



CALENDAR OF EVENTS 2022

Kenya Property Developers Association is the Representative Body of the Residential, Commercial and Industrial Property Development Sector in Kenya.

For more information please contact the secretariat on **0725 286 689/0737 530 290**

For physical events and given the challenges brought about by Covid 19, KPDA shall ensure there is proper social distancing across all its chosen venues for in-person events by booking sufficient rooms/spaces

FEBRUARY	FEBRUARY	MARCH	APRIL	MAY
<p>KPDA ONLINE WEBINAR Theme: Property Technology Innovations and Solutions for the Future of Real Estate Property Developers Date: Wednesday, 2nd February 2022 Time: 10.00am - 11.30am Venue: Zoom Sponsorship Opportunities Available!!!</p>	<p>THE KPDA CEO BREAKFAST FORUM Theme: Property Industry Outlook for 2022 & Beyond Date: Tuesday, 22nd February 2022 Time: 7.30a.m - 10.30am Venue: Park Inn by Radisson Proudly Sponsored by: Cellulant</p>	<p>THE KPDA ANNUAL CONFERENCE Theme: Key Transformations in the Real Estate Sector – Road to Recovery Date: Wednesday 30th March 2022 Time: 8.00am - 5.00pm Venue: Villa Rosa Kempinski Sponsorship Opportunities Available!!!</p>	<p>10TH KPDA AGM AND KOROGA EVENT Date: Friday, 29th April 2022 Time: 4.00pm onwards Venue: TBD Sponsorship Opportunities Available!!!</p>	<p>EAST AFRICAN PROPERTY INVESTMENT SUMMIT Theme: A Re-newed Focus Date: 18th - 19th May 2022 Venue: Villa Rosa Kempinski</p>
MAY	JUNE	JUNE	JULY	SEPTEMBER
<p>KPDA HALF DAY WORKSHOP Theme: Case Study of Successful and Failed Real Estate Projects Globally: Real Estate Financial Modeling Date: Wed 24th May 2022 Time: 8.00am - 1.00pm Venue: Park inn by Radisson Nairobi Sponsorship Opportunities Available!!!</p>	<p>KPDA ONLINE WEBINAR Theme: Leads and Needs for Property Developers Date: Thursday 7th June 2022 Time: 10.00am - 11.00am Venue: Zoom Members Only Event Sponsorship Opportunities Available!!!</p>	<p>KPDA HALF DAY WORKSHOP Theme: Lessons learnt from the Land Digitization Process Date: Tuesday 21st June 2022 Time: 8.00am - 1.00pm Venue: TBD Sponsorship Opportunities Available!!!</p>	<p>KPDA ONLINE WEBINAR Theme: TBC Date: Tuesday 5th July 2022 Time: 10.30am - 11.30am Venue: Zoom Sponsorship Opportunities Available!!!</p>	<p>THE KPDA CEO BREAKFAST FORUM Theme: TBC Date: Tuesday 27th September 2022 Time: 7.30am - 10.30am Venue: TBC Sponsorship Opportunities Available!!!</p>
OCTOBER	OCTOBER	NOVEMBER	NOVEMBER	
<p>KPDA ONLINE WEBINAR Theme: TBC Date: Wednesday, 12th October 2022 Time: 10.00am - 11.30am Venue: TBC Sponsorship Opportunities Available!!!</p>	<p>KPDA HALF DAY WORKSHOP Theme: TBC Date: Tuesday, 25th October 2022 Time: 8.00am - 11.30am Venue: TBD Sponsorship Opportunities Available!!!</p>	<p>KPDA ONLINE WEBINAR Theme: TBC Date: Thursday 10th November 2021 Time: 10.00am - 11.30am Venue: Zoom Sponsorship Opportunities Available!!!</p>	<p>END OF YEAR KPDA CORPORATE NETWORKING EVENT Theme: TBC Date: Friday 25th November 2022 Time: 6.00pm onwards Venue: TBC Sponsorship Opportunities Available!!!</p>	

DESCRIPTION OF KPDA EVENTS

KPDA WEBINARS

- **About the Event:** Discussion on policy as well as local and global real estate trends
- **Event Organizer:** Kenya Property Developers Association
- **Event Timing:** 11.00am – 12.00noon
- **Target Audience:** High level management/ decision makers from KPDA membership
- **Target Number:** 80 – 100 pax
- **Registration/Attendance Fees (Exclusive of VAT):**
 - NO CHARGE
- **Opportunity for Sponsorship:** Please see below

KPDA LEARNING AND DEVELOPMENT SYMPOSIUMS

- **About the Event:** Discussion on policy matters and advocacy of real estate issues
- **Event Organizer:** Kenya Property Developers Association
- **Event Timing:** 7.30am – 9.30am/7.30am 11.00am
- **Target Audience:** High level management/ decision makers from KPDA membership
- **Target Number:** 30 – 40 pax
 - NO CHARGE
- **Opportunity for Sponsorship:** Please see below

KPDA WORKSHOPS/CAPACITY BUILDING PROGRAM

- **About the Program:** Scaling up Affordable Housing Development in Nairobi through Capacity Building, Partnerships and Financial Linkages
- **Program Organizer:** The KPDA Affordable Housing Task Force
- **Timing:** 9.30am – 1.00pm
- **Target Audience:** Developers, professionals, policy makers, financiers and other investors
- **Target Number:** 50 – 60 pax
- **Registration/Attendance Fees (Exclusive of VAT):**
 - TBC
- **Opportunity for Sponsorship:** TBC

KPDA CONFERENCE

- **About the Event:** Exchange of information through presentations made by expert speakers
- **Event Organizer:** Kenya Property Developers Association
- **Event Timing:** 8.30am – 4.30pm
- **Target Audience:** Public and KPDA membership
- **Target Number:** 100 – 150 pax
- **Registration/Attendance Fees (Exclusive of VAT):**
 - TBC
- **Opportunity for Sponsorship:** Please see below

OUR PARTNERS



KPDA WEBINARS SPONSORSHIP OPPORTUNITIES

GOLD SPONSOR: KSHS.100,000

BENEFITS

- **Recognition:** Sponsor recognition during four (4) live webinars.
- **Complimentary Advertisement Opportunities:**
 - Your organization's name and logo shall be included in all marketing material developed for four (4) webinars.
 - **KPDA Website:** You will receive complimentary advertising space on the KPDA website for a period of two (2) months.
 - **The KPDA Media Weekly Review Report:** You will have the opportunity to be featured in four (4) issues of the KPDA Media Weekly Review Report.
 - **KPDA Social Media Platforms:** You will receive brand exposure on all our social media platforms of Facebook, Twitter and LinkedIn during the period of marketing the webinars.
 - Circulation of four (4) articles of your choice to our members for the period of one (1) month.
 - A recording of the session will feature on the KPDA website as well as all our social media platforms.
- You may also contribute to the webinar content by nominating a representative from your organization as a panelist, as well as suggesting panelists you may wish to be a part of the webinar.
- You will also receive the List of Participants and their contacts.

SILVER SPONSOR: KSHS.50,000

BENEFITS

- **Recognition:** Sponsor recognition during one (1) live webinar.
- **Complimentary Advertisement Opportunities:**
 - Your organization's name and logo shall be included in all marketing material developed for one (1) webinar.
 - **KPDA Website:** You will receive complimentary advertising space on the KPDA website for a period of one (1) month.
 - **The KPDA Media Weekly Review Report:** You will have the opportunity to be featured in two (2) issues of the KPDA Media Weekly Review Report.
 - **KPDA Social Media Platforms:** You will receive brand exposure on all our social media platforms of Facebook, Twitter and LinkedIn during the period of marketing the webinar.
 - Circulation of two (2) articles of your choice to our members for the period of two (2) weeks.
 - A recording of the session will feature on the KPDA website as well as all our social media platforms.
- You may also contribute to the webinar content by nominating a representative from your organization as a panelist, as well as suggesting panelists you may wish to be a part of the webinar.
- You will also receive the List of Participants and their contacts.

CONTENT SPONSOR: KSHS.30,000

BENEFITS

- **Recognition:** Sponsor recognition during one (1) live webinar.
- **Complimentary Advertisement Opportunities:**
 - Your organization's name and logo shall be included in all marketing material developed for one (1) webinar.
 - **The KPDA Media Weekly Review Report:** You will have the opportunity to be featured in one (1) issue of the KPDA Media Weekly Review Report.
 - **KPDA Social Media Platforms:** You will receive brand exposure on all our social media platforms of Facebook, Twitter and LinkedIn during the period of marketing the webinar.
 - A recording of the session will feature on the KPDA website as well as all our social media platforms.
- You will also receive the List of Participants and their contacts.

PANEL SPONSOR: KSHS.10,000

BENEFITS

- Opportunity to nominate a representative from your organization as a panelist
- You will receive brand exposure on all our social media platforms of Facebook, Twitter and LinkedIn during the period of marketing the webinar.
- Your organization's name and logo shall be included in all marketing material developed for one (1) webinar.
- Brand and logo exposure to KPDA social media Platforms Facebook, LinkedIn and Twitter
- You will also receive the List of Participants and their contacts.

GENERAL SPONSORSHIP CATEGORIES AND BENEFITS

PLATINUM: KSHS.500,000/=

BENEFITS:

- ▶ **Event Brochure:** Your organization's name will appear in all brochures (if produced).
- ▶ **Newspaper Advertisements:** Your organization will get prominent sponsor name recognition in all event press releases if published.
- ▶ **Event Program and Announcement:** Your organization's name will be listed in the event's program and will be recognized as a sponsor.
- ▶ **Complimentary Advertisements:**
 - **KPDA Website:** Your organization's name will be listed on the KPDA website as a sponsor for the period of one (1) year
 - **The Developer's Digest:** Complimentary advertisement in one issue of the KPDA E-Newsletter, The Developer's Digest
- ▶ The opportunity to include literature at the event and get two (2) tables to display your organization's products
- ▶ Branding within and outside the room
- ▶ Opportunity for a presentation
- ▶ Complimentary attendance of six (6) staff representatives

BRONZE: KSHS.100,000/=

BENEFITS:

- ▶ Branding outside the room
- ▶ Mention as a sponsor
- ▶ Complimentary attendance of one (1) staff representative

GOLD: KSHS.350,000/=

BENEFITS:

- ▶ **Complimentary KPDA Website Advertisement:** Your organization's name will be listed on the KPDA website as an event sponsor for the period of marketing the event
- ▶ **Event Announcement:** Your organization will be recognized as a sponsor.
- ▶ Complimentary attendance of three (3) staff representatives
- ▶ Branding within and outside the room
- ▶ Opportunity for a presentation
- ▶ One table to display products

SILVER: KSHS.200,000/=

BENEFITS:

- ▶ **Complimentary Website Advertisements:** Your organization's name will be listed on the KPDA website as an event sponsor for the period of marketing the event
- ▶ Branding within and outside the room
- ▶ Opportunity for a presentation
- ▶ Complimentary attendance of two (2) staff representatives

Why Should You Partner with KPDA?

- ▶ Attendance at our events ranges from between 60 to 150 participants drawn from both our membership, non-members and our partners
- ▶ All our events are professionally managed, well organized with industry experience and a proven platform for engagement
- ▶ Access to expert content and speakers from both the industry and its stakeholder organizations
- ▶ Opportunity for networking with like-minded building and construction professionals
- ▶ Provision of excellent business development platforms for your company to receive exposure
- ▶ Further exposure for your brand through the various media channels
- ▶ Access to information that will bridge the gap between your company and the rest of Kenya

THE 2022 KPDA CONFERENCE - SPONSORSHIP CATEGORIES AND BENEFITS

PRINCIPAL: KSHS. 700, 000 (VAT EXCL.) (1 COMPANY)

BENEFITS:

- Recognition as a KPDA Principle Sponsor during all KPDA events in 2020
- Event Program and Announcement:** Your organization's name will be listed in the event's program, recognized as the Principal Sponsor and included in the event marketing materials.
- Complimentary Advertisements:**
 - KPDA Website:** Your organization's name will be listed in the event banner published for the event and your company will receive complimentary advertising space on the KPDA website as a Principal Sponsor for the period of one (1) year
 - The Developer's Digest:** Complimentary two (2) paged advertisement (plus 1 page for an editorial) in two (2) future issues of The Developer's Digest
- Opportunity to address the audience (20 minutes)
- Opportunity to be a part of one of the Panel Sessions
- Opportunity to lead one of the Break-out Sessions
- Strategic branding within and outside the room (specifics to be advised)
- Strategic exhibition table outside the room (specifics to be advised)
- Branding at the eating area
- Opportunity to distribute promotional items to delegates
- Complimentary attendance of seven (7) staff representatives (includes representative making the company's presentation)
- Display of logo in the conference program
- Delegates listing

MERCHANDISE SPONSOR : KSHS. 500, 000 (VAT EXCL.) (1 COMPANY)

Sponsor may either provide the merchandise co-branded or contribute the equivalent for production

BENEFITS:

- Event Program and Announcement:** Your organization's name will be listed in the event's program, recognized as a sponsor and included in the event marketing materials.
- Complimentary Advertisement:**
 - KPDA Website:** Your organization's logo will be included in the event banner published in the KPDA website
 - The Developer's Digest:** Complimentary one (1) paged advertisement in one future issues of The Developer's Digest
- Complimentary attendance of 5 staff representatives
- Opportunity to address the audience (10 minutes)
- Strategic exhibition table outside the room (specifics to be advised)
- Branding at the eating area (specifics to be advised)
- Branding within and outside the room (specifics to be advised)
- Opportunity to distribute promotional items to guests
- Display of logo in the conference program
- Delegates listing

DIAMOND SPONSOR: KSHS. 500, 000 (VAT EXCL.) (1 COMPANY)

BENEFITS:

- Event Program and Announcement:** Your organization's name will be listed in the event's program, recognized as a sponsor and included in the event marketing materials.
- Complimentary Advertisements:**
 - KPDA Website:** Your organization's logo will be included in the event banner published in the KPDA website
 - The Developer's Digest:** Complimentary one paged advertisement in one future issue of The Developer's Digest
- Opportunity to be part of the panel
- Opportunity to be part of the break out session
- Branding within and outside the room (specifics to be advised)
- Strategic exhibition space outside the room (specifics to be advised)
- Branding at the eating area (specifics to be advised)
- Complimentary attendance of five (5) staff representatives
- Delegates listing

THE 2022 KPDA CONFERENCE - SPONSORSHIP CATEGORIES AND BENEFITS

COCKTAIL SPONSOR: KSHS. 300, 000 (VAT EXCL.) (1 COMPANY)

BENEFITS:

- 📌 **Event Program and Announcement:** Your organization's name will be listed in the event's program, recognized as a sponsor and included in the event marketing materials
- 📌 Branding outside the room (specifics to be advised)
- 📌 Exhibition table outside the room (specifics to be advised)
- 📌 Exclusive branding in the cocktail area (specifics to be advised)
- 📌 Complimentary attendance of three (3) staff representatives
- 📌 Opportunity to distribute promotional items to guests at the cocktail event
- 📌 Delegates listing

AFFILIATE SPONSOR: KSHS. 100, 000 (VAT EXCL.) (OPEN)


BENEFITS:



- 📌 **Event Program and Announcement:** Your organization's name will be listed in the event's program, recognized as a sponsor and included in the event marketing materials
- 📌 Limited branding outside the room (specifics to be advised)
- 📌 Exhibition table outside the room
- 📌 Complimentary attendance of two (2) staff representatives
- 📌 Delegates listing

PANEL SPONSOR: KSHS. 50, 000 (VAT EXCL.) (2 COMPANIES)

BENEFITS:

- 📌 **Event Program and Announcement:** Your organization's name will be listed in the event's program, recognized as a sponsor and included in the event marketing materials
- 📌 Opportunity to be part of the panel discussions (specifics to be advised)
- 📌 Limited branding inside the room (specifics to be advised)
- 📌 Complimentary attendance of one (1) staff representative

 Kenya Property Developers Association

 @KPDA_Ke  Kenya Property Developers Association

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