

Sponsorship Deck

Theme

The Power of the Mind

Date: November 20–21, 2025

Venue: Kempinski Hotel, Accra, Ghana,



About the Experience

The TrueLife Experience 2025 is a transformative two-day gathering of purposeful voices across business, government, creative industries, and civil society.

Through keynote moments, immersive storytelling, and guided soul work, we will explore what it truly takes to unlock the potential of individuals, institutions, and nations, starting with the mind.

This is not a talk shop. It's a wake-up call. A push for reflection, clarity, and courageous action.

We expect over 400 high-impact participants, leaders, professionals, entrepreneurs, creatives, policymakers, and future change-makers ready to shift perspectives and shape what's next.



Why Sponsor

Partnering with TrueLife Experience gives your brand:

- ◆ **High-Value Exposure** to C-suite executives, government leaders, entrepreneurs, creatives, and purpose-driven audiences
- ◆ **Brand Alignment** with a world-class, soul-centered leadership movement
- ◆ **CSR Amplification:** Support a platform focused on mental well-being, leadership development, and purpose-led transformation
- ◆ **Content Visibility:** Pre-event marketing, on-site branding, and post-event media reach
- ◆ **Engagement Opportunity:** Network, exhibit, and host curated activations that connect with your core audience

Together, we will inspire bold thinking, celebrate impact, and fuel purpose.

Sponsorship Tiers & Benefits

Platinum Sponsor

GH¢ 500,000.00

- "Powered by" naming rights
- Premium exhibition booth
- 20 VIP experience tickets + 20 Gala tickets – For Staff or Key Clients
- Full brand presence across all touchpoints for the event - stage, media, web, PR
- Brand Logo on all marketing and press collateral
- Acknowledgement during sessions and in all media adverts and interviews
- Co-branded post-event report & video
- Company logo to be displayed during online stream
- Access to 400 in person conference participants expected
- 15 Access codes for the company to virtually join the experience
- Back cover or inner front cover page
- Three Page Advertising Slot in Event Brochure
- Four-page Personality or Product feature in Brochure

Diamond Sponsor

GH¢ 350,000.00

- Prominent stage branding
- 15 VIP experience tickets + 15 Gala tickets
- Brand logo on all marketing & press collateral
- Brand presence during conference and Honors Awards
- Acknowledgement during sessions and in all media adverts and interviews
- Company logo to be displayed during online stream
- 10 Access codes for the company to virtually join the experience
- Exhibition space
- Post-event mentions in media
- Two-page Advertising Slot in Event Brochure
- Three-page Personality or Product feature in Brochure

Gold Sponsor

GH¢ 250,000.00

- Branding during a major panel session
 - 15 experience tickets + 15 Gala tickets
 - Exhibition space
 - Acknowledgement during sessions and in all media adverts and interviews
 - Logo on banners, screens, and the website
 - Post-event appreciation
 - Company logo to be displayed during online stream
 - 5 Access codes for the company to virtually join the experience
 - One-page Advertising Slot in Event Brochure
 - Two-page Personality or Product feature in Brochure
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Silver Sponsor

GH¢ 150,000.00

- 12 Experience Tickets and a Reserved table at the Gala for 15 guests
 - Logo placement on selected media
 - Acknowledgment during sessions and in all media adverts and interviews
 - Company logo to be displayed during online stream
 - 3 Access codes for the company to virtually join the experience
 - Full Page Advertising Slot in Event Brochure
 - Two-page Personality or Product feature in Brochure
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Bronze Sponsor

GH¢ 100,000.00

- 12 Experience Tickets and a Reserved table at the Gala for 10 guests
- Logo on event backdrop
- Company logo to be displayed during online stream
- Acknowledgment during sessions and in all media adverts and interviews
- 2 Access codes for the company to virtually join the experience
- One-page Personality or Product feature in Brochure
- Full Page Advertising Slot in Event Brochure

Table Sponsor

GH¢ 50,000.00

- 10 Experience Tickets and a Reserved table at the Gala for 10 guests
- 1 Access codes for the company to virtually join the experience
- Honors Awards visibility and branding
- Full Page Advertising Slot in Event Brochure

All sponsors receive official recognition on social media, in printed programs, and at the closing gala.



Special Partnership Opportunities

These unique sponsorship categories provide alternative ways for mission-aligned individuals, companies, and institutions to support the TrueLife Experience while advancing their values.

Group Impact Sponsor

Support amount: GHS 50,000 – 150,000

Sponsor a group of attendees such as youth leaders, educators, civil servants, or vulnerable and special needs communities to attend the full experience.

- Same benefits as Silver Sponsor, plus;
- Featured impact story in post-event content
- Your brand's message shared with beneficiaries

This is a powerful CSR opportunity to invest in human potential.



Print & Publications Partner

- Storytelling & Print Partner

Support the design and printing of the experience materials, including:

- Premium experience brochures
- Invitations
- Journals & worksheets
- On-site signage and branding

Benefits:

- Branding on all printed materials
- Acknowledgement on event screens
- Other benefits can be discussed and mutually agreed on based on sponsorship value

Attendee Box - Experience Partner

Support amount: Flexible – based on the number of items/products sponsored

We want to curate a memorable conference gift box for all attendees, filled with thoughtful, inspiring items that will keep them inspired about their goals long after the experience is over.

Benefits Includes:

- Product placement in all attendee boxes
- Your brand will be listed as an Experience Partner
- Optional insert or branded keepsake
- Mention on social media and in event materials

This is ideal for lifestyle, wellness, stationery and personal care brands.

Experience Brochure Advertising

- ◆ GHC 20,000 for double-page spread + 3 Tickets
- ◆ GHC 15,000 for full page + 2 Tickets
- ◆ GHC 10,000 for half page + 1 Ticket
- ◆ GHC5,000 for quarter page + 1 Virtual access code



Curated by Adeko Minds

TrueLife Experience 2025 is curated by **Adeko Minds**, a Ghanaian marketing and events company with 19 years of proven excellence. Through its events arm, **Every Detail Planners**, the team is known for crafting unforgettable experiences with creativity, precision, and heart. From corporate gatherings to thought leadership forums, Every Detail has the expertise and soul to bring the TrueLife vision to life, seamlessly and powerfully.



Let's Partner for Purpose

We're inviting forward-thinking brands to co-create transformation with us.

By sponsoring the experience, you are igniting minds, shifting narratives, and investing in a better world.

Our Commitment to Mutual Value

At the heart of TrueLife is a spirit of partnership. While the sponsorship benefits outlined in this deck have been thoughtfully designed to deliver strong visibility, engagement, and alignment, we recognize that refinement is key to impact. As such, certain sponsorship elements may evolve in a way that better serves all stakeholders, sponsors, organizers, and attendees. Any updates will be made in consultation, always guided by a commitment to shared value and the integrity of the TrueLife experience.



Contact

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#TrueLifeExperience25

#ThePowerOfTheMind

