

# 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



**KENYA GREEN BUILDING SOCIETY**  
Build Green Save Kenya



**INSTITUTION OF SURVEYORS OF KENYA**



# 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

### Kenya Property Developers Association

Fatima Flats, Suite 4 B, Marcus Garvey Road, Off Argwings Kodhek Road, Kilimani Area  
P. O. Box 76154 - 00508, Nairobi, Kenya  
Tel: +254 725 286 689 / 737 530 290  
[www.kpda.or.ke](http://www.kpda.or.ke)