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SACOMA World Entrepreneurship Summit (WES) East Africa

26th and 27th May 2008

Holiday Inn, Nairobi, Kenya

Sustainable Futures: Rebuilding through
creativity, innovation and entrepreneurship

Maximise the contribution of creativity, innovation and enterprise to growing business and competing in a global economy.

Sponsorship Opportunities

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The event [SACOMA World Entrepreneurs Summit 2008- East Africa \(SACOMA WES08 EA\)](#) offers companies and organisations an opportunity to increase their visibility by making your name and corporate logo visible to the entire target audience during the summit. Through sponsorship and having a display area, you have the opportunity to market your projects, products and services directly to investors, customers and the entire private and public sector

officials. The summit organising committee will work closely with the Government's agencies, supporting organisations and the private sector to guarantee that our sponsors receive maximum exposure to their target audience.

The World Entrepreneurship Summit (WES) enables business leaders, innovators, entrepreneurs, policy makers and academics from around the world to set the agenda on how entrepreneurs and entrepreneurship help drive sustainable economic development throughout the world. WES is an action-oriented event to connect entrepreneurs, whether from the smallest community in sub-Saharan Africa or the largest multinational firm to form enduring partnerships. Around 500 of the world's most distinguished thought-leaders, business practitioners and policy makers gather annually in central London to speak, to debate, to share experiences and to develop action-pledges that are at the leading edge of thinking and that make a difference on the ground.

Up until the violence around the elections in December, Kenya was one of the most stable economies in Africa. Its GDP growth rate was around 6% and it was moving swiftly towards achievement of its Millennium Development Goals. Much of this has been driven by the energies of Kenya's entrepreneurs. These 20,000 micro businesses owners have the greatest likelihood of sustaining growth, contributing to employment and expanding the tax revenue base for the government.

These microbusinesses and smes are now threatened by the continuing violence and uncertainty that shrouds Kenya.

Sacoma is working with the World Entrepreneurship Summit (WES) to show the world that Kenya is still a good place to be an entrepreneur and to help some of these microbusinesses restore their livelihoods. WES brings together senior policy makers, thought leaders and business practitioners from around the world to take action in support of entrepreneurs and their critical role in economic development. Sacoma provides business support and resources to UK and Kenyan based entrepreneurs through mentoring, coaching and outreach work. Together, we are organizing a Summit on the 26th and 27th May 2008 that will restore Kenya's entrepreneurial confidence and set us on the road to raising the fund to help the microbusinesses that are the lifeblood of the Kenyan economy.

By supporting the event, you will be saying that you want to take positive action to help Kenya's entrepreneurial community and that you believe in the capacity of the Kenyan people to respond proactively to the current situation. We are not looking for charitable donations. We are looking for constructive and action-oriented partners who will work with us to steer the micro business sector back on course.

Why Sponsor

There are many benefits being a Sponsor at [SACOMA WES08 EA](#) which summarily include: premier networking opportunities, generating new business leads, building your brand awareness, raising your company profile, launching your new products or services, increasing your market exposure, getting free delegate passes, getting your corporate logo on promotional items, website, etc. Being a sponsor at this particular event in Nairobi will bring you specific numerous benefits:

- A speaking position highlighted in the Summit agenda – a powerful platform from which to showcase your industry, knowledge and abilities by a senior representative of your organisation.
- Chairmanship of a Summit session through which you can be seen with a high profile panel of industry experts.
- Involvement in an industry panel discussion as a panelist or chairperson – a chance to engage in industry-critical debates with market leading executives and Government officials.
- A one-day workshop held during the Summit will give you an in-depth opportunity to demonstrate your expertise and put across your views to a smaller, more focused group.
- Branding via the Summit brochure, website, banners and posters, set panels, official Summit Proceedings, other Summit documentation and delegate gifts. This comprehensive brand awareness opportunity targets and reaches people beyond those attending the SACOMA WES- East Africa 2008 itself.
- Host a lunch, a Gala Dinner or an evening reception for the Summit attendees – this is a superb networking opportunity in a relaxed environment that you control.
- A display stand in the SACOMA WES08-EA 2008 networking area. There you can present a video or poster demonstration of your services and products, network with attendees, hold informal meetings or just give more exposure to your brand via a display stand in the premier networking area of the Summit where all coffee breaks are held.
- Complimentary SACOMA WES08-EA 2008 delegate passes ensure that key members of staff, your most important clients and prospects attend the event for free.
- Choose from a luxurious range of corporate gifts such as delegate bags, corporate pens, notepad, and business card holders, all with your name or logo. Acknowledgement of your company as the Official Sponsor of the Gift which will be given to all delegates at the registration desk upon arrival with the conference packs.

We have a range of sponsorship packages for the event that we would be more than happy to talk to you about. These include:

Sponsorship Levels

There are different main sponsorship levels of offers during the [SACOMA WES08 EA](#) event including DIAMOND, PLATINUM, GOLD, SILVER, and Sponsorship. Since the benefits you get start much earlier before the event takes place, we advise you to take a decision to be [SACOMA WES08 EA](#) Sponsor at once. Details of different of sponsorships categories/levels we offers and your benefits as a sponsor at [SACOMA WES08 EA](#) in Nairobi are outlined below. Take this exclusive opportunity to promote your brand, products or expertise.

Diamond Sponsorship

For £50,000 you can have full branding on the event publicity and conference material, delegate bags and banners at the venue. Diamond Sponsorship is the highest level of sponsorship we offer. It is a first class branding opportunity with many exclusive features to attract the maximum attention of industry and Government leaders before, during and after the summit. As a Diamond Sponsor you will enjoy premier status on par with the senior most Government and corporate officials attending and supporting the [SACOMA WES08 EA](#).

We only allow a limited number of Diamond Sponsors for an event, in order not to dilute the marketing impact. We work very closely with our Diamond Sponsors in the preparation of the agenda and we ensure that everything meets your requirements.

A Diamond Sponsor will receive the following:

Pre-Event:

- Corporate branding of the event in a full-page advert (800 – 900 words) in the [REPORTER](#) Magazine;
- Direct mail to the target audience - includes client's logo (B&W) on the letter and printed brochure (incl. colour logo) detailing the programme;
- Copies of Promotional Brochure for the sponsor to invite its clients and guests;
- Listing and description of the event (and sponsors) in [REPORTER](#) Magazine;
- Inclusion of Diamond Sponsor's logo in a prominent position on our website www.sacomacfe.com with reference to the Diamond Sponsor's support;

- The above includes a hyperlink to any of your own websites.

Programme & Event:

- A Diamond Sponsor will have a presentation session at the event;
- A Diamond Sponsor's company logo will be printed on the front cover of the official programme as DIAMOND Sponsor, together with the logos of endorsing industry associations and publications;
- A Diamond Sponsor will have 150 - 200 words provided by the sponsor of promotional text inside the programme;
- A Diamond Sponsor will have the option of sitting on any panel sessions;
- A Diamond Sponsor will have an exhibition stand at the event to display promotional material (exhibition stand to be provided by the sponsor);
- Corporate literature supplied by the client can be distributed to delegates. Gifts and other promotional material may also be distributed. Upon request, we will also place your literature or promotional materials in the Registration Area;
- Diamond Sponsor will be allotted ten free delegates places to invite clients to attend the Summit

Branding on the Day:

- The Diamond Sponsor's logo will be on all promotional banners (provided by the sponsor) within the venue.

Post Event:

- Diamond Sponsor will be given access to the full Delegate List;
- Summit Report (see conclusion);
- Advanced notice of SACOMA's future events and offers of exclusive sector participation.

Platinum Sponsor

For £30,000. We shall only allow a limited number of Platinum Sponsors at the [SACOMA WES08 EA](#) event, in order not to dilute the marketing impact. Platinum Sponsors have the chance to be presented at the Summit in Nairobi. The marketing activity will include:

Pre-Event

- Corporate branding of the event in a full-page advert (800 – 900 words) in AV 's Magazine;
- Direct mail to the target audience - includes client's logo (B&W) on the letter and printed brochure (incl. colour logo) detailing the programme;

- Copies of Promotional Brochure for the sponsor to invite its clients and guests;
- Listing and description of the event (and sponsors) in REPORTER Magazine;
- Inclusion of Diamond Sponsor's logo in a prominent position on our website www.sacomacfe.com with reference to the Diamond Sponsor's support;
- The above includes a hyperlink to any of your own websites.

Programme & Event:

- A Platinum Sponsor will have 100 words of promotional text inside the programme;
- A Platinum Sponsor will have a presentation session at the event;
- Corporate literature supplied by the client can be distributed to delegates. Gifts and other promotional material may also be distributed. Upon request, we will also place your literature or promotional materials in the Registration Area;
- Platinum Sponsor will be allotted six free delegates places to invite clients to attend the Summit

Branding On The Day:

- Platinum Sponsors' logos will be on all promotional banners (provided by the sponsor) within the venue.

Post Event:

- Platinum Sponsor will be given access to the full Delegate List;
- Summit Report (see conclusion);

Gold Sponsor

For £20,000 you can have branding as a Gold level sponsor on delegate and publicity material. Gold Sponsorship provides a powerful opportunity to attract the maximum attention of the industry and Government leaders before, during and after the Europe [SACOMA WES08 EA](#) in Nairobi . As a Gold Sponsor, your company will enjoy the high status of being visible with key Governmental and corporate officials attending and supporting the summit . Gold Sponsors will feature on all official printed material and throughout the forum advertising campaign. Here we also only allow a limited GOLD Sponsors at the [SACOMA WES08 EA](#) event for the same reasons.

Your Benefits Package Include:

- Facilitation of private meetings with African decision makers
- Priority seating for your company executives at all meals

- Company name displayed on all Summit publications
- Discounted rate for gala reception
- Recognition as workshop sponsor
- Three free delegates places to invite clients to attend the Summit
- Opportunity to distribute corporate gifts
- Opportunity to host private receptions

Silver Sponsor

For £10,000 you can have branding as a silver level sponsor on delegate and publicity material. Silver Sponsorship provides the opportunity to attract strong attention from the participants and others before, during and after the forum. We only allow a limited SILVER Sponsors for an event, in order not to dilute the marketing impact.

Your Benefits Package Include:

- Company name displayed on all Summit publications as sponsor
- Quarter page program advertisement
- Recognition as workshop sponsor
- One free delegate place to invite a client to attend the Summit
- Opportunity to distribute corporate gifts

Bronze sponsorship

For £5,000 you will have branding as bronze sponsors on delegate material. You will be able to have one item of marketing material in delegate bags and have an exhibition stand at the event.

We can also talk to you about other sponsorship such as sponsorship of the Gala Dinner, media partnership or delegate sponsorship.

Alternative Sponsorship & Branding Options

Lunch Sponsorship

Lunch Sponsorship is always available at every major SACOMA event. All delegates attend the lunch and this is an excellent opportunity for a company to obtain exclusive exposure. Invite all participants to lunch on either day and have the opportunity to give a lunchtime presentation. Your sponsorship of the lunch break can be prominently displayed giving it maximum visibility.

This opportunity is limited to one sponsor per day for this event.

A Lunch Sponsorship package includes:

Programme & Event: The Sponsor's logo will appear in the brochure and programme, as well as on all promotional materials as our Official Lunch Sponsor; The Sponsor will appear on our event website as Official Lunch Sponsor.

Insert Into Delegate Pack

Companies have the opportunity to insert promotional items into our registration pack. Flyers, brochures, memory sticks, CD-ROMs and pens are welcome. Your materials will get into the hands of the maximum number of delegates, since every visitor, speaker and VIP at our major events will receive a pack when they register. Evening Reception Sponsor Invite all participants to your evening reception with the opportunity to give a welcome presentation. Your sponsorship will be prominently displayed giving it maximum visibility. Coffee Break Sponsor All participants congregate at the coffee break areas and your sponsorship of the coffee breaks can be prominently displayed giving it maximum visibility. This opportunity is limited to one sponsor per day for this event. The cost one Day is £ 1,000.

Delegates Bag Sponsor

This opportunity is limited to only one sponsor for this event. Styles depend on the type of bag that the sponsor feels is appropriate for their brand and image. The organizers will advise on the available choices. Delegate bags will prominently feature the sponsor's logo. Tie holder sponsor Tie holders make a superb delegate gift and can be included in each delegate bag. As all participants receive a bag, this is an excellent opportunity to display the sponsor's logo. This opportunity is limited to one sponsor for this event.

In Conclusion while SACOMA takes the African development agenda beyond aid to focus on sustainable growth mechanisms, as well as putting you in focus with other businesses in the region and the potential of growth that businesses in Kenya have. With that you will market and do your business so as to gain a competitive edge. That is why the sponsorship opportunities and benefits are limited to only a few players and as a sponsor you will receive a full report on the event specifically in relation to your business. You are entitled to this. We at SACOMA are at the same time proud to be part of this community and professionalism and ability to deliver is just because we look in the eyes of our partner organisation.

WES is organised around 9 themes: environmental and sustainable entrepreneurship, World Commission on social entrepreneurship, youth entrepreneurship, global innovation, entrepreneurship and growth,

entrepreneurship beyond barriers and borders, the internet economy, building the evidence base and women's entrepreneurship.

Invitation To Advertise In The SACOMA World Entrepreneurship Summit (26-27th May 08) Souvenir Brochure! THE REPORTER

As a globally ambitious and connected organization, you are warmly invited to be part of the SACOMA's World Entrepreneurship Summit (WES) to be held on the 26th and 27th of May 2008 in Nairobi Kenya. I just wanted to invite you to advertise in the Summit brochure.

The World Entrepreneurship Summit (WES) is the world's largest gathering of the entrepreneurial sector annually in London. We bring together policy makers, investors, entrepreneurs and thought leaders with the goal of taking action to promote entrepreneurship and sustainable economic development. This is an action-oriented event with a focus on re-building Kenya's dynamic entrepreneurial sector through creativity, innovation and enterprise.

This will be the first WES event to be held outside of the UK and, given the enthusiasm that many have for re-engaging with Kenya now that things have settled down, we are expecting around 500 people from all around the world to be there and it would be an excellent opportunity for you to make the world aware of progress that is already being made.

This is an opportunity to:

- Raise your profile;
- Attract new people;
- Sell products and services;
- Showcase your organization or company alongside others involved in the world of entrepreneurship.

The conference brochure is receiving a new look and will be useful long after the conference is over. With a print run of 500, the full colour brochure will be A4 in size with around 24 pages of news and articles in addition to the main conference programme and, of course, some advertising.

Rates

Full page A4 (portrait)	£550
Half page of A4 (either portrait or landscape)	£300
Quarter page of A4 (portrait)	£200

Deadline

Final deadline for receiving adverts – **Friday 16 May 2008**

To place your advert...

Send your copy to Frank Ambei at frank@sacoma.org.uk An invoice (payable within 30 days of receipt) will be sent out once we have received your copy. If you have any queries about advertising in the brochure or would like to discuss your requirements, please call

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