



Theme

Powering Women's Leadership

Media, Economics and Governance



3-4 December 2026



Windhoek, Namibia



africanwomeninmedia.com/awim26

Welcome Message

African Women in Media (AWiM) is pleased to invite organisations, institutions, and partners to collaborate with us for the African Women in Media Conference 2026 (AWiM26), a landmark 10th anniversary that will convene leaders shaping the future of media, governance, technology, and creative industries across Africa.

Over the past decade, AWiM conferences have become a trusted platform for advancing gender equality in and through media, fostering cross-sector collaboration, and influencing policy and industry practice. AWiM26 represents a significant milestone as we reflect on progress made while accelerating action toward inclusive media economies and women's leadership.



Picture Excerpt from AWiM 25

We invite partners to join us in shaping this historic convening in Windhoek, Namibia, and in supporting the launch of the Windhoek Framework for Inclusive Media Economies.

About African Women in Media (AWiM)

African Women in Media (AWiM) is an international non-governmental

organisation working to advance gender equality in and through media across Africa.

Since its establishment in 2016, AWiM has implemented research, capacity-building programmes, advocacy initiatives, economic empowerment interventions and policy engagement activities to strengthen women's participation, leadership and influence within media and creative industries.

AWiM's flagship annual conference serves as a premier platform for dialogue, innovation, and partnership among media professionals, policymakers, investors, academics, and civil society leaders.

Conference Theme

Powering Women's Leadership: Media, Economics and Governance

African Women in Media (AWiM) is pleased to invite partners to its 10th annual conference and Global Forum, AWiM26. We are excited to host this landmark convening in Windhoek, Namibia, at a moment when women's leadership is visible at the highest levels of governance and offers a powerful context for global reflection and learning.

AWiM conferences bring together leaders from media, creative industries, technology, policy, academia, and finance to explore how inclusive leadership can shape the future of media systems. AWiM26 marks ten years of AWiM's work advancing gender equality in and through media — a moment to reflect on progress while addressing structural barriers that continue to limit participation in media economies and leadership.

Around the world, women remain underrepresented in positions of political, economic, and institutional power, even as they play central roles in shaping public discourse, culture, and community life. At the same time, the media and creative industries are undergoing a profound transformation driven by platformisation, artificial intelligence, and new forms of digital labour. These shifts are changing how leadership is expressed, equity of market access, and raising important questions around digital protection, access to justice, and accountability within media and digital ecosystems.

Continental frameworks such as the African Union's Agenda 2063 place women and youth at the centre of Africa's development future, yet translating these aspirations into concrete policies, institutional practices, and sustainable economic opportunities remains uneven. The African Continental Free Trade Area (AfCFTA) presents new possibilities for regional market integration, cross-border collaboration, and the growth of Africa's creative and cultural industries. However, structural inequalities in access to capital, ownership, and global distribution continue to limit the participation of African media and cultural producers, particularly women.

Globally, debates are intensifying around the future of work, the governance of digital platforms, and the role of capital in shaping creative economies. Within this context, AWiM26 asks:

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- ❶ How is women's leadership being exercised, constrained, and reimagined in and through media and cultural production?
- ❷ How can economic power in media and creative industries be redistributed more equitably, particularly for women and youth?
- ❸ What forms of governance are needed to protect rights, ensure accountability, and enable inclusive participation?

AWiM26 Conference will mark the launch of the Windhoek Framework for Inclusive Media Economies, an initiative aimed at strengthening fair participation of African media organisations and creators in regional and global media systems through equitable partnerships, inclusive leadership, and stronger digital protection.

Conference Sub-Theme

The conference will be guided by the following three sub-themes, which reflect the priority areas for advancing women's leadership and strengthening inclusive media and creative economies across Africa.



Picture Excerpt from AWiM 25

1. Media, Power and Narrative Leadership

How leadership is exercised through storytelling, representation, and cultural authority.
Possible themes include:

- Leadership in film/TV, radio, publishing, advertising, music, gaming, sport media, and community media
- Platform visibility, algorithmic gatekeeping, and narrative extraction
- Political communication, elections, and public trust
- Representation of women in leadership
- Feminist storytelling, archives, memory, and counter-narratives
- Media ethics, credibility, and the future of public-interest content
- Political economy of the media

2. Resources, Ownership and the Future of Creative Work

How economic structures, technology and investment shape labour, ownership, and participation in media and creative industries.

Possible themes include:

- Gender-lens investing in media and creative industries
- Financial models for independent media and creator economies
- Access to capital for women-led media enterprises
- Intellectual property ownership and copyright protection in digital environments
- Revenue sharing and labour rights in global media collaborations
- Labour conditions in media and creative industries, including informal work, precarity, and the care economy
- AI in creative industries: opportunities and risks
- Data rights, bias, and inclusion in systems affecting content distribution
- Community-led and feminist approaches to technology design
- Market access for African media and cultural producers in regional and global value chains
- Sustainable business models for independent media in smaller markets
- Audience development across borders; diaspora markets; language and localisation
- Creating and maintaining responsible platforms in small communities

3. Governance, Participation, and Rights

How governance systems can enable safe, equitable participation in media ecosystems

Possible themes include:

- Media regulation and gender equality outcomes
- Platform governance and digital accountability
- Women's political leadership and the media's role in democratic participation
- Political will, implementation gaps, and accountability in gender equality policies
- Anti-corruption, information integrity, and public communication
- Implementing AU Agenda 2063, the Africa Free Trade Agreement and regional bloc commitments in national and sectoral policy
- Online violence, harassment, doxxing, deepfakes, and risks to media integrity
- Organisational duty of care in media organisations and platforms
- Digital protection for journalists, creators and public-facing leaders
- AI governance, algorithmic accountability, and intellectual property protection
- Synthetic media governance, authenticity, and trust

Conference Objectives

The objectives of AWiM26 include:

- Advance women's leadership in media and creative industries
- Promote inclusive and sustainable media economies
- Facilitate partnerships between media organisations, investors, and policymakers
- Strengthen digital safety and protection for media professionals and creators
- Support innovation and entrepreneurship in media and creative sectors
- Influence policy and industry practice to promote gender equality



Expected Outputs and Outcomes

Key expected outputs and outcomes of the conference include:

- Launch of the Windhoek Framework for Inclusive Media Economies
- Policy and industry recommendations for equitable participation in media markets
- New partnerships between media organisations, investors, and development partners
- Increased visibility for women-led media enterprises
- Strengthened regional and international collaboration
- Commitments to support inclusive media systems and creative industries



Why Partner with AWiM26

Partnering with AWiM26 provides organisations with a unique opportunity to demonstrate leadership, visibility, and impact in advancing gender equality and media development across Africa.

Strategic Benefits

As a Sponsor, You Will

- Position your organisation as a leader and champion of gender equality, inclusive leadership, and media innovation
- Engage with key decision-makers, media leaders, policymakers, and industry stakeholders across Africa and globally
- Drive visibility among a global audience of 10,000+ media professionals online and hundreds of in-person participants
- Strengthen brand recognition and credibility among regional and international audiences
- Build strategic partnerships with media organisations, investors, governments, and development partners
- Showcase products, services, technologies, and innovations to a targeted professional audience
- Contribute to policy and industry dialogue shaping the future of media and creative industries

- Demonstrate commitment to sustainable impact and women's economic empowerment across Africa

Target Audience and Conference Format

The AWiM26 Conference will convene an estimated 300–450 speakers and delegates from across Africa and globally, representing diverse sectors within the media, governance, technology, and development ecosystem.

Participants will include

- Media professionals, journalists, editors, and media organisations
- Policymakers and regulatory bodies, including Ministers responsible for Women, Gender, Youth, Information, and Communications
- Representatives of Regional Economic Communities (RECs) and intergovernmental institutions
- Academics, researchers, and thought leaders
- Civil society organisations and advocacy groups
- Technology experts, digital innovators, and media platforms
- Investors, development partners, and private sector leaders
- Youth leaders, entrepreneurs, and emerging media professionals



Picture Excerpt from AWiM 25

Conference Format

In-person: This is an entirely in-person event with some live streaming of plenary sessions.

Innovative Formats

Our conferences incorporate a range of innovative formats including research presentations, panels and roundtables, skills workshops and masterclasses, creator showcases, policy labs, exhibitions, and lightning talks.



Picture Excerpt from AWiM 25

Partnership and Sponsorship Opportunities

AWiM26 offers flexible partnership and sponsorship opportunities designed to align with organisational priorities and budgets.

Sponsorship Tier	Investment (USD)	Number of Slots	Key Benefits
✔ Title Sponsor	100,000	1	Exclusive naming rights to conference; plenary speaking role; premium branding across platforms; premium exhibition space; dedicated social media and digital campaign; feature interview and thought leadership spotlight across conference communications; VIP Passes (12 delegate passes inclusive of 12 Gala Dinner tickets); full-page conference magazine advert; priority media visibility
✔ Platinum Sponsor	60,000	2	Panel speaking opportunity; premium exhibition booth; prominent logo placement; strong media visibility; dedicated social media and digital campaign; VIP Passes (8 delegate passes inclusive of 8 Gala Dinner tickets)
✔ Gold Sponsor	35,000	3	Panel participation; exhibition booth; logo placement on materials; social media visibility; dedicated social media and digital campaign; 6 delegate passes and 6 Gala Dinner passes
✔ Silver Sponsor	20,000	5	Logo placement on materials; recognition during sessions; networking visibility; 4 delegate passes and 4 Gala Dinner passes
✔ Bronze Sponsor	10,000	6	Logo placement on website and communications; brand acknowledgement; 2 delegate passes and 2 Gala Dinner pass
✔ Friend of AWiM26	Up to 7,500 (cash or in-kind)	Open	Logo recognition; social media acknowledgement; inclusion in partner network; 1 delegate pass and 1 Gala Dinner pass



10TH
ANNIVERSARY

Add-On Sponsorship Opportunities

Sponsorship Opportunity	Investment (USD)	Key Benefits
• Gala Dinner Sponsor	25,000	Branding at Gala Dinner; recognition during programme; 4 delegate passes inclusive of 4 Gala Dinner tickets
• Session Sponsor	10,000 per session	Branding visibility during sponsored session; recognition in session communications; 2 delegate passes inclusive of 2 Gala Dinner tickets
• Youth and Emerging Creators Sponsor	15,000	Recognition as supporter of youth participation; branding visibility in youth programme activities; 3 delegate passes inclusive of 2 Gala Dinner tickets
• Attendees Sponsor	20,000	Logo placement on attendee communications; brand mention in key sessions; 3 delegate passes inclusive of 3 Gala Dinner tickets
• Podcast Coverage Sponsor	10,000	Recognition as official podcast sponsor; logo placement across podcast materials; visibility across digital media coverage; 2 delegate passes inclusive of 2 Gala Dinner tickets
• Pitch Zone Sponsor	12,000	Branding of Pitch Zone / Innovation Showcase; recognition during pitch sessions; engagement with startups and investors; 2 delegate passes inclusive of 2 Gala Dinner tickets
• Viewing Centre Sponsorship	6,000 per centre	Branding visibility at viewing centre location; recognition as official partner; logo placement on livestream materials; 2 delegate passes
• Media and Communications Partner	In-kind or negotiated value	Recognition as official media partner; branding visibility across media coverage; content collaboration opportunities

Customized Sponsorship Packages

Opportunity	Investment	Key Benefits
• Customized Sponsorship	Negotiated	Tailored sponsorship package aligned with organisational priorities; branding across agreed conference components; opportunity to sponsor specific programmes or initiatives

Customized Sponsorship Packages

Opportunity	Investment(USD)	Key Benefits
• Exhibition Booth	5,000	Dedicated exhibition space; branding visibility at exhibition area; networking opportunities with participants; 1 delegate pass

In-Kind sponsorship Opportunities

Opportunity	Estimated Value	Key Benefits
• In-Kind Sponsorship	Based on fair market value of goods or services	Recognition as an official in-kind partner; branding visibility aligned with contribution value; acknowledgement across conference communications; inclusion in partner network and post-conference reporting

Conference Magazine and Advertorial Opportunities

Placement Type	Investment (USD)	Key Benefits
• Back Cover Advertisement	8,000	Premium full-page placement on back cover of conference magazine
• Inside Front Cover Advertisement	7,000	High-visibility full-page placement inside front cover
• Inside Back Cover Advertisement	6,500	Premium full-page placement inside back cover
• Full-Page Advertisement	5,000	Standard full-page advertisement within magazine
• Half-Page Advertisement	3,000	Half-Page Advertisement
• Quarter-Page Advertisement	1,800	Quarter-page advertisement placement
• Corporate Advertorial (2 pages)	6,500	Sponsored editorial feature highlighting organisational work or initiatives
• Thought Leadership Article (1 page)	3,500	Branded article presenting insights or sector leadership
• Product or Initiative Showcase	2,500	Dedicated feature showcasing products, services, or programmes

Previous Partners







Contact Information

For partnership enquiries and sponsorship discussions, please contact,

AWiM26 Organising Team
African Women in Media (AWiM)

yemisi@africanwomeninmedia.com

dele@africanwomeninmedia.com

john@africanwomeninmedia.com

Website, africanwomeninmedia.com