



**THE EAST AFRICAN**

**EMPLOYABILITY SUMMIT**

**2023**

**AND UONGOZI CAREERAWARDS**



## Sponsorship Proposal

Sponsorship Packages*	Rate (USD)	Rate (KES)
<b>Summit</b>		
Title (Lead)	35,000	5,000,000
Gold	20,000	2,800,000
Silver	10,000	1,400,000
Exhibitor	1,000	140,000
<b>NETWORKING</b>		
Cocktail (per day)	5,000	700,000
Lunch (per day)	5,000	700,000
Coffee Break (per day)	2,500	350,000
<b>MARKETING</b>		
Media	10,000	1,400,000
Delegate Bags	5,000	700,000
WiFi	1,500	210,000
Note Books	5,000	700,000
Pens	1,786	250,040
Website e-Banner	1,000	140,000
On-site Banners	1,000	140,000
Bag Inserts	5,000	700,000
Material Distribution via Shared Tables/Seats	2,000	280,000
e-Material Distribution via Email Reminders to Registrants	2,000	280,000
e-Material Distribution via Event Website and Post-Event Email	2,000	280,000

*\*The sponsorship details are subject to change at the discretion of CCA throughout the Summit program planning and execution.*

**Title (Lead) Sponsor – (max 2 allocations)**

**USD 35,000/KES 5,000,000**

- ❖ At least 3 preferential speaking slots (sole speaking session, on panel and/or roundtable, subject to mutual agreement with CCA)
- ❖ Hosting of 1 closed-door roundtable with stakeholders (subject to mutual agreement with CCA)
- ❖ 20 full Summit and Awards delegate passes for staff and/or guests
- ❖ Highest level of logo placement in all event publicity materials
- ❖ Prominent and highest level of logo placement on Summit backdrop(s) onsite (only displaying logos of Title/Lead, Gold and Silver Sponsors in the category of sponsors)
- ❖ 3 Media Mentions during the promotion of the event
- ❖ 5 Top Awards presentation slots and grand price announcement
- ❖ 1 booth in a designated area for two days (managed and set up by Lead Sponsor with priority to choose the booth location before other exhibitors.)
- ❖ Display of 4 Title/Lead Sponsor's banners at designated areas (two inside the main Summitroom, two at the reception/F&B area)
- ❖ Distribution of 2 Lead Sponsor's material and/or giveaway for all attendees via delegate bags (material and/or giveaway to be provided by Lead Sponsor)
- ❖ Distribution of 2 Lead Sponsor's e-Materials via event website
- ❖ Company website linking and company profile on event website

**Gold Sponsor – (multiple allocations)**

**USD 20,000/KES 2,800,000**

- ❖ At least 2 guaranteed speaking slot (on panel or roundtable, subject to mutual agreement with CCA)
- ❖ 10 full Summit and Awards delegate passes for staff and/or guests
- ❖ High level of logo placement in all event publicity materials
- ❖ Prominent and high level of logo placement on Summit backdrop(s) onsite (only displaying logos of Lead, Gold and Silver Sponsors in the category of sponsors)
- ❖ 2 Media Mentions during the promotion of the event
- ❖ 3 Top Awards presentation slots
- ❖ 1 booth in a designated area for two days (managed and set up by Gold Sponsor with priority to choose the booth location before other exhibitors.)
- ❖ Distribution of 1 Gold Sponsor's material or giveaway on a table shared with other supporting organizations (material or giveaway to be provided by Gold Sponsor)
- ❖ Distribution of 1 Gold Sponsor's e-material via event website (e-material of other supporting organizations may also be distributed via the same event website)
- ❖ Company website linking and company profile on event website

**Silver Sponsor – (multiple allocations)**

**USD 10,000/KES 1,400,000**

- ❖ Preference of 1 speaking slot may be considered with priority subject to availability (on panel or roundtable, at the discretion of CCA)
- ❖ 5 full Summit and Awards delegate passes for staff and/or guests
- ❖ Logo placement in all event publicity materials
- ❖ 1 Media Mentions during the promotion of the event
- ❖ 2 Top Awards presentation slots
- ❖ 1 booth in a designated area for two days (managed and set up by Silver Sponsor with priority to choose the booth location before other exhibitors.)
- ❖ Logo placement on Summit backdrop(s) onsite (only displaying logos of Lead, Gold and Silver Sponsors in the category of sponsors)
- ❖ Distribution of 1 Silver Sponsor’s e-material via event website (e-material of other supporting organizations may also be distributed via the same event website)
- ❖ Company website linking and company profile on event website

**Exhibitor – (multiple allocations)**

**USD 1,000/KES 140,000**

- ❖ 1 booth in a designated area for two days (set up and managed by Sponsor, booth location determined at CCA’s discretion)
- ❖ 2 full Summit delegate passes for staff and/or guests
- ❖ 1 full Summit delegate pass for staff to manage the booth
- ❖ Company website linking or company profile on event website

	Lead	Gold	Silver	Exhibitor
Price	USD 20,000/KES 2,800,000	USD 10,000/KES 1,400,000	USD 5,000/KES 700,000	USD 1,000/KES 140,000
Speaking Slots	At least 3 preferential speaking slots (sole speaking session, on panel and/or roundtable)	At least 2 guaranteed speaking slot (on panel or roundtable)	Preference of 1 speaking slot may be considered with priority subject to availability	-
Hosting of 1 closed- door roundtable with regulators	✓	-	-	-
Delegate and Awards passes	20	10	5	3
Logo placement on publicity materials	Highest level	High level	✓	-

Media Mentions	3	2	1	-
Top Award Presentation Slots	5	3	2	-
Exhibitor Booth	✓	✓	✓	✓
Banners	4	2	1	Within booth area
Distribution of sponsors' materials via shared table	2	1		-
Distribution of sponsors' materials via delegate bag	2	1	-	-
Distribution of e- materials on event website	2	1	1	
Company website linking and company profile on event website	✓	✓	✓	✓

### **NETWORKING Sponsorship Packages**

#### **Cocktail (1 allocation per day) – USD 5,000/KES 700,000**

- ❖ Networking cocktail event for Summit participants following the Summit (inclusive of drinks and snacks)
- ❖ 1 keynote speaking slot at the cocktail
- ❖ 20 cocktail passes for staff and/or guests
- ❖ Preference of 1 speaking slot at the Summit may be considered with priority subject to availability (on panel or roundtable, at the discretion of CCA)
- ❖ 5 full Summit delegate passes for staff and/or guests
- ❖ Logo placement and acknowledgment in all cocktail-related publicity materials
- ❖ Company website linking and company profile on event website

#### **Lunch (max 2 allocations) – USD 5,000/KES 700,000**

- ❖ Acknowledgement of the lunch sponsorship on the program for Day 1 and Day 2
- ❖ Display of 1 Sponsor's multimedia material (video, slideshow or graphic) for 20 minutes during the lunch breaks via the projection screen(s) inside the main Summit room
- ❖ Opportunity to place 2 easy-pull-up-banners of your organization near the buffet tables during the lunch breaks
- ❖ Distribution of 2 Sponsor's material and/or giveaway on a couple of buffet tables during the lunch break (material and/or giveaway to be provided by Sponsor)
- ❖ Company website linking or company profile on event website

**Coffee Breaks (max 2 allocations) – USD 2,500/KES 350,000**

- ❖ Acknowledgement of the coffee breaks sponsorship on the program for Day 1 and Day 2
- ❖ Display of 1 Sponsor's multimedia material (video, slideshow or graphic) for 10 minutes during each of the coffee break sessions via the projection screen(s) inside the main Summit room
- ❖ Opportunity to place 2 easy-pull-up-banners of your organization near the buffet tables during the coffee breaks
- ❖ Distribution of 2 Sponsor's material and/or giveaway on a couple of buffet tables during the coffee breaks (material and/or giveaway to be provided by Sponsor)
- ❖ Company website linking or company profile on event website

## **MARKETING Sponsorship Packages**

### **Media (1 allocation) - USD 10,000/KES 1,400,000**

- ❖ At least 2 guaranteed speaking slot (on panel or roundtable, subject to mutual agreement with CCA)
- ❖ Media advertising with logo placement in all Summit and Awards materials for attendees (co-branded only with CCA)
- ❖ 10 full Summit and Awards delegate passes for staff and/or guests
- ❖ High level of logo placement in all event publicity materials
- ❖ Prominent and high level of logo placement on Summit backdrop(s) onsite (only displaying logos of Lead, Gold and Silver Sponsors in the category of sponsors)
- ❖ 2 Media Mentions during the promotion of the event
- ❖ 3 Top Awards presentation slots
- ❖ 1 booth in a designated area for two days (managed and set up by Gold Sponsor with priority to choose the booth location before other exhibitors.)
- ❖ Distribution of 1 Sponsor's material or giveaway for all attendees via delegate bags (material and/or giveaway to be provided by Sponsor)
- ❖ Company website linking or company profile on event website

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### **Delegate Bags (1 allocation) - USD 5,000/KES 700,000**

- ❖ Delegate bags with logo placement for all Summit attendees (co-branded only with CCA)
- ❖ Distribution of 1 Sponsor's material or giveaway for all attendees via delegate bags (material and/or giveaway to be provided by Sponsor)
- ❖ Company website linking or company profile on event website

### **WiFi (1 allocation) - USD 1,500/KES 210,000**

- ❖ Logo placement on WiFi signage and WiFi password cards for Summit attendees (co-branded only with CCA)
- ❖ Distribution of 1 Sponsor's material or giveaway on tables shared with other supporting organizations (material or giveaway to be provided by Sponsor)
- ❖ Company website linking or company profile on event website

### **Note Books (1 allocation) - USD 5,000/KES 700,000**

- ❖ Note books/writing pads for Summit attendees with logo placement (co-branded only with CCA)
- ❖ Distribution of 1 Sponsor's material or giveaway on note books shared with other supporting organizations (material or giveaway to be provided by Sponsor)
- ❖ Company website linking or company profile on event website

### **Pens (1 allocation) - USD 1,786/KES 250,040**

- ❖ Pens with logo placement for all Summit attendees (co-branded only with CCA)
- ❖ Distribution of 1 Sponsor's material or giveaway on tables shared with other supporting organizations (material or giveaway to be provided by Sponsor)
- ❖ Company website linking or company profile on event website

**Website e-Banner (max 3 allocations) - USD 1,000/KES 140,000**

- ❖ Opportunity to place 1 e-banner of your organization on the Summit website (high level of placement and in rotating style with e-banners of the Summit and other Website e-Banner Sponsors)
- ❖ Company website linking or company profile on event website

**On-site Banners (max 6 allocations) - USD 1,000/KES 140,000**

- ❖ Opportunity to place 2 easy-pull-up-banners of your organization at the Summit venue (one inside the main Summit room, one in the foyer area)
- ❖ Distribution of 1 Sponsor's material or giveaway on tables shared with other supporting organizations (material or giveaway to be provided by Sponsor)
- ❖ Company website linking or company profile on event website

**Bag Inserts (max 6 allocations) - USD 5,000/KES 700,000**

- ❖ Distribution of 1 Sponsor's material or giveaway for all attendees via delegate bags (material and/or giveaway to be provided by Sponsor)
- ❖ Company website linking or company profile on event website

**Material Distribution via Shared Tables/Seats (max 6 allocations) - USD 2,000/KES 280,000**

- ❖ Distribution of 1 Sponsor's material or giveaway on tables shared with other supporting organizations (material or giveaway to be provided by Sponsor)
- ❖ Company website linking or company profile on event website

**e-Material Distribution via Email Reminders to Registrants (max 6 allocations) - USD 2,000/KES 280,000**

- ❖ Distribution of 1 item of sponsor's e-material via at least two email reminders to Summit registrants (e-materials of other organizations may also be distributed via the same email reminders)
- ❖ Company website linking or company profile on event website

**e-Material Distribution via Event Website and Post-Event Email (max 6 allocations) – USD 2,000/KES 280,000**

- ❖ Distribution of 1 item of sponsor's e-material via event website and post-event email (e-materials of other organizations may also be distributed via the same event website and post-event email)
- ❖ Company website linking or company profile on event website

**ENDORSEMENT Opportunities**

**Branding as an Endorser of the Event for Non-Commercial Industry/Trade Associations Only (multiple allocations available)**

- ❖ 1 full Summit delegate pass for staff or guest
- ❖ Purchase Summit delegate passes at a discounted group price
- ❖ Logo placement in selected event publicity materials

- ❖ Company website linking and company profile on event website
- ❖ Endorser will promote the event from two to three months prior to the event, by mass email distribution of the event invitation; sending reminders to the Endorser's members, clients and/or guests; posting the event information on the Endorser's website, newsletters and/or social media.

***Important Notes:***

- ❖ All sponsorship opportunities will be allocated on a **first come, first served** basis. If you require time for your internal approval process, CCA can reserve the package(s) for you for a maximum of one (1) week.
- ❖ The sponsorship rates are subject to change throughout the Summit planning and execution, and mutual agreement will be required.
- ❖ Interested parties should contact Philip Pande (p.pande@corporatecareeracademy.com/+254717036883) or (skills@corporatecareeracademy.com /+254111445250). We appreciate your support and look forward to collaborating with you at the event