



EAES 2024

THE EAST AFRICAN EMPLOYABILITY SUMMIT AND UGONGOZI CAREER AWARDS

SPONSORSHIP PROPOSAL

Sponsorship Packages*	Rate (USD)	Rate (KES)
Summit		
Title (Lead)	39,000	5,000,000
Gold	23,200	3,000,000
Silver	11,600	1,500,000
Side Events	7,730	1,000,000
Exhibitor	770	100,000
NETWORKING		
Cocktail (per day)	5,400	700,000
Lunch (per day)	5,400	700,000
Coffee Break (per day)	2,700	350,000
MARKETING		
Media	10,830	1,400,000
Delegate Bags	5,400	700,000
WiFi	1,625	210,000
Note Books	5,400	700,000
Pens	1,940	250,000
Website e-Banner	1,080	140,000
On-site Banners	1,080	140,000
Bag Inserts	5,400	700,000
Material Distribution via Shared Tables/Seats	2,165	280,000
e-Material Distribution via Email Reminders to Registrants	2,165	280,000
e-Material Distribution via Event Website and Post-Event Email	2,165	280,000

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

Title (Lead) Sponsor – (max 2 allocations)

USD 39,000/KES 5,000,000

- ❖ At least 5 preferential speaking slots (sole speaking session, on panel and/or roundtable, subject to mutual agreement with CCA)
- ❖ Run a session within the main plenary hall with 500–1,000 people
- ❖ Hosting of 1 closed-door roundtable with stakeholders (subject to mutual agreement with CCA)
- ❖ 25 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)
- ❖ 5 Media Mentions during the promotion of the event
- ❖ 10 Top Awards presentation slots and grand price announcement
- ❖ 2 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 Summit room, 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 23,200/KES 3,000,000

- ❖ At least 3 guaranteed speaking slot (on panel or roundtable, subject to mutual agreement with CCA)
- ❖ Run a session within the main plenary hall with 500–700 people
- ❖ 15 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 11,600/KES 1,500,000

- ❖ Preference of 2 speaking slot may be considered with priority subject to availability (on panel or roundtable, at the discretion of CCA)
- ❖ 10 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

Side Events – (multiple allocations)

USD 7,730/KES 1,000,000

- ❖ Run a Side event with 50–140 people in our breakout rooms
- ❖ 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 770/KES 100,000

- ❖ 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	Side Event
Price	USD 39,000/ KES 5,000,000	USD 23,200/ KES 3,000,000	USD 11,600/ KES 1,500,000	USD 7,730/ KES 1,000,000
Speaking Slot	At least 5 preferential speaking slots (sole speaking session, on panel and/or roundtable	At least 3 guaranteed speaking slot (on panel or roundtable	Preference of 2 speaking slot may be considered with priority subject to availability	Preference of 1 speaking slot may be considered with priority subject to availability
Hosting of 1 closed-door roundtable with stakeholders	✓	✓	✓	✓
Delegate and Awards passes	25	15	10	5
Logo placement on publicity materials	Highest Level	High Level	✓	✓
Media Mentions	5	3	2	1
Top Award Presentation Slots	5	3	2	1
Exhibitor Booth	2	2	✓	✓
Banners	5	2	1	1
Distribution of sponsors’ materials via shared table	2	1	-	-
Distribution of sponsors’ materials via delegate bag	2	1	-	-
Distribution of e- materials on	5	3	2	1

the website				
Company website linking and company profile on event website	✓	✓	✓	✓

NETWORKING Sponsorship Packages

Cocktail (1 allocation per day) – USD 5,400/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
- ❖ 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 5,400/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 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 2,700/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 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 10,830/KES 1,400,000

- ❖ At least 2 guaranteed speaking slots (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

Delegate Bags (1 allocation) - USD 5,400/KES 700,000

- ❖ Delegate bags with logo placement 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 1,625/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 5,400/KES 700,000

- ❖ Notebooks/writing pads for Summit attendees with logo placement (co-branded only with CCA)
- ❖ Distribution of 1 Sponsor's material or giveaway 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 1,940/KES 250,000

- ❖ 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 1,080/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 1,080/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 5,400/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 2,165/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 2,165/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 2,165/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 our Executive Director, Philip Pande, (**p.pande@corporatecareeracademy.com** / **+254717036883**) or (**skills@corporatecareeracademy.com** / **+254111445250**).
- ❖ We appreciate your support and look forward to collaborating with you