSLC 2025 positions your company as a leader in the sales industry, driving visibility, brand recognition, and business growth. It is an opportunity to align your brand with excellence, innovation, and leadership at a national level. Do not miss the chance to partner with NSLC 2025 and leave a lasting impact on the future of sales.



Join us at
NSLC 2025
and be part
of the future
of sales
leadership!

Event Highlights: NSLC 2024 Success Story.

The Success of NSLC 2024: A Platform for Sales Leadership Excellence

The inaugural edition of the National Sales Leaders Conference (NSLC 2024) set the stage for a groundbreaking event in sales leadership, attracting over 1000 attendees from various sectors. Business leaders, sales professionals, and industry experts gathered to engage, learn, and build lasting relationships that fostered professional growth and collaboration.

Key Statistics from NSLC 2024.



Attendees:

1000+ participants across industries, including insurance, technology, banking and finance, retail, manufacturing, aviation, healthcare, real estate, telecommunications and petroleum



Industry Presence:

Representatives from 50+ companies including leading multinational and local brands.



Media Coverage:

The event received wide attention with 20+ media mentions in leading publications and coverage by 5 national TV stations.



Sessions:

14 expert-led sessions covering seven (7) seminars, one (1) workshop and six (6) panel discussions with key topics like key topics in The Future of Women in Sales Leadership:

Empowering and Elevating Women to New Heights, Sales Enablement: A Conversation for The Right Tools, Knowledge, And Resources for Sales Success, Leveraging Insights from Market Research for Building Sustainable Sales Strategies and others



Keynote Speakers:

Featured 10 high-profile speakers, including CEOs, industry thought leaders, and sales strategists.





Testimonials Section.



NSLC 2024 was a transformative experience. The networking opportunities were invaluable, and I left with actionable strategies to implement immediately in my sales operations."

★★★★★

~ John Mensah,
Sales Director,
TechSol Ghana



The caliber of speakers was top-notch. Every session brought fresh insights into the evolving landscape of sales, especially in our digital era."

★★★★★

~ Ama Kusi,
Marketing Manager,
Alpha Industries



I came to the conference with high expectations, and they were exceeded. The discussions on sales leadership and business growth were impactful and timely."

★★★★★

~ Kwame Asare,
Managing Director,
Asare Ventures



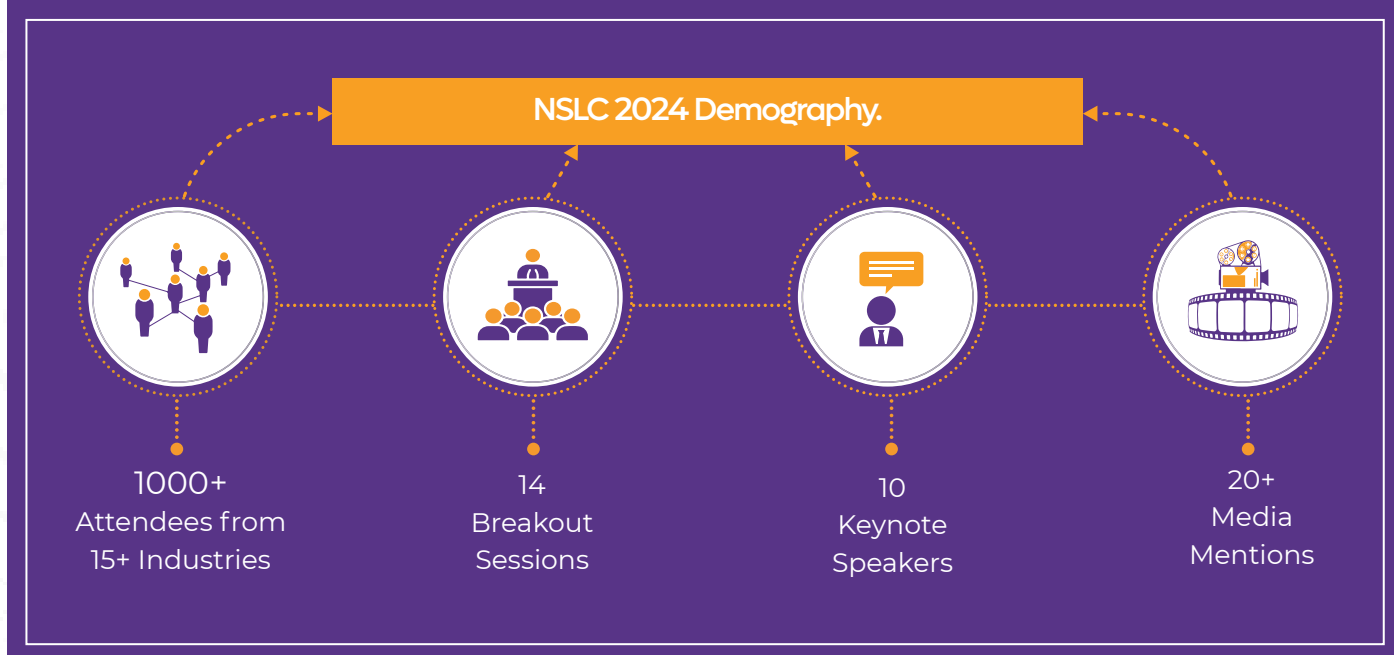


Media Mentions & Visibility

NSLC 2024 gained wide exposure, generating media buzz and solidifying its position as a leading sales event in Ghana.

- ✓ Featured in Business & Financial Times, The Finder and Graphic Business, highlighting the keynote sessions and the value delivered to attendees.
- ✓ Coverage by major TV networks such as TV3, Joy News, Adom Tv and Citi TV, with live interviews and post-event analysis.
- ✓ Robust social media presence, garnering thousands of engagements across platforms including LinkedIn, X, Facebook and Instagram.





Attendee Experience.

The success of NSLC 2024 is also marked by the engagement and enthusiasm from participants.



Interactive Q&A sessions allowed attendees to engage directly with speakers.



Networking opportunities were maximized through carefully planned breaks, dinners, and exclusive meet-and-greet sessions for VIPs.



Panel discussions explored cutting-edge topics like Sales in the Digital Age, Customer-Centric Selling, and Leadership in Business Growth.







Why Sponsor the NSLC 2025?

Sponsoring the National Sales Leaders Conference 2025 (NSLC) offers your brand an exceptional opportunity to engage with a highly targeted audience of industry leaders, decision-makers, and sales professionals. Here is why you should partner with us:



1

Access to a Premium Target Audience

Sponsoring NSLC 2025 means positioning your brand in front of a high-value audience:

- ✔ C-Level Executives: CEOs, COOs, and other senior decision-makers from top companies.
- ✔ Sales Directors & Managers: Professionals directly responsible for shaping sales strategy and driving business growth.
- ✔ Business Owners & Entrepreneurs: Dynamic leaders seeking new tools, technologies, and partnerships.
- ✔ Marketing & Strategy Leaders: Professionals looking for the latest innovations to boost sales efficiency and performance.

With over 2500 expected attendees across a diverse range of industries—finance, technology, health, insurance, retail, manufacturing, and more—your brand will reach the key influencers and decision-makers shaping the future of sales.





2

Exceptional Brand Exposure

Becoming a sponsor of NSLC 2025 provides you with extensive branding and visibility opportunities throughout the event. Your company will enjoy:

- ✓ Logo placement on all event materials, including digital promotions, banners, billboards and brochures.
- ✓ Onstage mentions and acknowledgements during key sessions.
- ✓ Exhibit space to showcase products and services to a highly relevant audience.
- ✓ Prominent branding on event signage, including high-traffic areas like the registration desk, networking spaces, and breakout rooms.
- ✓ Digital exposure through email marketing campaigns, event website features, and social media shout-outs.

NSLC 2024 had over 20+ media mentions across major outlets, offering significant PR and visibility opportunities for sponsors.



3

Unparalleled Networking Opportunities

Engage directly with the top-tier audience attending NSLC 2025 through exclusive networking sessions, providing unique opportunities to form relationships that lead to lasting partnerships:

- ✓ VIP networking events for top sponsors and high-level attendees.
- ✓ Meet-and-greet opportunities with keynote speakers and industry leaders.
- ✓ Dedicated B2B matchmaking sessions for sponsors to connect with potential clients or collaborators.

85% of NSLC attendees are key decision-makers actively involved in purchasing decisions for their companies—ensuring meaningful connections with high conversion potential.

4

Delivering ROI: What Sponsors Can Expect

By sponsoring NSLC 2025, your brand will experience:

- ✓ Increased visibility among a targeted audience through both physical and digital channels.
 - ✓ Direct engagement with high-value prospects, increasing the potential for sales, collaborations, and partnerships.
 - ✓ Long-term brand alignment with leadership, innovation, and excellence in sales.
 - ✓ Customized sponsorship packages tailored to your specific marketing goals—whether it's lead generation, brand awareness, or thought leadership.
-



5

Thought Leadership & Content Marketing

Position your company as a thought leader in the sales industry by:

- ✓ Speaking opportunities: Deliver a keynote or participate in panel discussions to showcase your company's expertise.
- ✓ Content contributions: Feature your brand's insights in pre-and post-event marketing content, including articles, interviews, or whitepapers distributed to all attendees.

6

Proven Success and Media Impact

As a sponsor, you will benefit from our extensive media reach and publicity efforts:

- ✓ High media visibility: NSLC 2024 was featured on 20+ media platforms, and our media presence for the 2025 edition will be even stronger, offering PR and digital marketing benefits.
- ✓ Social media campaigns: Targeted promotions to over 10,000 followers on LinkedIn, X, Facebook and Instagram, engaging sales professionals and decision-makers before, during, and after the event.
- ✓ Event coverage: Opportunities for interviews and media interactions during the event to amplify your brand's presence.

Join us as a sponsor at NSLC 2025 and seize the opportunity to boost your brand visibility, foster valuable partnerships, and establish your leadership in the sales industry!





Partnership Packages

Benefits	HEADLINE		PLATINUM		DIAMOND		GOLD		SILVER	
	CHF400,000		CHF300,000		CHF200,000		CHF150,000		CHF100,000	
	One (1)		Four (4)		Eight (8)		Ten (10)		Ten (10)	
	Conference Involvement									
1.	Speaking Opportunity (Keynote Address)		✓	×	×	×	×	×	×	×
2.	Panel Discussion		✓	✓	×	×	×	×	×	×
3.	Opportunity to Host a Session		✓	×	×	×	×	×	×	×
4.	Host a Webinar Session (if interested)		✓	✓	✓	✓	✓	✓	✓	✓
Exhibitor/Conference Passes										
5.	Conference Passes		20	15	10	5	1			
6.	Exhibition Booths		Double Display (Prime Location)	Single Display (Prime Location)	Single Display	Single Display	Single Display	Single Display		
7.	Complimentary Registration to the dinner		8	6	4	3	2			
Branding Opportunities										
8.	Pullup Banners on display at vantage places		✓	✓	✓	✓	✓	✓		
9.	Logo inclusion on all conference Materials		✓	✓	✓	✓	✓	✓		
10.	Logo Placement on Stage setup (LED Wall)		✓	✓	✓	✓	✓	✓		
11.	Company AD placement in the conference brochure		Inside Front Cover	Inside Back Cover	1 - page	Half Page	Half Page	Half Page		
12.	Logo ticker appears on the screen throughout the event.		✓	✓	✓	✓	✓	✓		
13.	Banner advertisement on the conference website (Six Months)		✓	×	×	×	×	×		
14.	Company Logo on the conference Social Media		✓	✓	✓	✓	✓	✓		
15.	Listing on the NSLC Website (Six Months)		✓	✓	✓	✓	✓	✓		
16.	Acknowledgements of sponsorships during the conference, including opening and closing address		✓	✓	✓	✓	✓	✓		
17.	Continued acknowledgment and visibility in post-event materials, such as thank-you notes, newsletters, and social media posts.		✓	✓	✓	✓	✓	✓		
Traditional Advertisement										
18.	Radio Mentioning		✓	✓	✓	✓	✓	✓		
19.	TV Mentioning		✓	✓	✓	✓	✓	✓		
20.	Newspaper Advertisement		✓	✓	✓	✓	✓	✓		
Networking Opportunities										
21.	Access to Conference attendee's data		✓	×	×	×	×	×		
22.	VIP Networking opportunities		✓	✓	×	×	×	×		
23.	Networking Opportunities/ Lead Generation		✓	✓	✓	✓	✓	✓		

Launch Sponsorship

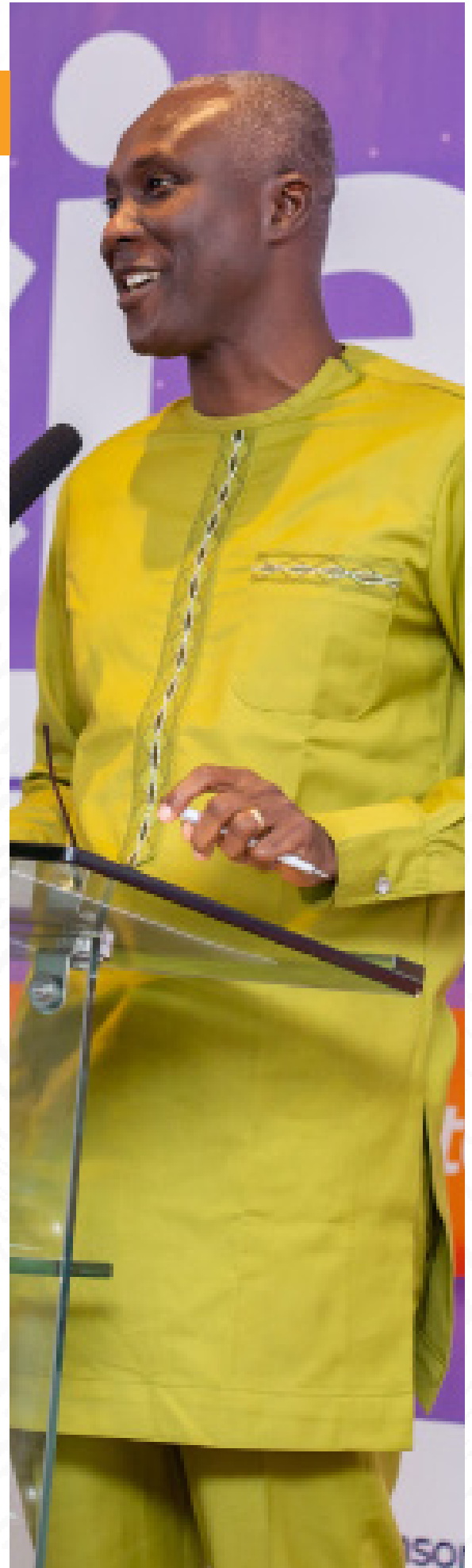
- Recognition during opening and closing remarks.
- Placement of the sponsor's logo on all promotional materials for Launch
- Conference Passes (2)
- Deliver a presentation during the launch event.
- Featured in pre-event marketing campaigns, press releases, and social media promotions.
- Continued acknowledgment and visibility in post-event materials, such as thank-you notes, newsletters, and social media posts.



Investment - GHC 50,000.00



Exclusive - Five



Hosted Breakfast Sponsorship

- The logo is prominently featured on event signage, banners, and promotional materials at the breakfast area.
- Recognition as the hosted breakfast sponsor during the opening remarks or announcements.
- Conference Passes (2)
- Branded conversation areas or designated spaces for networking may be included.
- Distribute promotional materials or branded giveaways during breakfast.
- Product samples or literature can be included in the breakfast areas.
- Exclusive access for sponsor representatives to engage with attendees during breakfast.
- The sponsor's branding is integrated into food and beverage stations.
- Continued acknowledgement and visibility in post-event materials, such as thank-you notes, newsletters, and social media posts.



Investment - GHC 20,000.00



Exclusive - Five



Hosted Lunch Sponsorship

- The logo is prominently featured on event signage, banners, and promotional materials in the lunch area.
- Recognition as the hosted breakfast sponsor during the opening remarks or announcements.
- Conference Passes (2)
- Branded conversation areas or designated spaces for networking may be included.
- Distribute promotional materials or branded giveaways during lunch.
- Product samples or literature can be included in lunch areas.
- Exclusive access for sponsor representatives to engage with attendees during lunch.
- The sponsor's branding is integrated into food and beverage stations.
- Continued acknowledgement and visibility in post-event materials, such as thank-you notes, newsletters, and social media posts.



Investment - GHC 20,000.00



Exclusive - Five



Hosted Dinner Sponsorship

- The logo is prominently featured on event signage, banners, and promotional materials in the dinner area.
- Recognition as the hosted dinner sponsor during the opening remarks or announcements.
- Opportunity for a representative from the sponsor to speak briefly.
- Distribute promotional materials or branded giveaways during dinner.
- Product samples or literature can be included in dining areas.
- Conference Pass (1)
- Dinner Pass (1)
- Exclusive access for sponsor representatives to engage with attendees during dinner
- The sponsor's branding is integrated into food and beverage stations.
- Continued acknowledgement and visibility in post-event materials, such as thank-you notes, newsletters, and social media posts.
- Radio Mentioning
- TV Mentioning
- Newspaper Advertisement



Investment - GHC 30,000.00



Exclusive - Ten



Breakout Session Sponsorship

- Recognition as the Breakout Session sponsor during the opening remarks or announcements.
- Placement of the sponsor's logo on all promotional materials
- Recognition as the Breakout Session sponsor during the opening remarks or announcements.
- Conference Passes (2)
- Branded conversation areas or designated spaces for networking may be included.
- Product samples or literature can be included in breakout session areas.
- Exclusive access for sponsor representatives to engage with attendees.
- The sponsor's branding is integrated into food and beverage stations.
- Continued acknowledgement and visibility in post-event materials, such as thank-you notes, newsletters, and social media posts.



Investment - GHC 20,000.00



Exclusive - Ten



Souvenir Sponsorship

- Recognition as the Souvenir sponsor during the opening remarks or announcements.
- Conference Passes (5)
- Placement of the sponsor's logo on all souvenirs and promotional materials
- Networking Opportunities/ Lead Generation
- Company Logo on the conference's Social Media
- Listing on the NSLC Website (Six Months)
- Logo Placement on Stage setup (LED Wall)
- Acknowledgements of sponsorships during the conference, including opening and closing addresses.
- Continued acknowledgement and visibility in post-event materials, such as thank-you notes, newsletters, and social media posts.
- Radio and TV Mentioning
- Newspaper Advertisement



Investment - GHC 50,000.00



Exclusive - One



LED Sponsorship

- Recognition as the LED sponsor during the opening remarks or announcements.
- Conference Pass (1)
- Placement of the sponsor's logo on all souvenirs
- Placement of the sponsor's logo on all promotional materials



Investment - GHC 20,000.00



Exclusive - Unlimited

Conference Brochure AD Placement

Full Page - GHC 10,000.00

Exclusive - Four

Half Page - GHC 5,000.00

Exclusive - Five

Middle Page - GHC 12,000.00

Exclusive - One

Special Interest

For specific sponsorship, kindly contact us at +233 (0) 244524129 or email info@nslcaccra.org



Join Us at NSLC 2025!

Be part of the 2nd edition of the sales leadership event of the year and connect your brand with the nation's top sales professionals.

NSLC 2025 offers unparalleled opportunities for brand visibility, networking, and engagement with key decision-makers in sales and leadership. Take the next step to position your company as a leader in the industry by becoming a sponsor.

Ready to Explore Your Sponsorship Options?

Reach out to our team today and let's discuss how we can tailor a sponsorship package that aligns with your brand's goals.

Book your sponsorship package.

Use the link or scan the QR Code to access the NSLC Sponsorship Form.



Sponsorship form

- Organization Name Click or tap here to enter text.
- Contact Name Click or tap here to enter text.
- Position Click or tap here to enter text.
- Postal Address Click or tap here to enter text.
- Phone Click or tap here to enter text.
- Email Click or tap here to enter text.

I would like to sponsor the following tier

✓	Headline Sponsorship	(GHC 400,000.00)
✓	Platinum Sponsorship	(GHC 300,000.00)
✓	Diamond Sponsorship	(GHC 200,000.00)
✓	Gold Sponsorship	(GHC 150,000.00)
✓	Silver Sponsorship	(GHC 50,000.00)
✓	Launch Sponsorship	(GHC 50,000.00)
✓	Hosted Breakfast Sponsorship	(GHC 20,000.00)
✓	Hosted Lunch Sponsorship	(GHC 20,000.00)
✓	Hosted Dinner Sponsorship	(GHC 30,000.00)
✓	Breakout Session Sponsorship	(GHC 20,000.00)
✓	Souvenir Sponsorship	(GHC 50,000.00)
✓	Conference Brochure – Full Page	(GHC 10,000.00)
✓	Conference Brochure – Half Page	(GHC 5,000.00)
✓	Conference Brochure – Middle Page	(GHC 12,000.00)
✓	LED Sponsorship	(GHC 20,000.00)
✓	Back Cover	(GHC 10,000.00)



Conference Organizer

CorEvents Solutions Limited

CorEvents Solutions is an event management company that believes in the transformative power of memorable events. We understand that a well-executed event has the potential to not only elevate businesses but also create lasting impressions on individuals. We are established with a passion for curating unparalleled experiences, and our company stands at the forefront of the event-organizing industry. We take pride in our ability to turn visions into reality, making each event unique and unforgettable.

Whether it is a

- ✧ Grand Conference,
- ✧ An insightful Seminar,
- ✧ A Seamlessly executed Webinar,
- ✧ An interactive Workshop,
- ✧ Corporate Meeting, or
- ✧ Public lecture

Our expertise encompasses the entire spectrum of corporate gathering. We understand businesses' specific needs and objectives, tailoring our services to meet and exceed expectations.

We look forward to partnering with you at NSLC 2025!





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