



African Bitcoiners

Sponsorship Deck

Bringing Freedom to Africa Through Bitcoin



Our Mission & Vision



Our Mission

Build a trusted, sustainable community that makes Bitcoin more accessible to the people of Africa.



Our Vision

Freedom in Africa. Every person has a fair opportunity to reach their full potential.

We believe in a future where Bitcoin unlocks Africa's potential by combating financial inequality and empowering communities with accessible, decentralized solutions.

With 29 months of impactful work behind us, we are ready to scale—with your partnership.

The Problem

Africa faces significant challenges that hold back its potential. Many people remain excluded from financial systems, currencies are often unstable, and access to secure, affordable banking is limited. On top of this, sending and receiving money across borders is notoriously expensive, adding another layer of difficulty for individuals and businesses striving to grow. These barriers stifle economic development, entrepreneurship, and personal empowerment across the continent.



The Solution

Bitcoin offers a decentralized, accessible alternative to traditional financial systems. African Bitcoiners is leading the way in educating and empowering Africans to adopt Bitcoin through tailored educational programs, community engagement, and advocacy initiatives.



Who We Are

We are a Bitcoin community helping to onboard new African users and guide them safely on their Bitcoin journey from earning sats to self custody. We pay our bills by building out Bitcoin services which add value to our community members. Most notably, we offer a **free Bitcoin for Beginners course** and our first three community services are **Africa Free Routing, The Bitcoiner Test** and **Sats2Data**.



Market Size

Population

1.4 Billion

PEOPLE

Unbanked Population

OVER

60%

ADULTS

Growing Digital Adoption

Rapidly increasing mobile and internet penetration provides fertile ground for Bitcoin adoption.

Why Sponsor Us

Becoming a sponsor of African Bitcoiners is more than a partnership; it's a statement of leadership and commitment to sustainable growth in Africa. Your sponsorship will



Amplify Your Brand

Gain visibility across Africa through our events, digital platforms, and community programs.



Showcase Leadership

Align your brand with innovation, education, and financial empowerment.



Deliver Tangible Impact

Enable transformative programs that create real change in communities.



Engage Audiences

Directly connect with a young, dynamic audience eager for growth and innovation.

Our Products

1



Africa Free Routing

A groundbreaking solution facilitating free transactions on the Bitcoin Lightning Network, ensuring seamless and cost-effective payments.

2



Sats2Data

Innovative tools that enable Bitcoin users to convert sats to mobile data, providing a real-world use case for Bitcoin across the continent.

3



The Bitcoiner Test

A fun and educational way for individuals to test and enhance their Bitcoin knowledge

Our Initiatives

4



Educational Programs

Our Bitcoin for Beginners has onboarded thousands to Bitcoin fundamentals.

5



Community Events

Seminars and Lightning Development boot camps that engage and educate participants.

6



Advocacy Tools

Initiatives like the African Bitcoin Ecosystem Infographic raise awareness of Bitcoin innovations across the continent.

Our Team



Sarah White

General Manager, African Bitcoiners



Megasley

General Manager, Africa Free Routing



EM

Head of Tech



TheOrangeMan

Graduate Program



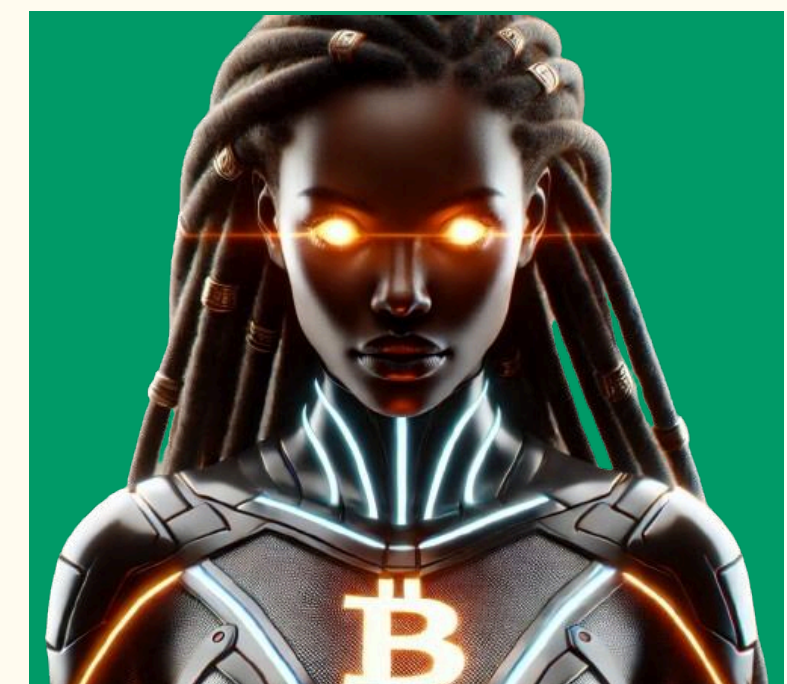
Lys

Backend Engineer &
Francophone Lead



Satooshee

Product & Visual Designer



Afriqualia

Founder and Catalyst

Our Business Model

Our initiatives are funded through sponsorships, grants, and partnerships with organizations aligned with our mission. Sponsors gain visibility, brand alignment with innovation, and the opportunity to drive real impact.



Go-To-Market Plan

We leverage a multi-channel approach, including

1

Grassroots outreach through community Lightning Development Bootcamps and seminars, which we are launching this year.

2

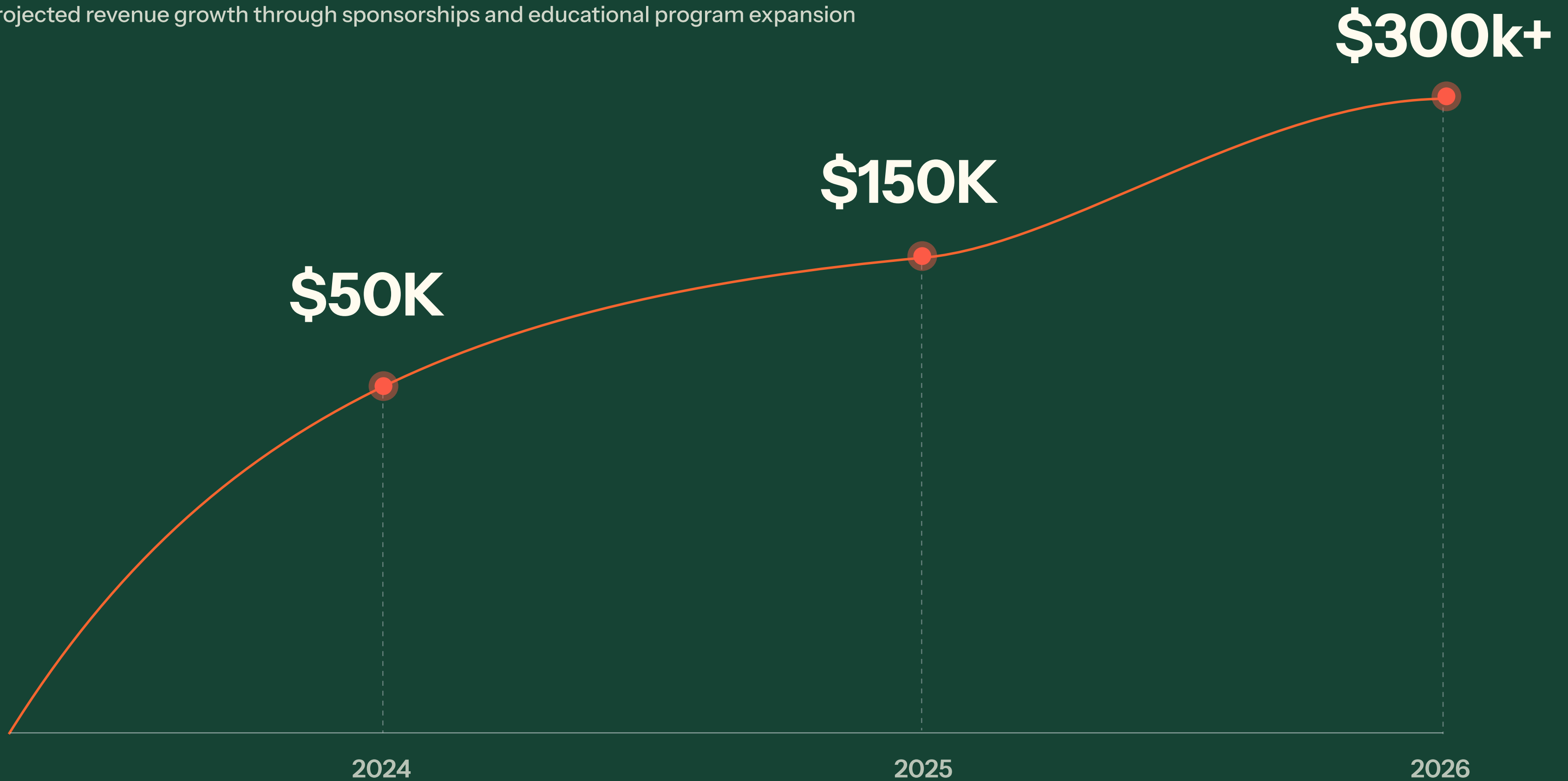
Digital campaigns targeting Africa's growing online audience to drive awareness and adoption.

3

Education partnerships and Community Builders Initiatives with local organizations and Bitcoin advocates to strengthen grassroots efforts and amplify impact.

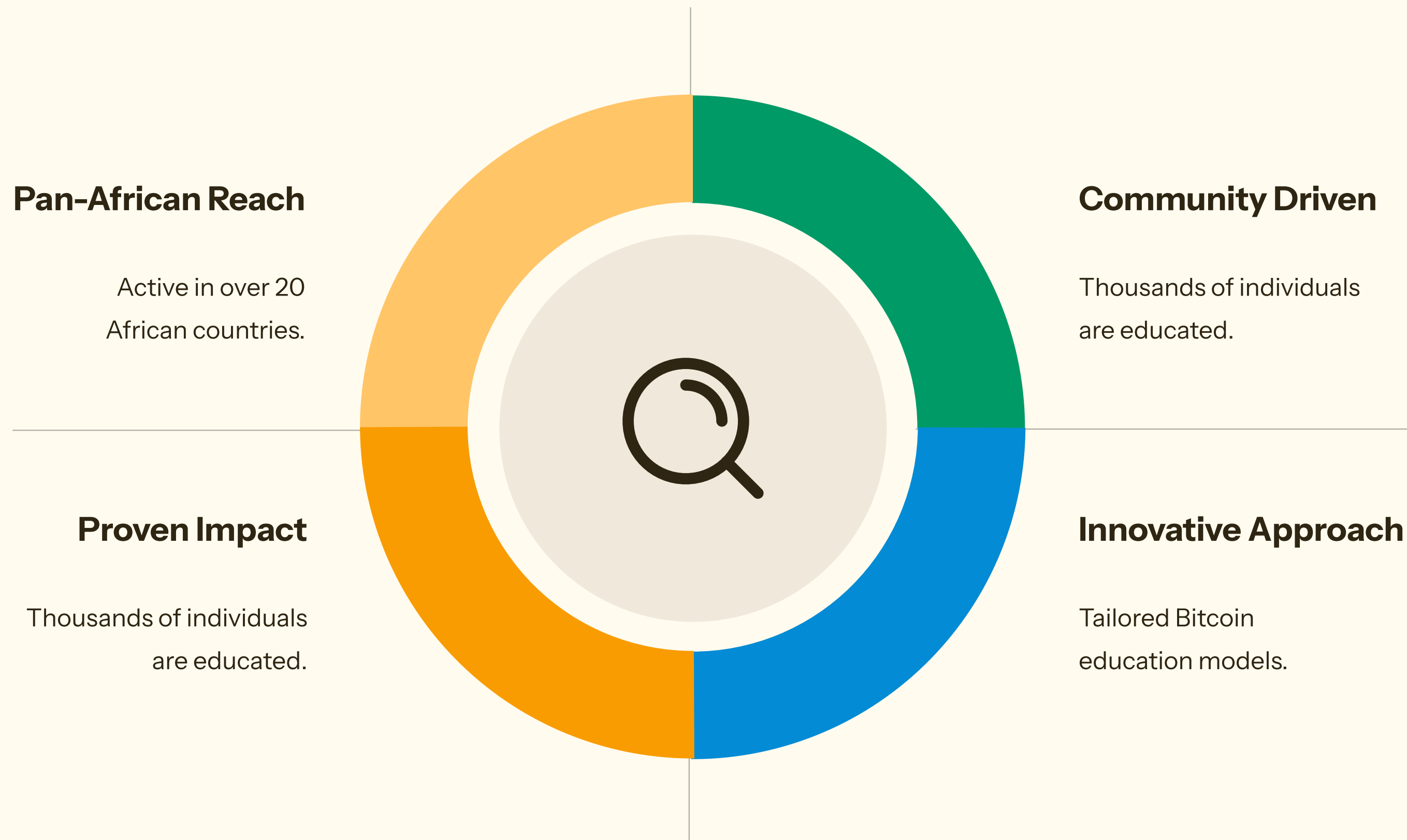
Financial Forecast

Projected revenue growth through sponsorships and educational program expansion



Competitor Analysis

What sets us apart?





Sponsorship Opportunities

1. Monthly Sponsorship

\$5,000 per month

Benefits Include

- ↳ Recognition as an Official Sponsor of African Bitcoiners in all communications.
- ↳ Your brand is featured in our "Bitcoin for Beginners" courses delivered via Telegram, Website and Email.
- ↳ Added as a sponsor to all 10 Lightning Developer Bootcamps set to hold in 2026.
- ↳ Recognized as a sponsor on all four African Bitcoin Ecosystem Infographic.
- ↳ Recognition as a sponsor for the Most Impactful African Bitcoiners 2026 list
- ↳ Exclusive branding opportunities during community events and seminars.
- ↳ Monthly reporting on the impact of your sponsorship.



2. Lightning Developer Bootcamp Sponsorship

Support the next generation of African Lightning developers while showcasing your products to a highly technical audience.

	Silver	Gold	Platinum
Price	\$2500	\$4000	\$5000
Benefits	Logo placement in promotional materials.	Everything in Silver plus 1-hour sponsored session across 2 days.	Everything in Silver plus Dedicated 1-hour daily session for 5 days to deep-dive into your product, tools, or use cases.

This is a unique opportunity to engage directly with developers building real Lightning infrastructure across Africa.



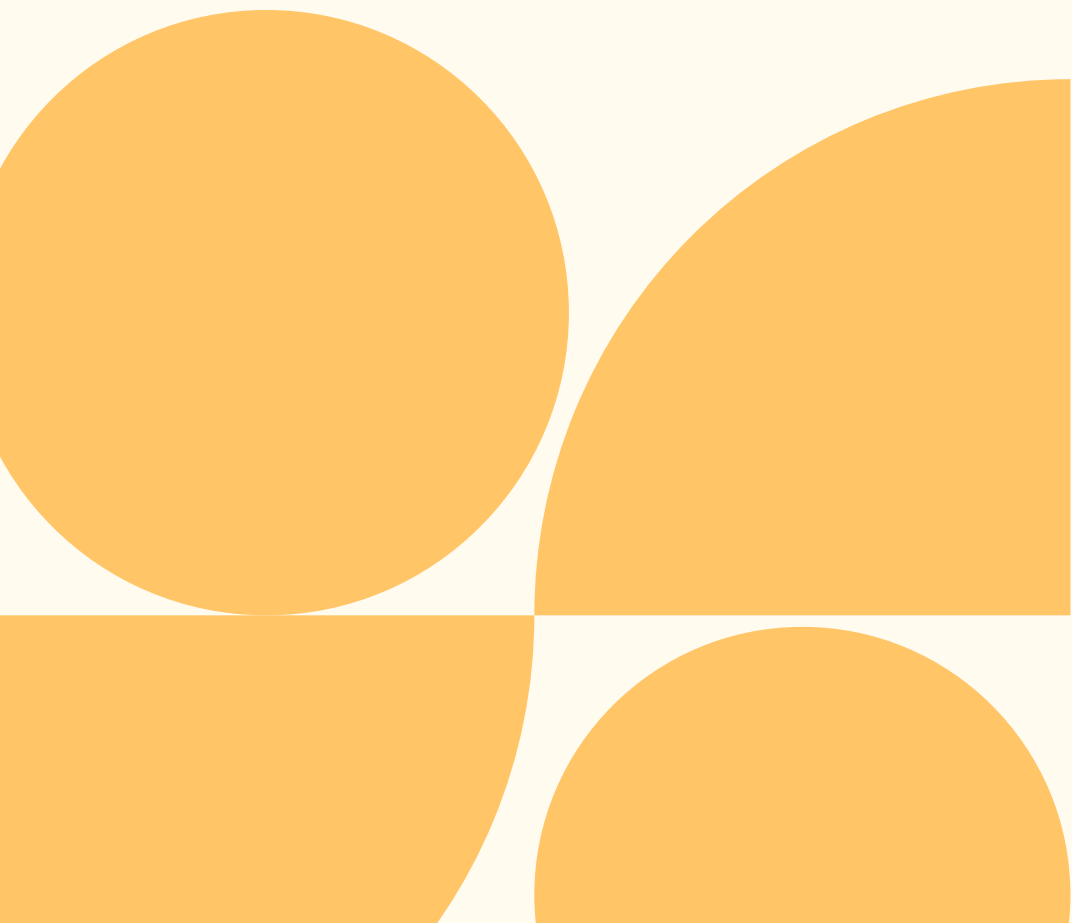
3.Educational Programs

Bitcoin for Beginners Course

\$1,000 per month

Support a program that has already onboarded thousands to Bitcoin.

Your brand is prominently displayed in some Email, Website and Telegram course materials and all communications per the number of months you pay for.



4. Advocacy & Awareness

Most Impactful African Bitcoiners 2026

Celebrating the 21 Africans driving Bitcoin adoption across the continent.

Purpose

- ↳ Recognise Bitcoiners doing work that matters
- ↳ Inspire new contributors and leaders
- ↳ Strengthen local Bitcoin communities and visibility across Africa

Why MIAB Matters

- ↳ Recognises builders who often work with no spotlight
- ↳ Strengthens credibility and morale across the Bitcoin ecosystem
- ↳ Connects partners directly with leaders shaping grassroots adoption



Sponsorship Tiers

Silver Sponsor	Gold Sponsor	Platinum Sponsor
\$3000	\$4000	\$5000
<ul style="list-style-type: none">✔ Logo placement on MIAB announcement creatives✔ Listing as Silver Sponsor on MIAB web page✔ Mention in MIAB newsletter update✔ Brand added to Winners Reveal graphic	<p>Everything in silver plus</p> <ul style="list-style-type: none">✔ Featured as Gold Sponsor in additional MIAB promo posts✔ Logo placement on prize boxes sent to awardees	<p>Everything in Gold plus</p> <ul style="list-style-type: none">✔ Premium logo placement across social assets✔ Logo engraved/printed on trophies for Top 3 winners✔ Opportunity to include offers or products in award packages✔ Opportunity to include offers or products in award packages

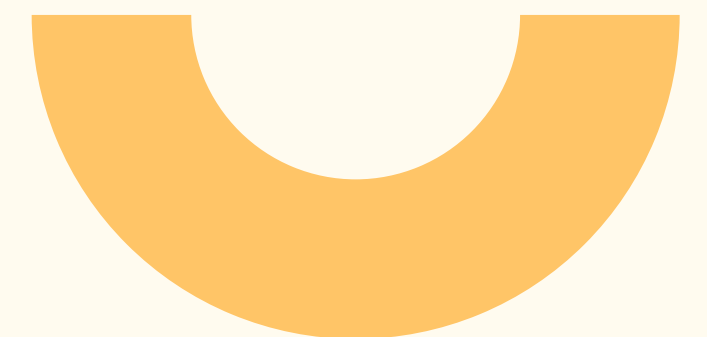
4. Advocacy & Awareness

Product Sponsor

(Hardware wallets, merch, books, POS tools, vouchers)

Benefits

- ↳ Listed as Product Partner
- ↳ Logo on digital winner pack announcements
- ↳ Recognition in MIAB winners unboxing content
- ↳ Amplification across relevant social updates



4. Advocacy & Awareness

State of Bitcoin in Africa Documentary (2026)

In 2026, African Bitcoiners is producing a pan-African documentary capturing the real story of Bitcoin adoption across the continent—told directly by Bitcoiners building, teaching, and using Bitcoin on the ground. The documentary features 15+ voices from across Africa, covering real-world use cases, regional realities, and the future of Bitcoin in Africa. Designed for global distribution, this project positions African Bitcoiners as the authoritative source of Bitcoin intelligence and storytelling in Africa. This will be a narrative infrastructure for Bitcoin in Africa.

SPONSOR BENEFITS

- 📌 Brand alignment with Africa's definitive Bitcoin story
- 📌 Visibility across global and African audiences
- 📌 Long-term exposure through digital distribution and community screenings

For full documentary details, sponsorship tiers, and production timeline, request the dedicated documentary deck: sarahwhite@bitcoiners.africa



4. Advocacy & Awareness



African Bitcoin Ecosystem Infographic

\$2,000 per release

Showcase your brand on our widely shared infographic highlighting Bitcoin innovations across Africa.



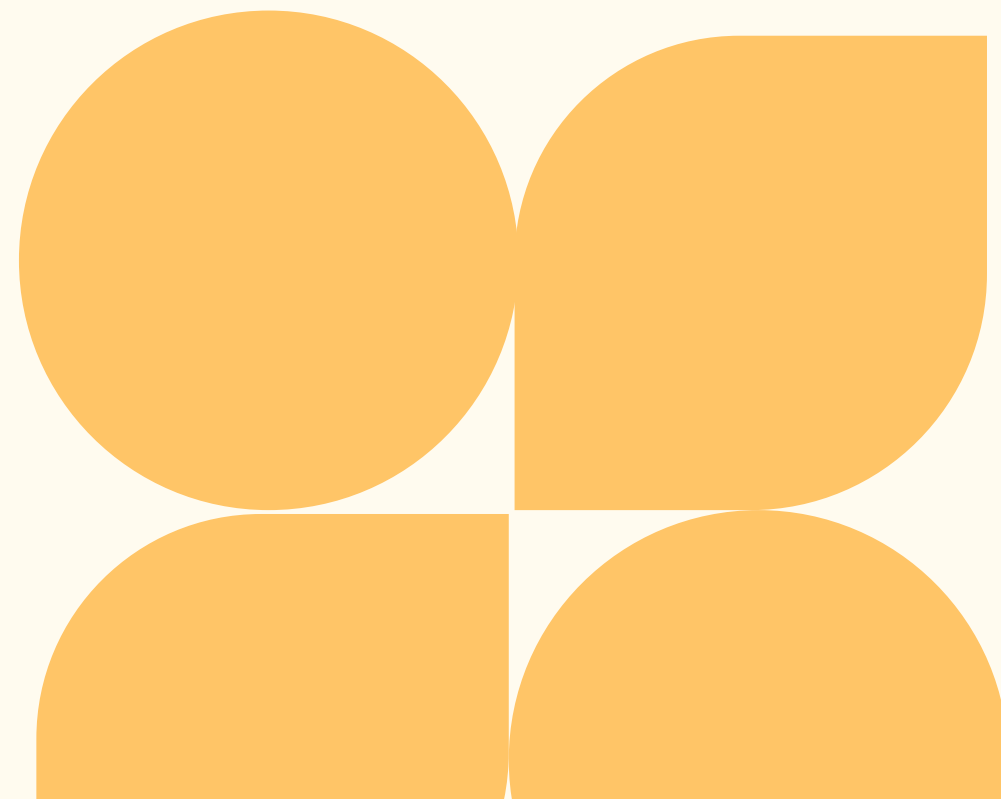
Sponsorship Benefits	Monthly Sponsorship (\$5,000)	Most Impactful Platinum (\$5,000)	Bitcoin for Beginners Course (\$2,500)	African Bitcoin Ecosystem Infographic (\$2,000)
Recognition in all related communications	✓	✗	✗	✓
Logo on related promotional materials	✓	✓	✓	✓
Logo on related webpages	Top 10 Pages	MIAB Page	Bitcoin Course Page	Infographic Page
Branding in our Bitcoin for Beginners Course	✓	✗	✓	✗
Social media mentions on related campaigns	All Weekly launch Posts	✓	✓	✓
Newsletter mention	All Weekly Newsletter	Related Newsletters Only	Related Newsletters Only	Related Newsletters Only
Recognition in 'Most Impactful African Bitcoiners 2026'	✓	✓	✗	✗
Recognition as a sponsor for Lightning Developer Bootcamp	✓	✗	✗	✗
Recognition as a sponsor for video documentary of Bitcoin in Africa	✓	✗	✗	✗
Exclusive branding opportunities	✓	✓	✗	✗
Monthly Impact Reports	✓	✗	✗	✗
Prominent logo placement at events including Lightning Developer Bootcamps	✓	✗	✗	✗
Enhanced branding on trophies	✓	✓	✗	✗
Dedicated section in newsletters	✓	✗	✗	✗

Tailored Sponsorship Opportunities

We know every partner has unique goals and visions, so we're excited to offer custom sponsorship opportunities designed just for you.

Whether you want to highlight your brand in a meaningful way, support a specific initiative, or collaborate on something creative, we're here to work with you to create a sponsorship package that aligns perfectly with your goals.

Let's team up and make a real impact! Reach out to us, and let's explore how we can build something amazing together.



Join Us Today

Invest in Africa's future and cement your legacy as a champion of financial empowerment. By sponsoring African Bitcoiners, you are:

- ↳ Driving financial education and empowerment across Africa.
- ↳ Supporting innovation and entrepreneurship.
- ↳ Establishing your brand as a leader in driving sustainable development.

For sponsorship inquiries, please contact

sarahwhite@bitcoiners.africa