



SPONSORSHIP PROSPECTUS

TSELA · Tertiary Students Excellence and Leadership Awards

Celebrating excellence. Connecting talent. Creating opportunity.

OUR PARTNERSHIP INVITATION

TSELA is designed to recognise exceptional tertiary students while creating meaningful bridges between students, institutions, professionals, brands and industry.

We invite forward-thinking organisations to partner with us in building a platform where recognition becomes a pathway to mentorship, internships, scholarships, networking and real-world opportunity.

For partnership enquiries

0247892644 / 0509228743

1. ABOUT TSELA

TSELA · Tertiary Students Excellence and Leadership Awards · is a student-focused recognition platform created to celebrate achievement beyond the classroom. The awards bring together academic excellence, leadership, entrepreneurship, health, innovation, sports, creative arts, media, service and emerging talent.

The philosophy is simple: **students should not only be recognised for what they have achieved; they should also be connected to opportunities that help them become what they are capable of becoming.**

OUR VISION

To build one of Africa's most respected tertiary student recognition and opportunity platforms.

OUR MISSION

To identify, celebrate and connect exceptional students with institutions, brands, professionals and industry through credible recognition and practical opportunities.

OUR CORE VALUES

EXCELLENCE	LEADERSHIP	INNOVATION
SERVICE	INTEGRITY	IMPACT

2. WHY PARTNER WITH TSELA?

A TSELA partnership gives organisations an opportunity to engage with a growing community of tertiary students at a formative point in their academic and professional journey.

YOUTH BRAND CONNECTION	Position your organisation around ambition, achievement and the next generation of professionals.
TALENT DISCOVERY	Identify promising students, emerging entrepreneurs, creators, innovators and future industry leaders.
BRAND VISIBILITY	Gain structured visibility across campaign materials, digital communications and the awards experience.
CSR and SOCIAL IMPACT	Demonstrate practical investment in education, youth development, employability and opportunity.
INDUSTRY ENGAGEMENT	Create pathways for mentorship, internships, career conversations and professional networking.
CATEGORY OWNERSHIP	Associate your brand with an award category that naturally aligns with your industry and values.

TSELA'S PARTNERSHIP PHILOSOPHY

We are not looking only for logo placement. We are looking for partners who want to help turn recognition into opportunity. A partnership can therefore be designed around the specific goals of the organisation.

3. OPPORTUNITY ECOSYSTEM

Sponsors may support TSELA through one or more of the following opportunity pathways:

SCHOLARSHIPS	Academic support for outstanding or financially deserving students.
INTERNSHIPS	Structured placements that connect winners and finalists with industry.
MENTORSHIP	Professional mentorship sessions with experienced industry practitioners.
INDUSTRY VISITS	Exposure to workplaces, facilities and professional environments.
TRAINING	Masterclasses in employability, entrepreneurship, leadership, finance and digital skills.
CAREER CONNECTIONS	Networking opportunities with employers, professionals and sector leaders.
PRODUCT SUPPORT	Devices, software, data, educational resources, vouchers or other relevant products.

A sponsor can choose to fund an opportunity directly rather than contribute only to event production.

4. SPONSORSHIP PACKAGES

The figures below are indicative and can be adjusted according to the partner's objectives, scope and contribution.

TITLE PARTNER	GHS 8,000
PARTNER BENEFITS • Exclusive title association, subject to agreement • Premium logo placement across major campaign assets • Opportunity to present a headline award • Premium on-site brand visibility • MC mentions and selected speaking/engagement opportunity • Dedicated digital recognition campaign • VIP invitations • Post-event partnership impact report	

PLATINUM PARTNER	GHS 5,000
PARTNER BENEFITS • Prominent logo placement • Award presentation opportunity • On-site brand activation • Digital and social media recognition • MC acknowledgements • VIP invitations • Post-event recognition	

GOLD PARTNER

GHS 3,000

PARTNER BENEFITS

- Strong logo visibility
- Digital campaign recognition
- On-site branding
- MC acknowledgements
- Complimentary event invitations
- Inclusion in selected event materials

SILVER PARTNER

GHS 2,000

PARTNER BENEFITS

- Logo on selected materials
- Social media recognition
- Event acknowledgement
- Complimentary invitations

CATEGORY PARTNER

GHS 1,000

PARTNER BENEFITS

- Partnership of a selected award category
- Brand association with the category
- Opportunity to present the category award
- Category-specific digital recognition

5. CATEGORY PARTNERSHIP OPPORTUNITIES

Category sponsorship allows a company to own a specific area of excellence that matches its brand purpose. This is especially useful for organisations that want targeted rather than broad exposure.

SECTOR	POTENTIAL TSELA CATEGORY ALIGNMENT
BANKING / FINANCE	Student Entrepreneur of the Year • Financial and Investment Personality • Business Leadership
HEALTHCARE	Health Student of the Year • Best Nursing Trainee • Health Innovation
TECHNOLOGY	Student Innovator • Best Engineering Category • Technology Project • Podcaster / Digital Creator
AGRICULTURE	Best Agricultural Student • Agricultural Innovation
MEDIA	Student Podcaster • Graphic Designer • Videography • Content Creator
HOSPITALITY	Hospitality Student of the Year
SPORTS	Male/Female Athlete • Sports Personality • Sports Team
CONSUMER BRANDS	Beauty • Lifestyle • Emerging Brand • Student Personality

We can also create a bespoke sponsored category where the sponsor's objectives and student impact goals align.

6. BRAND ACTIVATION and VISIBILITY

TSELA can provide more than passive logo exposure. Partners can activate their presence around the student experience.

PRE-EVENT	Digital campaign • nominee/student engagement • partner announcements • branded content • nomination/voting communications
DURING EVENT	Stage branding • award presentation • MC mentions • activation booth • product display • executive attendance • interviews
POST-EVENT	Winner stories • partner appreciation • impact report • selected social media content • opportunity follow-up

PARTNER EXPERIENCE PRINCIPLE

Every partnership will be tailored so that the sponsor receives meaningful visibility while students receive something useful: knowledge, access, resources, mentorship, opportunity or recognition.

7. MEASURING PARTNERSHIP IMPACT

TSELA will aim to provide partners with a concise post-event report covering the agreed deliverables and available campaign data.

AREA	INDICATORS
AUDIENCE	Participating institutions • nominees • finalists • attendees
DIGITAL	Campaign posts • reach/impressions where available • engagement
MEDIA	Press/radio/TV/digital mentions and partner features
OPPORTUNITY	Internships • mentorships • scholarships • training opportunities created
BRAND	Delivered logo placements • activations • speaking/presentation opportunities

A PARTNERSHIP WITH PURPOSE

The strongest TSELA partnerships will be those that continue beyond the ceremony. We welcome organisations interested in creating long-term student development programmes.



LET'S BUILD THE NEXT GENERATION TOGETHER.

TSELA does not simply celebrate what students have achieved. **We help create what they can become.**

NovaRise Africa welcomes strategic partners who believe that investing in tertiary students is investing in Africa's future.

SPONSORSHIP and PARTNERSHIP ENQUIRIES

0247892644 / 0509228743

NovaRise Africa — TSELA Organising Team