



Eastern Africa Milk Festival and Championship 2008

5-7 December 2008 Nairobi Kenya

Sponsorship Opportunities

Platinum Sponsor: The Official Sponsor of the Eastern Africa Milk Festival and Championship 2008

- Prominence in the bill boards and all the roadside banners acknowledging you as the overall event sponsor
- Complimentary A premium booth (6MX3M) during the school milk day and the milk festival
- Name and logo on all events publicity materials including A3 posters in all major malls around the country, banners, fliers, exhibition catalogue, print media, entrance tickets and the ESADA website www.dairyafrika.com as supporter among others
- Prominence in all the electronic media (FM stations (Kiss 100, Capital FM, Hot 96 and Inooro, NTV and KTN) during the 1-month media campaign and mentions as the platinum sponsor
- Prominence in branding of the venue Nairobi Railway Club during the School Milk day, Football, Basketball and the milk fun Sunday festival
- Opportunity to present 5-minute speech at the award giving ceremony and during stakeholders' cocktail and campaign breakfast launch.
- Mentions by the MCs during all the events
- Prominence in branding the press briefing venues
- A complimentary team basketball **and** football branded in your corporate colours
- Logo in all T-shirt, Wheel caps, caps and other giveaways
- Kshs. 2.0M

Gold Sponsor:

- Complimentary A premium booth (6MX3M) during the school milk day and the milk festival
- Name and logo on all events publicity materials including A3 posters in all major malls around the country, banners, fliers, exhibition catalogue, print media, entrance tickets and the ESADA website www.dairyafrika.com as supporter among others
- Branding the venues
- Logo in all the bill boards and all the roadside banners acknowledging you as a gold sponsor
- Mention in all the event publicity in both print and electronic media
- A football **or** basketball branded team
- Kshs.1.2M

Silver Sponsor:

- Complimentary A premium booth (3MX3M) during the school milk day and the milk festival
- Name and logo on all events publicity materials including A3 posters in all major malls around the country, banners, fliers, exhibition catalogue, print media, entrance tickets and the ESADA website www.dairyafrika.com as supporter among others
- Branding
- Logo in all the bill boards and all the roadside banners acknowledging you as a silver sponsor
- Mention in all the event publicity in both print and electronic media
- Kshs. 0.9M

Supporter:

- Complimentary A premium booth (3MX3M) during the school milk day and the milk festival
- Name and logo on all events publicity materials including but not limited to A3 posters in all major malls around the country, banners, fliers, exhibition catalogue, printed media, entrance tickets and the ESADA website www.dairyafrika.com as supporter among others
- Logo in all the bill boards and all the roadside banners acknowledging you as a supporter
- Kshs. 250,000

Cooking competition and demonstration sponsorship

This will feature

- ✓ Celebrity cooking competition
- ✓ Media cooking competition
- ✓ Couple from the crowd
 - Exclusive branding of the cooking tent 12MX12M
 - Exclusive branding of the cooking teams apron
 - Mentions in all the print and electronic media and as the sponsor of the cooking competition
 - Name and logo on all events publicity materials including A3 posters in all major malls around the country, banners, fliers, exhibition catalogue, printed media, entrance tickets and the ESADA website www.dairyafrika.com as supporter among others
 - Logo in all the bill boards and all the roadside banners acknowledging you as a sponsor
 - Kshs. 600,000
 - Logo to appear in dairy/cooking tips to be carried in major print media houses

Kiddy Corner sponsorship

This will be the entertainment location for the kids

It will feature bouncing castles, face painting, kiddy challenges, and clowns among other attractions

- Exclusive branding of the kiddy corner
- Mentions in all the print and electronic media and as the sponsor of the kids entertainment at the kiddy corner on Saturday, December 6, 2008 and Sunday, December 7, 2008
- Name and logo on all events publicity materials including A3 posters in all major malls around the country, banners, fliers, exhibition catalogue, printed media, entrance tickets and the ESADA website www.dairyafrika.com as supporter among others
- Logo in all the bill boards and all the roadside banners acknowledging you as a sponsor
- Kshs. 350,000

Exhibitor

The activities lined up during the dairy festival have been designed to attract consumers of all ages across social and economic class. This is in addition to comprehensive media campaign and publicity. The venue for the dairy event (Nairobi Railway Club) is very prime given its proximity to the NCBD and major highways and public recreation park (Uhuru Park).

The dairy festival is a very ideal opportunity for the stakeholders to interact with the consumers, promote their products and more importantly make great sales.

The exhibition booth shell will be constructed and ready for exhibitors to move in on Thursday, December 4, 2008. An exhibition booth will have a rectangular table, two seats, overhead lights and a power socket.

Venue	Event	Size	Cost (Kshs)
Exhibition at the Nairobi Railways Club	Street Basketball and Football and the family dairy fun day	3MX3M	60,000
		6MX3M	75,000

Corporate Street ball "*Body by Milk Tournaments*";

A corporate can sponsor a football (seven a side) or a basketball team (three a side). The organizers can assemble a team for the corporate or the corporate can assemble its own team. The teams will be branded by the company (branded sport kit).

The sponsorship fee is Kshs. 15,000 for a football team and Kshs. 12,000 for a basketball team. A corporate can sponsor more than one team.

Processing and Value addition Seminar,

The one-day seminar will take place on Friday, December 05, 2008 at Hotel Intercontinental. The course content will be availed to you in the due course. The registration form is attached. The seminar registration fee is Kshs. 10,500. This includes the lecture materials (presentations) and catering i.e. two teas and lunch.

E.A. Championship

This year's championship will be much bigger and more comprehensive than the previous ones. Seven judges from within and outside Africa will inspect various products brought forward by the processors. This year, the judges will consolidate all their finding per products and their comments and recommendations. The same will be presented together with the certificates during the closing ceremony on Sunday, December 7, 2008. Charges are Kshs. 1,000 per product entry. The products classes will be availed to you in the due course.