

MISS AFRICA GOLDEN



10 - 15 November "Miss Africa Golden" Istanbul Events
Sponsorship and Advertising Partnerships

Definition;

Miss Africa Golden (MAG) is a multifaceted event designed to showcase the cultural, social, and economic potential of the African continent on the global stage. It transcends the traditional beauty pageant format, serving as a platform that emphasizes Africa's cultural diversity, female entrepreneurship, and intercontinental collaboration.

The event, hosted by Exposide Global Organization in Istanbul in 2025, seeks to forge enduring commercial, cultural, and academic connections between Africa and Türkiye.

The primary objectives of MAG are:

To establish a cultural and economic connection between African nations and Türkiye.

To establish new collaborative opportunities within the fashion, cosmetics, health, education, and tourism sectors.

To offer global visibility, education, and opportunities for young women in Africa.

To emphasize the themes of sustainability, women's empowerment, and social responsibility.

The 2025 edition, scheduled to take place in Istanbul, will present a comprehensive program featuring fashion shows, cultural events, social responsibility initiatives, and a concluding gala, under the slogan "Istanbul, the Joint Capital of 54 African Countries."

1. SCOPE Socio-Cultural

Miss Africa Golden (MAG) Istanbul 2025 is scheduled to take place from November 9 to November 16.

During the official week of events from 10 to 15 November, it conducts its activities across three primary domains: Socio-Cultural and Artistic, Commercial, and Academic.

All promotional activities will be executed through MAG's official social media accounts, website, and the digital channels of the finalists. While no press commitments are established, the nature of the events will facilitate the creation of content with significant shareability and visibility.

1. SOCIO-CULTURAL AND ARTISTIC DOMAIN

MAG highlights Africa's cultural diversity, social values, and artistic prowess within the international ambiance of Istanbul. Its objective is to enhance cultural rapprochement, mutual respect, and understanding between Africa and Türkiye.

Events:

November 10 – Commemoration of Atatürk Day (Dolmabahçe Palace)

The finalists observed a moment of silence in honor of the founder of the Republic of Türkiye. This significant opening ceremony was shared on social media as a "Day of Unity and Respect."

November 11 – "1 Sapling = 1 Life" Initiative (Bolu Gölcük)

Each finalist plants a sapling on behalf of themselves or their sponsoring organization. The labeled saplings symbolize environmental awareness and are showcased on digital platforms under the theme "Sustainable Africa."

November 12 – Black Pearl Street Exhibition: Best of Africa (Taksim)

Africa's most stunning cities, natural heritage, esteemed scientists, and cultural achievements are highlighted through photographs and informational displays.

Finalists direct visitors, and content is disseminated on social media and the website under the "Best of Africa" concept.

November 14 – Istanbul Cultural Tour and Evening of Morale (Istanbul)

Finalists explore iconic locations in Istanbul, capturing promotional images centered on the theme of cultural interaction.

November 15 – Concluding Gala Evening (Grand Harilton Hotel)

Finalists grace the stage in their national attire, where they are immersed in a vibrant display of African music and dance. Recordings of the stage performances and fashion show will be shared across the organization's digital platforms.

- This initiative enhances the social impact and digital presence of the event by showcasing African cultural and artistic identity in the heart of Istanbul.



2. SCOPE OF COMMERCIAL ACTIVITIES

MAG provides international promotional opportunities for Turkish brands and entrepreneurs aiming at the African market. From November 10th to 15th, special promotional content is created daily for sponsored brands and disseminated across MAG's digital platforms.

Activity Stream:

November 10 – Inauguration and Digital Marketing Day (Dolmabahçe Palace)

Sponsor brands are prominently displayed in digital posts for weekly announcements and event opening visuals.

November 11 – "1 Sapling = 1 Life" Seedlings (Bolu Gölcük)

Finalists capture photographs and videos while planting saplings and utilizing products from sponsoring brands at the iconic pond house.

November 12 – Black Pearl Street Exhibition (Taksim Square)

Sponsoring brands will participate in the event with promotional materials. African models will generate visual content by showcasing the brands' products.

November 13 – University Discussion and Brand Engagement (Arel University)

Brands connect with younger audiences; content produced from the event is disseminated on the finalists' and MAG accounts.

November 14 – Cultural Tour Filming in Istanbul

Finalists capture promotional images with their sponsored products at renowned locations throughout the city.

November 15 – Concluding Gala Evening (Grand Harilton Hotel)

Sponsored brands enhance their visibility through fashion shows, LED screens, stages, and catalogs. Post-gala content is disseminated across digital channels.

This coverage offers brands extensive digital reach, Africa-centric visibility, and global exposure daily, without any press obligations.



3. ACADEMIC SCOPE

MAG seeks to enhance academic relations between Africa and Türkiye through cultural diplomacy and educational engagement. This encompasses international students, Erasmus programs, Africa-centric international relations studies, and collaborative academic projects.

November 13 – (Istanbul Arel University):

Panel: "The Future of Africa and Women's Contributions"

- Finalists engage with Turkish and international students to discuss the social and economic roles of women in Africa, the future of youth, and educational opportunities.

Academic Collaboration and Erasmus Conferences

Consultations occur between universities and educational institutions regarding Africa-focused exchanges, scholarships, and research initiatives. Participants engage for prospective collaborative projects.

- International Student Engagement Program

Meetings and experience-sharing sessions are conducted with African students studying in Turkey. Topics such as cultural adaptation, educational opportunities, and collaboration prospects are explored.

African International Relations and Educational Initiatives Interview and Consultation

Ideas are shared among academics, students, and guests regarding education, research, and social development initiatives undertaken in African nations.

This scope elevates MAG beyond a simple cultural event, transforming it into a platform that fosters Africa-Türkiye academic dialogue, student mobility, and enduring educational collaborations.



EVENTS AND COLLABORATIONS FROM NOVEMBER 10 TO 15

Throughout the program, Turkish companies engaged in Africa-centric product and service sectors will participate in digital promotion and dissemination activities across Africa and in the home countries of the finalists, facilitated by the organization and the finalists themselves.

In this process, companies will assume a role in presenting their products and services to the African market, enhancing brand awareness and fostering the establishment of enduring commercial connections between Africa and Türkiye.

The sectors targeted for promotional and collaborative activities are as follows:

Textiles and Ready-to-Wear: Production, design, and brand promotion for Africa's burgeoning fashion market.

Accessories, Jewelry, and Cosmetics: Digital marketing of accessories and natural cosmetic products suitable for African culture.

Furniture and Interior Design: A showcase of Turkish furniture tailored for hotel, residential, and office projects, emphasizing durability, aesthetics, and quality.

Construction and Building Materials: Promotion of Turkish materials appropriate for residential, infrastructure, and commercial building investments in Africa.

Tourism and Health Tourism: Advocating for Turkey's cultural, health, and educational tourism prospects in African nations.

Education and Academic Collaborations: The exchange of African-centric educational programs, scholarship opportunities, and partnerships among Turkish universities.

Health and Medical Equipment: Advancement of medical devices, equipment, and services to enhance Africa's health infrastructure.

Food, Agriculture, and Water Technologies: Research and collaboration in agricultural machinery, food processing, water treatment, and sustainable production systems.

Energy and Environmental Technologies: The introduction of renewable energy, recycling, and sustainable technologies in African nations.

Logistics and Transportation: Emphasizing logistics solutions and supply chain prospects within the Türkiye-Africa trade corridor.

Promotions conducted within this framework will be disseminated via the digital platforms of the MAG organization and the social media accounts of the finalists, thereby offering Turkish brands direct visibility and credible representation in the African market.



NOVEMBER 10 - Commemoration Program for Atatürk (Dolmabahçe Palace)

Become a Day Sponsor – Elevate Your Brand in Africa!

The inaugural day of our events will commence with participation in the official ceremony at Dolmabahçe Palace on November 10th, Atatürk Commemoration Day. The attendance of our finalists at the commemoration ceremony honoring the founder of our Republic reflects a profound respect for Turkey's values, while the presence of young women from Africa on this significant day will deliver a compelling cultural and diplomatic message.

Become a November 10th Day Sponsor and elevate your brand from Dolmabahçe to Africa alongside the finalists! Enhance your brand's prestige through all-day clothing and accessory displays, professional photography sessions, and continuous support for sharing throughout the year.

On this momentous occasion, our finalists will don attire and accessories supplied by our sponsors. All content generated throughout the day will yield substantial media exposure and advertising value. Serving as a "November 10th Day Sponsor" presents companies with the opportunity to enhance brand prestige and penetrate new markets, both during the event week and in the long term.

This collaboration transcends mere promotion; it represents a chance to establish a lasting connection between Africa and Turkey. Your products, showcased by the finalists throughout the day, will be highlighted alongside your brand in social media posts, press coverage, and international promotions throughout the year.

Furthermore, professional photographs taken throughout the day will be disseminated across media channels and social networks in numerous African countries, enhancing the international visibility of your brand.

Each sponsor will receive logo visibility and brand identification on all materials (photography, video, interviews, promotional posters, and digital platforms) utilized during the event.

As a sponsor of this significant occasion, your brand will acquire cultural relevance, enhance awareness of social responsibility, and achieve global promotional value.

Leave your brand imprinted in history on this journey from Dolmabahçe to Africa.



NOVEMBER 11 - National Afforestation Day & Sponsored Planting (Bolu - Göcük)

As we are all aware, a substantial portion of our nation's forests, which serve as vital sources of oxygen, has been devastated by fires in recent years. In light of this, the "1 Sapling = 1 Life" event we organized represents our commitment to nature, humanity, and the future.

With the assistance of the Bolu Forest Management Directorate and the involvement of the Bolu Governor's Office and local authorities, our finalists will plant saplings on the morning of November 11th, representing themselves, their countries, and their sponsors. This significant event, which will also be covered by local and national media, will enable our African finalists to establish a lasting legacy of friendship that extends from Africa to Turkey.

Our finalists will participate in the event dressed in weather-appropriate attire and utilizing products supplied by sponsoring companies, while professional teams will generate photo and video content throughout the day.

Each finalist will plant a sapling adorned with a sponsor logo; they will also enhance brand visibility by participating in photo shoots featuring sponsor flags and promotional materials.



The day will proceed with a relaxation and filming session at the distinctive Gölcük Evi, which will be accessible solely to us through special permission. During this session, sponsor brands will have the opportunity to conduct exclusive shoots with the finalists, capturing the natural lake views and enhancing their brand values with a unique touch.

Sponsoring this day presents a distinctive opportunity, both socially and commercially.

Participating in this significant day, when nature rejuvenates and demonstrates sensitivity to both people and the environment, confers prestige, visibility, and a lasting influence for your brand.

This partnership transcends mere sponsorship; it represents a burgeoning friendship between Africa and Türkiye.



NOVEMBER 12 - Black Pearl Street Exhibition "The Finest of Africa" (Taksim)

On the third day of Miss Africa Golden Week, art, fashion, and culture will converge under the theme "Black Pearl Street Exhibition – The Best of Africa," taking place in Taksim, the vibrant heart of Istanbul.

This unique open-air exhibition will feature the works of our finalists, encompassing photography, fashion, art, and culture. The exhibition seeks to present Africa's rich aesthetics, cultural diversity, and creativity to the people of Istanbul.

Throughout the exhibition, our finalists will embody both their unique perspectives and the artistic prowess of their continent as the most inspiring women in Africa.

Participating brands and sponsoring companies will have the opportunity to showcase their brands to hundreds of thousands of local and international visitors through promotional materials, billboards, posters, digital screens, and social media content at the exhibition.

In this event taking place in Taksim throughout the day;

Street photography and brief interviews will be conducted with the finalists.

The products or themes of participating brands will be showcased in a fusion of art,

A broad audience will be engaged through social media and press dissemination.

The Black Pearl Street Exhibition will transcend a mere exhibition; it will serve as a cultural showcase that highlights the finest aspects of Africa in the heart of Turkey.

In this outdoor exhibition showcasing finalists from various African nations, your brand will achieve visibility through artwork, ribbons, flags, and digital media.

In Taksim Square, where tens of thousands of local and international visitors converge, your brand will emerge as a symbol of the friendship between Africa and Türkiye.

This collaboration transcends mere sponsorship; it represents a prestigious investment that forges a cultural connection.



November 13 – Arel University Student Assembly and Discussion on Africa Day (Arel University)

The "Conversation and Student Meeting on Africa," scheduled to take place at Istanbul Arel University on the fourth day of the Miss Africa Golden program, represents a significant opportunity for cultural exchange, international camaraderie, and commercial collaboration.

At this event, our finalists will engage with African students studying in Turkey and Turkish youth to foster inspiring discussions about Africa's cultural heritage, entrepreneurial potential, women's leadership, fashion, art, and business opportunities.

Throughout the program, knowledge, experience, and aspirations will be exchanged from Africa to Turkey, and the university setting will once again serve as a bridge of camaraderie between the two continents.

The event's highlights included the sessions, stage presentations, and campus shoots, during which our finalists showcased clothing and accessories from sponsoring brands. This provided the brands with a significant promotional opportunity in an environment that resonated with university students.

Benefits of Sponsorship

Campus Visibility: Your brand directly engages its target audience through Arel University's extensive student population and media resources.

Social Media Value: Interviews, interview footage, and photographs captured during the event are disseminated on both the university's and Miss Africa Golden's accounts.

Corporate Image Enhancement: Your brand's reputation is bolstered by endorsing an event centered on education, culture, and social responsibility.

Academic and Commercial Connections with Africa: The presence of international students within the university setting enhances your brand's visibility in the African market on both academic and social fronts.

- Become a November 13 Day Sponsor – Align Your Brand with Young Minds, Culture, and the Future! This special day presents a distinctive opportunity to enhance awareness of social responsibility while fostering long-term brand reputation.



November 14 – Istanbul Excursion and Motivation Day

"Radiate your brand in the city's core!"

The Miss Africa Golden finalists will embark on their journey on November 14th to discover Istanbul's enchanting historical and cultural heritage. As part of the itinerary, the finalists will engage in sightseeing and promotional shoots at several of Istanbul's most renowned landmarks, including Taksim, Galata, Sultanahmet, Hagia Sophia, the Grand Bazaar, the Bosphorus, and Ortaköy. Social media content, interviews, brief promotional videos, and photo shoots will take place at each location throughout the day.

The brands supporting this special day are:

In the attire donned by the finalists, the accessories and bags they carry,

Flags, bags, ribbons, and carrying materials in shooting zones,

In all social media updates and official press photographs throughout the day, will showcase brand logos.

This tour, set against the backdrop of Istanbul's historical splendor, will serve not only as a tourist route but also as a dynamic open-air promotional platform, enabling brands to connect with thousands of local and international audiences.

Sponsorship Advantages:

Brand tags in daily posts will be sourced from the social media accounts of the finalists.

Visibility as the "14 November Istanbul Trip Sponsor" on the organization's official accounts.

Integration of products or logos in video shoots throughout the day.

Emphasis on the brand in the press release and the subsequent promotional film "Istanbul Diary."

Consistent visibility via media sharing throughout Africa and Turkey.

Allow your brand to intertwine with the enchantment of Istanbul.

Become a sponsor of November 14th and elevate your promotion to millions, harnessing the vibrancy of the city and the brilliance of the Miss Africa Golden finalists.



November 15 – Final Gala Night: “Miss Africa 2025 to be Chosen in Istanbul”

Location: Grand Harilton Hotel – Istanbul

Date: Saturday, November 15, 2025

Miss Africa Golden is among the most esteemed international beauty and cultural events, having been successfully conducted in various countries across the African continent for seven years. The Final Gala, set to take place in Turkey for the first time in 2025, transcends a mere beauty pageant; it serves as a platform that enhances Africa's cultural wealth, promotes women's empowerment, and fosters diplomatic, commercial, and social connections between Türkiye and Africa.

The Miss Africa Golden Pageant, which attracts significant attention in African media annually, enjoys a substantial viewership, with broadcasts reaching millions. This remarkable evening in Istanbul will not only enhance Turkey's visibility in Africa but also establish a lasting cultural connection between the two continents.

Event Details

On the final evening, finalists from African nations will showcase their cultural heritage by presenting both traditional and contemporary fashion on stage.

At the conclusion of the evening, the title of “Miss Africa Golden 2025 – Africa’s Queen” will be awarded to its rightful recipient.

The program will be enhanced with dance, music, fashion, stage performances, and special award ceremonies, evolving into an unforgettable spectacle that unites Türkiye and Africa.

This significant event, scheduled for November 15, 2025, at the Grand Harilton Hotel in Istanbul, serves not only as a promotional platform for brands but also as an effective means to forge robust connections with the African continent.

Participating in this event, which will significantly influence the African press, will bestow your brand with international prestige and a lasting reputation.

This evening transcends mere competition; it serves as a prestigious platform where the cultural, commercial, and humanitarian connections between Africa and Türkiye are illuminated.



Sponsorship and Advertising Promotion Opportunities

November 10 - 14 Event Days (Daily)

Clothing Sponsorship - 30,000 ₺

- Products supplied by the Sponsor will be worn by the Finalists, and content will be disseminated and shared throughout the day.
- The logo and company information, along with link features, will be displayed on the Sponsor page of the website for one year.
- Sharing occurs on the organization's social media platforms a minimum of six times over the course of twelve months.
- 2 VIP tickets, 4 standard tickets
- The Final Gala commenced with a prominent logo displayed on the screen during the day's screening.
- Final Gala Photoshoot featuring the finalists.

Gölcük House - 60,000 ₺

Advertising and Promotion - 45,000 ₺

- Finalists will don and transport portable promotional materials, including Queen Ribbons, Hand Flags, Company Flags, and Promotional Bags, all emblazoned with the sponsor company's logo, throughout the event area and day, while also sharing content.
- The logo and company information, along with link features, will be displayed on the Sponsor page of the website for one year.
- Sharing occurs on the organization's social media platforms a minimum of six times over the course of twelve months.
- 2 VIP tickets, 4 standard tickets
- The Final Gala commenced with a prominent logo displayed on the screen during the day's screening.
- Final Gala Photoshoot featuring the finalists.

November 15th Grand Gala

1x Fashion Show Sponsor - 30,000 ₺

- The products supplied by the Sponsor are donned by the Finalists, and the fashion show, along with content creation and sharing, is conducted collaboratively.
- The logo and company information, along with link features, will be displayed on the Sponsor page of the website for one year.
- Sharing occurs on the organization's social media platforms a minimum of six times over the course of twelve months.
- 2 VIP tickets, 4 standard tickets
- The Final Gala commenced with a prominent logo displayed on the screen during the day's screening.
- Final Gala Photoshoot featuring the finalists.

Advertising and Promotion - 45,000 ₺

- Finalists will don and transport portable promotional materials, including Queen Ribbons, Hand Flags, Company Flags, and Promotional Bags, all emblazoned with the sponsor company's logo, throughout the event area and day, while also sharing content.
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- Sharing occurs on the organization's social media platforms a minimum of six times over the course of twelve months.
- 2 VIP tickets, 4 standard tickets
- The Final Gala commenced with a prominent logo displayed on the screen during the day's screening.
- Final Gala Photoshoot featuring the finalists.

+ VAT 20% will be added to all prices.

Sponsorship Benefits and Possibilities

Stand Configuration in the Foyer Area

Sponsors may establish a mini promotional stand in the foyer area of the Grand Harilton Hotel.

(1x2 m – 2x2 m space, encompassing table, roll-up, and promotional materials)

Brands can enhance the promotion of their products and services by reaching out to guests directly.

Promotional Product Integration

Sponsor logo souvenirs, catalogs, or brochures may be displayed on the tables in the gala hall.

In this manner, the brand achieves visibility at each table throughout the evening.

Fashion Show Sponsorship

Sponsor brands may present their own designer clothing, footwear, bags, or accessories on stage during the finalists' fashion shows.

This sponsorship offers the brand significant visibility on the podium as well as on large LED screens.

Exhibition and Visual Marketing

Sponsor logos are displayed in rotation on the LED screen behind the stage throughout the evening.

The "Company Logo" is prominently displayed in the final scenes, award presentations, and promotional videos.

Flag / Roll-up Utilization in Foyers and Halls

Miss Africa Golden – Company logo-themed sail flags and roll-up banners may be utilized in the foyer area and within the hall.

The brand achieves enduring visibility in both guest photographs and media imagery.

Press and Media Exposure

The event garners attention from Africa's premier media organizations and influencers.

Sponsored brands acquire promotional value in Africa and Turkey by featuring directly in these publications.

Principal Sponsorship Opportunity

The "Main Sponsor" of the final night will enjoy the highest level of visibility across all materials, press releases, social media posts, and at the event venue.

Announcements are made multiple times by the presenters throughout the evening, and a distinctive promotional video is created for the brand.

Sponsorship Guidelines

All content is accessible on the missafricagolden.org website year-round.

Shared on social media accounts [@missafricagolden.tr](https://www.instagram.com/missafricagolden.tr) and [@missafricagolden](https://www.instagram.com/missafricagolden)

Finalists publish posts on their social media platforms, tagging the sponsoring brands.

Each sponsor is entitled to two VIP tickets.

Prospective customers who reach out to us or the finalists are promptly referred to the appropriate sponsoring company.

Sponsors will receive priority and exclusive discounts at the larger event scheduled for 2026, which is expected to draw a greater number of buyers.

A company that secures sponsorship in a minimum of three events automatically attains Main Sponsor status.

In this instance, the company's logo is prominently featured in the largest size across all content, along with additional elements.

+2 VIP tickets and 3 standard tickets are granted.

Should you choose to sponsor all events simultaneously, a 25% discount will be applied to the overall total.

No agreement is established with another sponsor within the same sector; the brand assumes the role of the exclusive representative in its respective sector.

The Final Gala, scheduled for November 15, 2025, at the **Grand Harilton Hotel** Istanbul, represents the most esteemed event of the year, fostering cultural, commercial, and diplomatic connections between Africa and Türkiye.

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1. Contact Details

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Banking Information

Account Type: Current TL (Commercial)

**Account Name: Exposide Global Organization Industry and Trade Limited
Company**

IBAN: TR41 0006 2001 4750 0006 2949 89