



**KENYA GREEN  
BUILDING SOCIETY**

Build Green, Save Kenya

**PITCH DECK**

**KGBS**

**SPONSORSHIP**



# IN PERSON EVENTS

**Title Sponsor: Kes  
750,000**

**Platinum Sponsor:  
Kes 500, 000**

**A Merchandise  
Sponsor: Kes 400,  
000**

**A Cocktail Sponsor:  
Kes 350, 000**

**Gold Sponsor: Kes  
300, 000**

**Silver Sponsor: Kes  
200, 000**

**Exhibitor Sponsor:  
Kes 150,000**

**Bronze Sponsor: Kes  
100,000**

**Panel Sponsor: Kes  
50, 000**

# TITLE SPONSOR: KES 750,000

1. Recognition as the Title sponsor on all the marketing materials.
2. Enjoy premium logo placement across all event marketing channels, with top-tier positioning on the event website, social media posts, email newsletters, and event signage.
3. Exhibition booth to showcase your products or services with a dedicated demonstration area within the event venue.
4. Exclusive access to high-profile speakers and event keynote speakers, with opportunities for private meetings or photo opportunities.
5. Benefit from a comprehensive social media campaign, including pre-event, live event coverage, and post-event recap posts, with customized content and hashtags.
6. Opportunity to distribute company brochures, fliers and giveaways during the event.
7. Complimentary tickets for 10 pax to attend the event.
8. Networking opportunity.
9. Opportunity to have speakers on both panels.
10. 4 Banners displayed at all times during the conference.
11. Recognition as conference sponsors in all KGBS email signatures.
12. Detailed 1-page feature in any knowledge sharing publication.
13. Company name on publicity materials.
14. Opportunity to be featured on 2 issues of the KGBS Quarterly newsletters.
15. Brand exposure 4 times on all KGBS social media platforms as an esteemed sponsor.
16. Access to the attendee list post the event.
17. Post-event recognition by featuring your logo and a brief summary of your involvement in post-event materials, such as recaps, blog posts.

# PLATINUM SPONSOR: KES 500, 000

1. Enjoy premium logo placement across all event marketing channels, with top-tier positioning on the event website, social media posts, email newsletters, and event signage.
2. Secure exclusive branding opportunities, such as naming rights for event sections, VIP areas, or key sessions.
3. exhibition booth to showcase your products or services with a dedicated demonstration area within the event venue.
4. Gain exclusive access to high-profile speakers and event keynote speakers, with opportunities for private meetings or photo opportunities.
5. Benefit from a comprehensive social media campaign, including pre-event, live event coverage, and post-event recap posts, with customized content and hashtags.
6. Your company will be mentioned as platinum sponsor.
7. Opportunity to distribute company brochures, fliers and giveaways during the event.
8. Complimentary tickets for 7 pax to attend the event
9. Opportunity to participate in 2 relevant panel sessions.
10. 3 Banners displayed at all times during the conference.
11. Recognition as conference sponsors in all KGBS email signatures
12. Company name on publicity materials
13. Opportunity to be featured on 1 KGBS Quarterly newsletters.
14. Brand exposure 4 times on all KGBS social media platforms as an esteemed sponsor.
15. Access to the attendee list after the event.
16. Post-event recognition by featuring your logo and a brief summary of your involvement in post-event materials, such as recaps, blog posts.

# MERCHANDISE SPONSOR: KES 400, 000

- **Logo Placement:** Feature the merchandise sponsor's logo prominently on event merchandise, such as t-shirts, hats, tote bags, or water bottles, given to attendees.
- **Brand Exposure:** Increase brand visibility by having the merchandise sponsor's logo displayed on event signage, banners, and promotional materials.
- **Product Showcase:** Provide a dedicated booth or area for the merchandise sponsor to showcase and sell their products during the event.
- **Social Media Promotion:** Promote the merchandise sponsor's products and brand on event social media channels, including dedicated posts highlighting their merchandise and promotions.
- **Brand Integration:** Incorporate the merchandise sponsor's products into event activities or giveaways, enhancing brand association and engagement.
- **Customized Merchandise:** Collaborate with the merchandise sponsor to create unique, co-branded event merchandise that aligns with both the sponsor's brand and the event theme.
- **Sampling Opportunities:** Provide the merchandise sponsor with the opportunity to distribute product samples or branded promotional items to event attendees.
- **Brand Recognition:** Acknowledge the merchandise sponsor's support through verbal recognition during the event's opening and closing remarks.
- **Networking Opportunities:** Offer the merchandise sponsor access to networking sessions and the chance to connect with event attendees, potential customers, and industry professionals.
- **Post-event recognition:** featuring your logo and a brief summary of your involvement in post-event materials, such as recaps, blog posts.
- Opportunity to sit in 1 relevant panel session.
- Complimentary tickets for 5 pax to attend the event.

# COCKTAIL SPONSOR: KES 350, 000

- Signature Cocktail:** Designate a signature cocktail in honor of the cocktail sponsor, which will be prominently featured and served at the event. The cocktail can be named after the sponsor or incorporate their branding elements.
- Branding at Bars:** Display the cocktail sponsor's logo and branding prominently at all event bars where the signature cocktail is served, including bar signage.
- Drink Tokens:** Provide drink tokens exclusively branded with the sponsor's logo, which can be distributed to attendees, allowing them to enjoy a complimentary cocktail sponsored by the company.
- Brand Exposure:** Feature the cocktail sponsor's logo and brand prominently on event marketing materials, such as the event website, social media posts, email newsletters, and event signage.
- Verbal Recognition:** Give special acknowledgment and appreciation to the cocktail sponsor during event announcements, including opening and closing remarks, highlighting their support and contribution.
- Social Media Promotion:** Highlight the cocktail sponsor's involvement and their signature cocktail on event social media channels through dedicated posts, tagging the sponsor and using relevant event hashtags.
- Branding Opportunities:** Provide the cocktail sponsor with branding opportunities at the event venue, such as banners, tabletop signs, or digital displays near the bar areas, maximizing brand visibility.

# COCKTAIL SPONSOR: KES 350, 000

**Networking Opportunities:** Offer the cocktail sponsor access to networking sessions and opportunities to connect with event attendees, allowing them to build relationships with potential customers and industry professionals.

·**Logo Placement:** Include the cocktail sponsor's logo on event merchandise, such as cocktail napkins, coasters, or glassware, further enhancing their brand exposure.

·**Customized Activation:** Collaborate with the cocktail sponsor to create a unique activation or engagement opportunity, such as a mixology demonstration or a branded photo booth near the bar area, creating an interactive experience for attendees.

·**Post-event recognition:** featuring your logo and a brief summary of your involvement in post-event materials, such as recaps, blog posts.

·A 3x3 exhibition booth to showcase your products or services with a dedicated demonstration area within the event venue.

·Opportunity to sit in 1 relevant panel session.

·Complimentary tickests for 5 pax to attend the event.

# GOLD SPONSOR: KES 300, 000

- ·Announcement in the Event Program; Your company will be mentioned as gold sponsor.
- ·Opportunity to distribute company brochures, fliers and giveaways during the event.
- ·Complimentary tickets for 4 pax to attend the event
- ·1 No. 3m x 3m exhibition stand at the events
- ·Networking opportunity.
- ·Opportunity to sit on 1 relevant panel session.
- ·Exclusive Conference write up section and link up to company website
- ·3 Banners displayed at all times during the conference.
- ·Recognition as conference sponsors in all KGBS email signatures
- ·Detailed feature in delegates handbook
- ·Company name on publicity materials
- ·Opportunity to be featured on 1 KGBS Quarterly newsletters.
- ·Brand exposure 3 times on all KGBS social media platforms as an esteemed sponsor.
- ·Access to the attendee list after the event.
- ·Post-event recognition by featuring your logo and a brief summary of your involvement in post-event materials, such as recaps, blog posts.



# SILVER SPONSOR: KES 200, 000

- ·Announcement in the Event Program; Your company will be mentioned as silver sponsor.
- ·Opportunity to distribute company brochures, fliers and giveaways during the event.
- ·Complimentary tickets for 3 pax to attend the event
- ·1 No. 3m x 3m exhibition stand at the events
- ·Networking opportunity.
- ·Exclusive Conference write up section and link up to company website
- ·Opportunity to sit in 1 relevant panel session.
- ·3 Banners displayed at all times during the conference.
- ·Recognition as conference sponsors in all KGBS email signatures
- ·Detailed ¼ page feature in delegates handbook
- ·Company name on publicity materials
- ·Opportunity to be featured on 2 KGBS Quaterly newsletters.
- ·Brand exposure 2 times on all KGBS social media platforms as an esteemed sponsor.
- ·Access to the attendee list after the event.
- ·Extended post-event recognition by featuring your logo and a brief summary of their involvement in post-event materials, such as recaps, blog posts.

# EXHIBITOR SPONSOR: KES 150, 000

- ·Announcement in the Event Program; Your company will be mentioned as an exhibitor sponsor.
- ·Opportunity to distribute company brochures, fliers and giveaways during the event.
- ·Complimentary tickets for 2 pax to attend the launch
- ·1 No. 3m x 3m exhibition stand at the events
- ·Networking opportunity.
- Opportunity to sit in 1 relevant panel session.
- ·Logo placement and company brand awareness.
- ·Exclusive Conference write up section and link up to company website
- ·2 Banners displayed at all times during the conference.
- ·Recognition as conference sponsors in all KGBS email signatures
- ·Detailed 1/4 page feature in delegates handbook
- ·Company name on publicity materials
- ·Opportunity to be featured on 1 KGBS Quarterly newsletters.
- ·Brand exposure 2 times on all KGBS social media platforms as an esteemed sponsor.
- ·Access to the attendee list after the event.
- ·Extended post-event recognition by featuring your logo and a brief summary of their involvement in post-event materials, such as recaps, blog posts.

# BRONZE SPONSOR: KES 100, 000

- ·Announcement in the Event Program; Your company will be mentioned as bronze sponsor.
- ·Opportunity to distribute company brochures, fliers and giveaways during the event.
- ·Complimentary tickets for 2 pax to attend the event
- ·1 No. 3m x 3m exhibition stand at the events
- ·Networking opportunity.
- Opportunity to sit in 1 relevant panel session.
- ·Exclusive Conference write up section and link up to company website
- ·2 Banners displayed at all times during the conference.
- ·Recognition as conference sponsors in all KGBS email signatures
- ·Company name on publicity materials
- ·Brand exposure 2 times on all KGBS social media platforms as an esteemed sponsor.
- ·Access to the attendee list after the event.
- ·Extended post-event recognition by featuring your logo and a brief summary of their involvement in post-event materials, such as recaps, blog posts.

# PANEL SPONSOR: KES 50, 000

- **Brand Recognition:** Have the panel sponsor's logo prominently displayed on event marketing materials.
- **Introduction Opportunity:** Allow a representative from the panel sponsor to deliver a brief introduction or welcome remarks at the beginning of the panel session, providing an opportunity to showcase their brand and establish thought leadership.
- **Logo Placement:** Feature the panel sponsor's logo on projection screens during the panel session, ensuring their brand is visible to both the live audience and virtual attendees.
- **Verbal Recognition:** Give special acknowledgment to the panel sponsor during the panel session, recognizing their support and contribution to the event.
- **Social Media Promotion:** Highlight the panel sponsor's involvement and their industry expertise on event social media channels through dedicated posts, tagging the sponsor, and using relevant event hashtags.
- **Networking Opportunities:** Provide the panel sponsor with access to networking sessions, allowing them to engage with event attendees, including potential customers, industry professionals, and panelists.
- 1 Banners displayed at all times during the conference.
- Opportunity to sit on 1 relevant panel.
- Extended post-event recognition by featuring your logo and a brief summary of their involvement in post-event materials.



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# SUSTAINABILITY IN ACTION SPONSOR

**KES 100, 000**

- Exclusive naming rights as the "Presenting Sponsor" of the Sustainability in Action Showcase.
- Prominent logo placement on all promotional material, including merchandise.
- Featured sponsor logo on the official KGBS website and event-specific landing pages.
- Opportunity to provide a 15min welcome message or presentation at the beginning of each tour.

**KES 50, 000**

- Exclusive naming rights as the "Presenting Sponsor" of the Sustainability in Action Showcase.
- Featured sponsor logo on the official KGBS website and event-specific landing pages.
- Opportunity to provide a 15min welcome message or presentation at the beginning of each tour.





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# VIRTUAL EVENTS

**PODCAST SPONSOR:  
KES 50, 000**

**WEBINAR SPONSOR:  
KES 50, 000**

# PODCAST SPONSOR KES 50, 000

**Guest Speaker Opportunities:** Invite representative from the podcast sponsor to serve as a guest speaker or subject matter experts in specific podcast episodes, positioning them as industry thought leaders.

**Pre-roll and Mid-roll Placement:** Include pre-roll and mid-roll advertisements or sponsorship messages in podcast episodes, ensuring the sponsor's brand is mentioned and recognized by listeners.

**Verbal Recognition:** Provide verbal acknowledgment of the podcast sponsor at the beginning or end of each sponsored episode, thanking them for their support.

**Episode Naming Rights:** Allow the podcast sponsor to have their brand name included in the episode title or description, maximizing their visibility and association with the content.

**Logo and Link Placement:** Feature the podcast sponsor's logo and a hyperlink to their website or landing page in the episode show notes or podcast episode description.

**Post-Event Recognition:** Extend post-event recognition by featuring the podcast sponsor's logo and a brief summary of their involvement in post-event materials, such as recaps, blog posts, or newsletters

**Newsletter Inclusion:** Include the podcast sponsor's logo and a brief message in the podcast newsletter or email blast sent to subscribers, increasing brand exposure to a targeted audience.



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# WEBINAR SPONSOR KES 50, 000

**Brand Exposure:** Feature the webinar sponsor's logo prominently on all webinar marketing materials, including email invitations, event landing pages, and registration confirmation pages.

**Verbal Recognition:** Provide verbal acknowledgment of the webinar sponsor during the opening and closing remarks of the webinar, recognizing their support and contribution.

**Introduction Opportunity:** Allow a representative from the webinar sponsor to deliver a brief introduction at the beginning of the webinar, presenting their brand and sharing key messages.

**Social Media Promotion:** Promote the webinar sponsor's involvement across event social media channels through dedicated posts, tagging the sponsor, and using event-specific hashtags.

**Customized Content:** Collaborate with the webinar sponsor to develop custom content, such as a co-branded case study, that can be shared during the webinar or as a follow-up resource.

**Lead Generation:** Offer the webinar sponsor the opportunity to collect attendee data (with consent) or provide a designated landing page or call-to-action to capture leads during or after the webinar.

**Networking Opportunities:** Provide the webinar sponsor with the chance to network with attendees through dedicated chat features, Q&A sessions, or post-webinar engagement channels.

**Post-Event Recognition:** Extend post-event recognition by featuring the sponsor's logo and a brief summary of their involvement in post-event materials, such as recaps, blog posts, or newsletters.



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