



MEDIA PARTNERSHIP ENGAGEMENT OPPORTUNITIES

ADIS25: Beyond Remittances:
The Evolving Role of Africans in the Diaspora and Unlocking
Transformational Investments



African Diaspora Investment Symposium 2025
Celebrating Ten Years of Convening the African
Investment Ecosystem

May 28-30, 2025 | Washington, D.C., USA



2025 marks the ten-year anniversary of the African Diaspora Network's flagship event, the African Diaspora Investment Symposium. To celebrate this milestone, after 9 years of being in Silicon Valley, ADIS25 will be held in the city that started it all: Washington, D.C.

Why Attend?

- ✓ **Network** with passionate individuals driving change affecting African communities at the local, national, and global level.
- ✓ **Explore** leading trends in investment, innovation, and entrepreneurship on the continent and across the diaspora.
- ✓ **Envision** and spark ideas for potential collaborations with key leaders across sectors
- ✓ **Energize** and be inspired by the impact of entrepreneurs, innovators, and investors driving sustainable change
- ✓ **Immerse** in an inclusive experience of Africans, diasporans, and friends of Africa with the common goal of uplifting the continent
- ✓ **Celebrate** ten years of African ingenuity and ADN's legacy of grassroots change



97+ countries engaged



43,000+ global online community



13+ years of establishing a network of Africans, diasporans, and friends of Africa



3,400+ people have attended ADIS over the last 10 years

Beyond Remittances:

The Evolving Role of Africans in the Diaspora and Unlocking Transformational Investments



How do we go beyond traditional remittances to exploring innovative strategies that drive systemic change across the African continent? ADIS25 brings together visionaries, experts, and changemakers from diverse sectors to engage in meaningful conversations about mobilizing resources effectively and showcase tangible investments and other innovative financing models that foster sustainable development.

The 2025 symposium encourages participants to connect and collaborate around diaspora financing and contributions towards Africa, emphasizing key pillars like knowledge exchange, human capital development, private-public partnerships, and socially impactful entrepreneurship. Participants will be immersed in an exploration of successful initiatives, case studies, and models that have effectively harnessed investments to address challenges and create a lasting impact on the continent.

Together, we can shift the conversation from mobilization to investment in Africa.



About ADN

Since 2010, the African Diaspora Network (ADN), a registered 501(c)(3) non-profit organization in Silicon Valley, USA, has energized collaboration among entrepreneurs, philanthropists, and African diasporans to uplift Africa and the communities we live in. ADN is dedicated to providing virtual and physical forums to accelerate access to resources that foster partnership, knowledge sharing, and advance investment opportunities.

OUR MISSION

We convene Africans from the continent, the diaspora, and allies of Africa to create an ecosystem that nurtures their entrepreneurial spirit and mobilizes intellectual and financial resources toward a prosperous future for Africa and diaspora communities. Through strategic partnerships and innovative programs, we serve as a catalyst for positive change and growth in Africa and diaspora communities worldwide.

OUR VISION Harnessing the collective power of the global African diaspora is catalyzed to drive entrepreneurship, forge partnerships, facilitate knowledge exchange, generate social impact, and foster human capital development.

ADN boasts a diverse community of Africans, diasporans and friends of Africa. Here is an overview of our demographics based on a past community survey:

- ✓ **50/50 Men and Women**
- ✓ **Average age is 43 years old**
- ✓ **Educated (67% have a Masters or higher)**
- ✓ **51% own their own business, with 72% of those being small business owners**
- ✓ **Work in a variety of sectors with the highest being: non-profit, high-tech, finance, education, government and medicine.**
- ✓ **Majority live in the US (63%)**
- ✓ **Most identify as being of African descent (75%)**

ADIS Impact Over the Years



Gebeya: During the first ADIS in 2016, two software engineers, Hiruy

Amanuel and Amadou Daffe, met and went on to co-found Gebeya, a new-age EdTech company based in Ethiopia that trains, hires, and cultivates top talented African software engineers.

Lofty Inc: Positively impacted Lofty Inc business relationships with Africa. When Marsha Wulff and partners attended the symposium in 2017, they met with African cohort members of YC & 500 Startups. After meeting and learning firsthand about African entrepreneurship from African entrepreneurs, LoftyInc went on to invest in three Africa-facing ventures: Flutterwave, Printivo and Kangpe/Reliance HMO.



Mandela Washington Fellows: After attending ADIS23, three Mandela Washington Fellows collectively left with over \$50,000 in investments from generous ADIS23 attendees and angel investors who believed in their business ventures. As Ambrose Kamya, the founder of KingaSafety put it: "In only three and half days, ADIS23 connected me to people I have struggled to access for the past five years of my entrepreneurial journey."

Notable Speakers and Thought Leaders at ADIS Events:

Over the years, ADIS has had the privilege of hosting a diverse array of distinguished speakers, including senior finance and investment advisors from leading international development agencies, CEOs of prominent development foundations, and top executives from global financial institutions. Our events have also featured high-ranking government officials, directors from world-renowned research institutes, and key figures in global health and innovation sectors. Additionally, we have welcomed leaders from major philanthropic organizations, trailblazers in fintech, and influential advocates for women's rights and empowerment. These experts have shared their invaluable insights and experiences, contributing to the rich and impactful dialogue that defines our symposiums.



KEY BENEFITS	OPEN ACCESS	CONTRIBUTOR TIER	ENGAGER TIER	AMPLIFIER TIER
Number of press passes	1	2	3	4
1 press release mention (either pre or post event)				✓
Access Level	General access press pass	Full access press pass	Full access press pass	Full access press pass and access to one private event
Inclusion in ADN's social media, newsletter and website		✓	✓	✓
Exclusive speaker interview opportunities			✓	✓
Inclusion of logo on ADIS25 on-site banner		✓	✓	✓
Feature in ADIS25 outcomes report		✓	✓	✓
Feature in ADIS25 website and program booklet		✓	✓	✓

OPEN ACCESS / PRESS PASS

Ideal for independent journalists, bloggers, content creators

CONTRIBUTOR TIER

Ideal for small-scale media platforms seeking entry-level exposure at ADIS25.

ENGAGER TIER

For news organizations, media platforms, and podcasts wanting structured access to event content and speakers.

AMPLIFIER TIER

Best for established outlets interested in high visibility, exclusive content, and co-branding opportunities.

MEDIA PARTNER DELIVERABLES

CONTRIBUTOR PARTNER DELIVERABLES

Pre-Event: Publish 1 article (500–1000 words). ✓

During Event: Share 2 social media posts ✓

Post-Event: 1 recap post after the event or repost ADN ✓

ENGAGER PARTNER DELIVERABLES

Pre-Event: Publish 1 article and/or 1 podcast episode by May 9, 2025 ✓

Pre-Event: Share ADIS25 post in newsletter by April 24, 2025 ✓

During Event: Share 3-5 social media posts; conduct 1 interview ✓

Post-Event: Publish 1 article or podcast episode within 7 days ✓

AMPLIFIER PARTNER DELIVERABLES

Pre-Event: Publish 1 300-500 word article by May 9, 2025 ✓

Pre-Event: Promote on social media at least 3 times ✓

Pre-Event: Featured story about ADIS25 in newsletter by April 24, 2025 ✓

During Event: Share 5+ social media posts; conduct at least 2 ✓

Post-Event: Submit article/interview coverage within 5 days ✓

Post-Event: Post on social media event recap/reflections at least 3 times ✓

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KEY BENEFACTORS



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HUMANITY
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ADIS25

May 28-30, 2025

THANK YOU!

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