

PARTICIPATION, PARTNERSHIP & SPONSORSHIP PROSPECTUS

2026/2027

Nigeria's most comprehensive SME finance, grant, investment, market trade and growth ecosystem connecting millions of SMEs with financial institutions, grant funders, investors, development partners, business support organizations, business development service providers, professionals, e-commerce market trading hub, knowledge & learning center and growth opportunities - **all year round!**



**"I JUST GOT FUNDED.
Thank You
NASFIM!"**

EXPECTED MARKET REACH



5M+
SMEs



100+
FINANCIAL
INSTITUTIONS



200+
INVESTORS



50+
DEVELOPMENT
PARTNERS



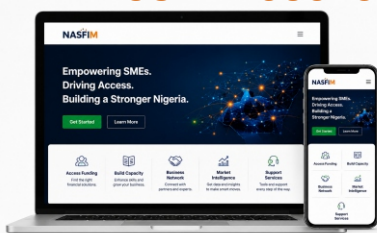
1,000+
BUSINESS SUPPORT
ORGANISATIONS &
PROFESSIONALS



100M+
ANNUAL SME-
INSTITUTION
ENGAGEMENTS

NASFIM COMPONENT ONE

ALL YEAR-ROUND ECOSYSTEM



YEAR-ROUND
ECOSYSTEM
ENGAGEMENT



DIRECT SME
ENGAGEMENT &
MATCHMAKING



INTELLIGENT
DISCOVERY &
ANALYTICS



VERIFIED SMEs &
READINESS
SCORES



OPPORTUNITY
PROMOTION & VISIBILITY



MEASURABLE
IMPACT & GROWTH



CONTINUOUS VALUE



CONTINUOUS ENGAGEMENT



CONTINUOUS GROWTH

NASFIM COMPONENT TWO

ONE DAY NATIONAL EVENT



HYBRID
MARKETPLACE
EVENT
TUESDAY
13TH
OCTOBER, 2026



MUSON CENTRE

8/9 Marina Road,
Onikan,
Lagos Island,
Lagos.



FORMAT
PHYSICAL
+
VIRTUAL



CONNECT



ENGAGE



TRANSACTION



TRANSFORM



WHY NASFIM?

Nigeria's Largest SME Finance, Grants, Investment & Business Growth Ecosystem



WHAT IS NASFIM?

NASFIM is a national SME Finance, Grants, Investment and Business Growth Ecosystem designed to connect Nigerian SMEs with financial institutions, investors, development partners, business support organisations, professional service providers and market trade through a year-round digital ecosystem and an annual national hybrid marketplace event.

NASFIM provides structured pathways through which SMEs can discover and access funding opportunities, grants, investment opportunities, business support services, strategic partnerships and growth opportunities while enabling institutions to discover, engage and support verified SMEs nationwide.



SMEs CAN ACCESS



Commercial Loans



Development Finance



Intervention Funds



Grants



Angel Investment



Venture Capital



Private Equity



Export Finance



Equipment Finance



Business Support Services



Market Opportunities



Learning Center

NASFIM MARKETPLACE REACH



5
MILLION+

Expected Registered SMEs



100+

Financial Institutions



200+

Investors



50+

Development Partners



100+

Business Support Organisations



100+

Professional Service Providers



WHY THIS MATTERS

NASFIM creates one national marketplace where millions of SMEs can discover finance, grants, investment opportunities and business support while participating institutions gain structured access to a large pipeline of verified SME opportunities across sectors, locations and business sizes.

VALUE TO PARTICIPATING INSTITUTIONS



Structured SME Discovery



Lead Generation



Product Promotion



Investment Pipeline Development



National Visibility



Market Intelligence



Financial Inclusion Impact



Continuous SME Engagement

CONNECTING SMEs TO

• FINANCE • GRANTS • INVESTMENT • MARKET • GROWTH

PARTICIPATION OPTIONS FOR FINANCIAL INSTITUTIONS

Choose how you want to engage Nigeria's largest
SME finance & investment ecosystem.

THREE WAYS TO PARTICIPATE

01 DIGITAL ECOSYSTEM PARTICIPATION

Participate exclusively on the NASFIM Digital Ecosystem and gain year-round visibility to millions of SMEs.

- ✓ Institutional Profile Page
- ✓ Product Showcase
- ✓ SME Discovery Dashboard
- ✓ Lead Generation
- ✓ Matchmaking Opportunities
- ✓ Digital Promotions
- ✓ Analytics & Reports
- ✓ Access to Verified SMEs



BEST FOR:

Banks seeking continuous engagement without physical event participation.

02 DIGITAL + MARKETPLACE EXHIBITION

Participate on the Digital Ecosystem and also secure a physical exhibition booth at the National Marketplace Event.

ADDITIONAL BENEFITS:

- ✓ Everything in Option 1
- ✓ Exhibition Booth
- ✓ Product Demonstrations
- ✓ Direct SME Interaction
- ✓ Lead Capture
- ✓ Brand Visibility
- ✓ On-site Customer Acquisition
- ✓ Physical & Virtual Audience Access



BEST FOR:

Institutions actively marketing products and services.

03 SPONSORSHIP & STRATEGIC PARTNERSHIP

Become a Strategic Partner and position your institution as a leader in SME development and financial inclusion.

ADDITIONAL BENEFITS:

- ✓ Everything in Option 2
- ✓ Speaking Opportunities
- ✓ Keynote Sessions
- ✓ Panel Participation
- ✓ Goodwill Messages
- ✓ Premium Branding
- ✓ National Visibility
- ✓ Thought Leadership Positioning
- ✓ Media Exposure



BEST FOR:

Institutions seeking national recognition and market leadership.

WHY FINANCIAL INSTITUTIONS PARTICIPATE



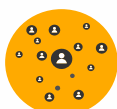
ACCESS

Direct access to 5 Million+ SMEs



VISIBILITY

Year-Round Brand Promotion



LEADS

Continuous lead generation



INSIGHTS

Access to market intelligence



TRANSACTIONS

Increased business opportunities



IMPACT

Increased business opportunities

INSTITUTIONAL PERFORMANCE SCORECARD

Participating institutions may be showcased based on:

Response Speed	SME Engagement Levels	Funding Volume	Transaction Success Rate	Product Accessibility	SME Satisfaction
Financial Inclusion Impact	Sector Coverage	Geographic Reach	Women & Youth Support	Affordability of Products	Innovation Score



Institutional visibility within the NASFIM ecosystem is designed to encourage excellence, transparency, responsiveness and stronger SME support across Nigeria.

CONNECTING FINANCIAL INSTITUTIONS TO VERIFIED SME OPPORTUNITIES ACROSS NIGERIA



FINANCIAL INSTITUTION



SMEs

NASFIM COMPONENT ONE

A

ALL YEAR ROUND DIGITAL ECOSYSTEM PARTICIPATION PACKAGES

The all-year-round digital marketplace that connects financial institutions, investors and partners with millions of verified SMEs.



**ALL YEAR ROUND
DIGITAL ECOSYSTEM**

1ST CIRCLE ONBOARDING
STARTS → 1ST AUGUST 2026
ENDS → 30TH JULY, 2027



**ACCESS MILLIONS
OF VERIFIED SMEs**
Reach a nationwide
pool of verified and
active SMEs.



**GENERATE
QUALITY LEADS**
Receive high-intent
enquiries from
businesses seeking
finance and support.



**SHOWCASE PRODUCTS
& SERVICES**
Promote your solutions
and opportunities to the
right audience.



**DRIVE GROWTH &
CREATE IMPACT**
Build relationships that
drive business growth
and national development

PARTICIPATION PACKAGES OVERVIEW

FEATURES	 BASIC PARTICIPATION	 STANDARD PARTICIPATION	 PREMIUM PARTICIPATION	 ENTERPRISE PARTICIPATION	 INSTITUTIONAL PARTICIPATION
FEES	₦600,000	₦1,000,000	₦2,000,000	₦5,000,000	₦10,000,000
 Create Your Financial Institution Dashboard	✓	✓	✓	✓	✓
 Institutional Profile	✓	✓	✓	✓	✓
 Product / Service Listing	✓	✓	✓	✓	✓
 Lead Generation & Enquiries	✓	✓	✓	✓	✓
 SME Discovery & Search	✓	✓	✓	✓	✓
 Data Analytics & Reports	—	✓	✓	✓	✓
 Marketplace Access	—	✓	✓	✓	✓
 SME Dashboard Access	—	✓	✓	✓	✓
 Priority Listing on Funding Navigator	—	✓	✓	✓	✓
 Access to SME Learning Centre	—	✓	✓	✓	✓
 Adverts on NASFIM Homepage	—	—	✓	✓	✓
 Adverts on SME Dashboards (Rotational Placement)	—	—	✓	✓	✓
 Dedicated Account Manager	—	—	—	✓	✓
 Invitations to Virtual Events & Webinars	—	✓	✓	✓	✓
 Inclusion in Media Adverts	—	—	✓	✓	✓
 Co-branding Opportunities	—	—	—	✓	✓
 Featured Insights & Sector Reports	—	—	—	✓	✓
 API Access / Data Integration Support / Data Share	—	—	—	—	✓

WHY PARTICIPATE IN COMPONENT ONE?



YEAR-ROUND ACCESS
Stay connected to
opportunities
all year round.



SMARTER DECISIONS
Leverage data-driven
insights and analytics
to make better
decisions.



STRONGER PIPELINE
Build a continuous
pipeline of quality
SME opportunities.



GREATER IMPACT
Promote financial
inclusion and drive
national
development.



WIDER EXPOSURE
Increase visibility
across Nigeria's
vibrant SME
ecosystem.



SCAN TO PARTNER
WITH NASFIM

CONTACT US

NASFIM Marketplace Ltd
Connecting SMEs to Finance, Investment & Growth.

✉ partnerships@nasfim.ng
🌐 www.nasfim.ng

☎ 08032651424

NASFIM COMPONENT TWO

ONE DAY NATIONAL EVENT



HALL ONE



DATE:
Tuesday
13th October, 2026



VENUE:
Muson Center,
Onikan, Lagos



TIME:
9:00AM – 4:00PM

B PHYSICAL MARKETPLACE EXHIBITION PACKAGES

Exhibit your brand, connect with key stakeholders and generate quality leads at the NASFIM National Marketplace Event.

EXHIBITION BOOTH OPTIONS



BENEFITS COMPARISON

BENEFITS	BRONZE	SILVER	GOLD	PLATINUM
Booth Size	3m x 2m	3m x 3m	3m x 3m (Front Row)	4m x 4m (Prime Location)
No. of Delegates	2	3	4	6
Company Profile in Event Guide	✓	✓	✓	✓
Logo on Event Backwall	✓	✓	✓	✓
Access to Networking Lounge	✓	✓	✓	✓
Social Media Recognition	—	✓	✓	✓
Featured in Event Announcements	—	✓	✓	✓
Digital Thank You Certificate	✓	✓	✓	✓
Website Listing (Exhibitor Directory)	BASIC	ENHANCED	ENHANCED	PREMIUM
Pre-Event Email Announcement	—	✓	✓	✓
Post Event Lead Report	BASIC	BASIC	DETAILED	DETAILED
Brand Display on Event Screens	—	—	✓	✓
Complimentary Refreshments	✓	✓	✓	✓

★ All exhibitors will receive access to the event app, Wi-Fi and general event support.

HALL TWO

C FINANCIAL INSTITUTION PRODUCTS PITCH SESSION

Present your financial products and services directly to thousands of SMEs and key stakeholders.

PITCH DURATION



ACCESS BASED ON PACKAGE LEVEL

PACKAGE	PITCH ACCESS
Bronze	Not Eligible
Silver	5 Minutes
Gold	10 Minutes
Platinum	10 Minutes + Priority Slot

Direct Access to a targeted SME audience

Position your solutions as trusted partners

Generate high-quality leads

Build lasting relationships that drive results

OUR AUDIENCE

PHYSICAL SMEs
Business owners and operators

VIRTUAL SMEs
From across Nigeria and diaspora

INVESTORS
Angels, VCs and impact investors

DEVELOPMENT PARTNERS
DFIs, NGOs and donor agencies

BUSINESS SUPPORT ORGANISATIONS
BMOs, chambers and industry groups



1,500
PHYSICAL PARTICIPANTS



10,000
VIRTUAL PARTICIPANTS

WHY PARTICIPATE IN COMPONENT TWO?

MEASURABLE IMPACT
Generate qualified leads and drive real business outcomes.

BRAND AUTHORITY
Build credibility and position your institution as a trusted leader.

STRATEGIC OPPORTUNITIES
Open doors to partnerships, investments and business growth.

QUALITY CONNECTIONS
Meet decision makers, partners and key industry players.

MAXIMUM VISIBILITY
Put your brand in front of a large, relevant and engaged audience.



WHY SPONSOR NASFIM?

Position your institution at the center of Nigeria's largest SME financing, investment and business growth ecosystem.

Gain direct access to millions of SMEs, investors, development partners and business support organisations through both the NASFIM Digital Ecosystem and the Physical Marketplace Event.



SPONSORSHIP CATEGORIES

TITLE SPONSOR ₦30 MILLION	DIAMOND SPONSOR ₦20 MILLION	PLATINUM SPONSOR ₦10 MILLION	GOLD SPONSOR ₦5 MILLION	SILVER SPONSOR ₦2 MILLION	SUPPORTING PARTNER ₦1 MILLION
- Lead Event Sponsor - Opening Keynote Address - Premium Branding Rights - Hall Two Pitch Session - Largest Exhibition Presence - Featured On SME Dashboard - Media Interviews	- Goodwill Message - Panel Session Participation - Hall Two Pitch Session - Premium Exhibition Space - National Visibility	- Panel Session - Participation - Premium Exhibition Booth - Hall Two Pitch Session - Priority Matchmaking	- Exhibition Booth 5-Minute Pitch Session (Hall Two) - Product Promotion Opportunity	- Exhibition Presence - Brand Visibility - Access to NASFIM Digital Ecosystem	- Logo Visibility - Ecosystem Listing - Event Recognition

SPONSOR BENEFITS MATRIX

BENEFITS	TITLE SPONSOR	DIAMOND SPONSOR	PLATINUM SPONSOR	GOLD SPONSOR	SILVER SPONSOR	SUPPORTING PARTNER
Keynote Address	✓	—	—	—	—	—
Goodwill Message	✓	✓	—	—	—	—
Panel Session Participation	✓	✓	✓	—	—	—
Hall Two Pitch Session	10 MINS	10 MINS	10 MINS	5 MINS	—	—
Exhibition Booth / Presence	✓	✓	✓	✓	✓	—
SME Dashboard Visibility	✓	✓	✓	✓	✓	✓
Digital Ecosystem Access (12 Months)	✓	✓	✓	✓	✓	✓
Matchmaking Access	✓	✓	✓	✓	—	—
Media Exposure / PR Visibility	PREMIUM	PREMIUM	HIGH	STANDARD	STANDARD	BASIC

EXCLUSIVE LEADERSHIP VISIBILITY

OPPORTUNITY	ELIGIBLE TIERS
Opening Keynote Address	Title Sponsor
Goodwill Message	Title & Diamond
Panel Session Participation	Title, Diamond & Platinum
Hall Two Product Pitch	Title, Diamond, Platinum & Gold
Corporate Video Presentation	Title & Diamond
Premium Exhibition Presence	Title, Diamond & Platinum
SME Dashboard Branding	Title, Diamond & Platinum
Media & PR Visibility	Title & Diamond

SPONSORSHIP INVESTMENT LEVELS

CATEGORY	INVESTMENT (NGN)
Title Sponsor	₦30,000,000
Diamond Sponsor	₦20,000,000
Platinum Sponsor	₦10,000,000
Gold Sponsor	₦5,000,000
Silver Sponsor	₦2,000,000
Supporting Partner	₦1,000,000

Your support positions your institution at the center of Nigeria's most impactful SME finance, investment and business growth platform.

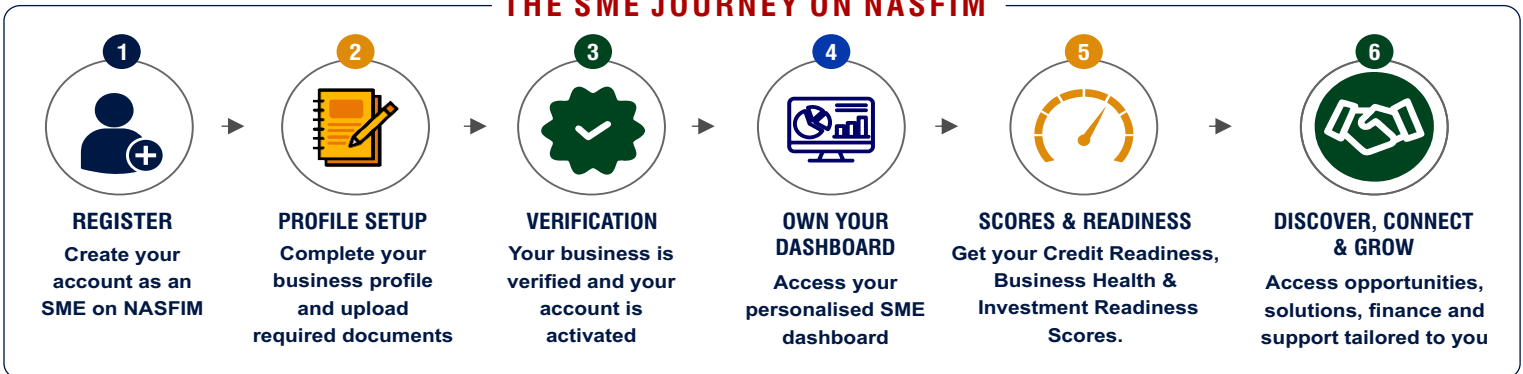
ONE DIGITAL ECOSYSTEM. EVERYTHING AN SME NEEDS.

NASFIM brings together every critical resource an SME needs—from business registration, personal dashboard, credit readiness score, business health check and finance readiness, access to grants, funding, investment, market access and trading platform, business and professional support, learning center, partnerships and business growth—all within one integrated digital ecosystem.



 5 MILLION+ SMEs	 100+ FINANCIAL INSTITUTIONS	 200+ INVESTORS	 100+ BUSINESS SUPPORT ORGANISATIONS	 50+ DEVELOPMENT PARTNERS	 2 TRILLION+ FUNDING, GRANT & INVESTMENT OPPORTUNITIES YEARLY
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THE SME JOURNEY ON NASFIM



• EVERYTHING SMEs CAN DO & ACCESS ON NASFIM •

 ACCESS TO FINANCE & INVESTMENT - Loans from Banks & Financial Institutions - Grants & Development Funds - Investors & Venture Capital - Export & Trade Finance - Funding Alerts & Matching	 BUSINESS INTELLIGENCE - Business Health Check - Credit Readiness Score - Investment Readiness Score - Performance Insights & Recommendations	 CONNECT TO SOLUTIONS - Business Support Organisations - Professional Service Providers - HR, Payroll, Logistics, - Technology, Payments & More	 TRADE & GROW IN THE MARKETPLACE - List & Sell Products - List & Offer Services - Buy from Verified Businesses - Advertise & Promote Your Business - Manage Orders & Enquiries	 LEARN & DEVELOP - Learning Centre - Courses & Webinars - Business Guides - Templates & Tools - Certificates of Completion	 MORE BENEFITS & ADD-ONS - Business Passport™ - Document Vault - Opportunity Alerts - Community & Networking - Events, Exhibitions & Pitch Sessions
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WHO IS ON NASFIM?

 FINANCIAL INSTITUTIONS	 INVESTORS & VENTURE CAPITAL	 DEVELOPMENT PARTNERS	 PROFESSIONAL SERVICE PROVIDERS	 BUSINESS SUPPORT ORGANISATIONS	 SMEs NATIONWIDE
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VERIFIED. TRUSTED. TRANSFORMATIVE.

Built for SMEs.
Powered by Partners.
Driven by Impact.

 DIRECT ACCESS TO MILLIONS	 CONTINUOUS LEAD PIPELINE	 PRODUCT & SERVICE PROMOTION	 MARKET INTELLIGENCE	 INVESTMENT PIPELINE DEVELOPMENT	 STRONGER IMPACT & FINANCIAL INCLUSION	 YEAR-ROUND VISIBILITY	 MEASURABLE RESULTS
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NATIONAL SME FINANCE & INVESTMENT MARKETPLACE

PARTICIPATION, PARTNERSHIP & SPONSORSHIP PROSPECTUS

2026 / 2027

THE FUTURE OF SME FINANCE STARTS HERE

NASFIM is creating Nigeria's largest SME finance, investment and business growth ecosystem, connecting entrepreneurs, financial institutions, investors, business support organizations and development partners through a year-round digital ecosystem and a high-impact physical marketplace event.



ADVERTISE IN THE OFFICIAL EVENT BROCHURE

NASFIM COMPONENT TWO

ANNUAL HYBRID FINANCIAL INSTITUTIONS/SMEs MARKETPLACE EVENT



13TH OCTOBER, 2026



MUSON CENTER, LAGOS



Center Spread (Double Page)

₦500,000



Outside Back Cover

₦300,000



Inside Front Cover

₦250,000



Inside Back Cover

₦250,000



Pages 3-6

₦200,000 each



Other Full Pages

₦150,000

WHY PARTICIPATE?



CUSTOMER ACQUISITION
Meet new SME customers.



PRODUCT PROMOTION
Showcase financial solutions.



LEAD GENERATION
Generate quality business leads.



BRAND VISIBILITY
Strengthen market positioning.



MARKET INTELLIGENCE
Understand SME funding demand.



STRATEGIC PARTNERSHIPS
Build valuable relationships.



EVENT DETAILS

Tuesday,
13 October 2026

MUSON CENTRE
Onikan, Lagos
PHYSICAL + VIRTUAL



ACCOUNT DETAILS

Account Name
NASFIM MARKETPLACE LTD

Account Number
1014209580

Bank
KEYSTONE BANK



CONTACT

www.nasfim.ng

partnerships@nasfim.ng

08032651424



REGISTRATION

All payments should be made into the bank account here, and proof of payment sent to partnerships@nasfim.ng



www.nasfim.ng

partnerships@nasfim.ng

08032651424



@nasfimng

Building Stronger Enterprises. Creating Opportunities. Driving Nigeria's Future