

KBA INSTITUTE
23RD EABS CONFERENCE
PROPOSED SPONSORSHIP PACKAGES

Benefits	Sponsorship Category				
	PLATINUM KES 2,000,000 (USD 15,503)	DIAMOND KES 1,000,000 (USD 7,752)	GOLD KES 750,000 (USD 5,814)	SILVER KES 500,000 (USD 3,876)	BRONZE KES 250,000 (USD 1,938)
DELEGATE & EXHIBITION ACCESS					
Delegate / Conference Passes	4	3	2	2	1
Exhibition Spaces & Exhibitor Passes	2	2	2	1	1
Rollup Banners in Conference Room	4	3	2	1	1
VIP Networking Dinner / Cocktail	4	3	2	1	1
BRANDING AND VISIBILITY					
Logo Placement Priority	Prime (Top)	Prominent	Standard	Listed	Listed
Logo on Stage Backdrop	✓	✓	✓	✓	✓

Logo on Conference Badges / Tags	✓	✓	✓	✓	✓
Logo on Conference Website & Event App	✓	✓	✓	✓	✓
Logo in Programme Booklet & Flyers	✓	✓	✓	✓	✓
Branding: Registration Area	✓	✓	X	X	X
Branding: Lunch Area	✓	✓	X	X	X
Branding: Plenary Sessions	✓	✓	✓	✓	✓
Conference Booklet Advertisement	Full Page	Full Page	Half Page	Quarter Page	Logo Only
DIGITAL & MEDIA					
Interlude Screen Adverts (During Breaks)	✓	✓	✓	✓	X
Dedicated Social Media Post (Pre & Post Event)	✓	✓	✓	X	X
Post-Event Press Coverage & Media Mention	✓	✓	✓	✓	X
Dedicated Email Blast to All Delegates	✓	X	X	X	X
SPEAKING & ENGAGEMENT					
Acknowledgment by Chairperson During Opening Remarks	✓	✓	✓	✓	✓

MC Mention as Sponsor at Area of Choice	✓	✓	✓	X	X
Mention During Panel Sessions	✓	✓	X	X	X
In-Event Brand / Product Promotion Slot	✓	✓	X	X	X
Panel Presentation (Panelist or Moderator)	1 Slot	1 Slot	X	X	X
Session Moderation Opportunity	✓	✓	X	X	X
RECOGNITION					
Sponsors & Exhibitors Certificate	✓	✓	✓	✓	✓

ADDITIONAL SPONSORSHIP OPTIONS

Event / Opportunity	Investment	What's Included
Gala Dinner	Kes 500,000 (USD 3,876)	Exclusive branding throughout the evening event; logo on dinner menus, table cards, and backdrop; MC acknowledgement; 4 complimentary dinner seats; post-event social media mention
Cocktail / Welcome Reception	Kes 300,000 (USD 2,326)	Branded signage at reception area; logo on welcome collateral; MC acknowledgement; 3 complimentary reception passes
Workshop Session	Kes 250,000 (USD 1,938)	Brand on session materials and screen; opportunity to introduce the session; logo in programme booklet for that session

Award Ceremony	Kes 350,000 (USD 2,713)	Prominent logo placement at the ceremony backdrop; MC mention; opportunity to present one award category; 2 complimentary seats
Conference Bag / Branded Items	Negotiable	Sponsor provides branded items (bags, notebooks, pens) for all delegates, with logo on items and in the booklet. Volume to be agreed with KBA Institute.

Sponsors are also welcome to propose other in-kind sponsorship options as agreed with the KBA Institute.