

PROPOSED SPONSORSHIP PACKAGES FOR BAKING COMPETITION 3RD -5TH 2024

1. TITLE SPONSORSHIP: \$5,000

- Exclusive naming rights for the baking competition.
- Prominent logo placement on all promotional materials, including event banners, posters, and digital media- co-branded social media posts.
- Use of sponsor equipment and products as a must-have ingredient/product.
- Brand exposure in press releases, media coverage, and event announcements
- On-stage recognition during the opening and closing ceremonies.
- Opportunity for brand activation and display of promotional materials at the event venue
- Complimentary VIP passes for sponsor representatives.

2. PRESENTING SPONSORSHIP: \$3500

- Prominent logo placement alongside the event branding.
- Recognition in promotional materials, including event posters, brochures, and social media posts.
- Brand exposure on event-related websites, registration platforms, and email newsletters.
- Verbal recognition during the opening and closing ceremonies.
- Opportunity to provide branded merchandise or product samples to participants and attendees.
- Complimentary passes for sponsor representatives.

3. CATEGORY SPONSORSHIP: \$2,000

- Exclusive sponsorship of a specific competition category.
- Logo placement and branding visibility within the designated competition area
- Recognition in competition-related promotional materials and social media campaigns,
- Verbal recognition during the announcement of winners in the sponsored category.
- Opportunity to provide branded ingredients or specialty products for the sponsored category.
- Complimentary passes for sponsor representatives

4. PRIZE SPONSORSHIP

The prizes for top 3 participants include:

First Place (Winner): Gift hampers with sponsor products, trophy, branded items, cutlery, crockery, kitchen equipment, etc., and an all-expenses-paid trip abroad for winning baking competition. (or Ksh)

Second Place (Runner-up): Gift hampers with sponsor products, trophy, and an all-expense paid trip at local hotel. (or Ksh)

Third Place (Runner-up): Gift hampers with sponsor products, trophy.

- Sponsorship of the prizes awarded to the competition winners' financial contribution or in kind.

- Logo placement on prize certificates, trophies, or medals
 - Recognition during the prize presentation ceremony.
 - Brand exposure through social media posts and press releases announcing the winners.
 - Opportunity to provide additional branded gifts or vouchers for the winners.
 - Complimentary passes for sponsor representatives
 - Certificates (Competitors, judges, technician, runners, organizers) with gift hampers
- 5. EQUIPMENT OR INGREDIENT SPONSORSHIP-(itemized list with quantities to be provided)**
- Sponsorship of essential culinary equipment or ingredients for the competition
 - Logo placement on equipment or ingredient packaging, if applicable
 - Brand exposure in the competition area and during cooking demonstrations
 - Recognition in promotional materials related to equipment or ingredients.
 - Opportunity to provide product demonstrations or samplings.
 - Complimentary passes for sponsor representatives
- 6. SUPPORTING SPONSORSHIP: \$500**
- Recognition as a supporting sponsor of the baking competition
 - Logo placement on event banners, signage, and promotional materials
 - Acknowledgment in event-related press releases and media coverage
 - Brand exposure on event websites, registration platforms, and social media platforms
 - Complimentary passes for sponsor representatives.
- 7. PARTICIPANT CLOTHING BRANDING SPONSORSHIP:/ APPAREL SPONSORSHIP: (AS PER NUMBER OF PARTICIPANTS & ROUNDS)**
- Purchase and provision of exclusive sponsorship of branding on the clothing worn by the participants, judges, and related staff during the competition.
 - Placement of sponsor's logo prominently on participants' aprons, jackets, T- shirts or related clothing.
 - Brand exposure throughout the event as participants move around the competition area.
 - Logo inclusion in event photographs and videos featuring the participants.
 - Recognition in promotional materials and social media campaigns related to participant attire.
 - Opportunity to provide branded clothing items for the participants.
 - Complimentary passes for sponsor representatives.

Each package can be further discussed and tailored based on the sponsor's preferences and the event's requirements.



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