



SPONSORSHIP PROPOSAL 2019

Good Deeds Day 2nd Africa Regional Conference

**Doing a World of
Good: Leveraging Corporate
Volunteering, Youth
Engagement and Partnerships
for Africa's Socio-Economic
Growth**

August 6-8 | Nairobi, Kenya



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Message from the chairman

Dear Prospective Sponsor and Partner,

Good Deeds Day, in Partnership with The Volunteer Involving Organizations Society, Kenya (VIO Society) Ministry of Labour and Social Protection, the County Government of Nairobi City and Kenya Red Cross Society, are holding the Good Deeds Day 2nd Africa Regional Conference, whose theme is “Corporate Volunteering, Youth Engagement and Partnerships for Africa’s Socio-Economic Growth”.

This Africa Regional Conference will provide a platform for institutions to showcase their devoted involvement in supporting Inclusive Volunteerism for Development in Africa. The event will also provide an opportunity to create awareness about corporate social responsibility and share lessons learnt from their experiences. In the process, participating institutions will increase their brand awareness and build stronger customer loyalty. The Conference will also provide a chance to network with other like-minded institutions (through business to business meetings) and an opportunity for learning about innovative approaches in the sector.

If you have any queries regarding any of our sponsorship packages please don’t hesitate to contact any of the following: Myself (0734818637), Fredrick Sadia (0724408810), (Sylvia Mwichuli (0736880620) and Gillian Koech (0725603447).

We believe that partnering with us in this noble initiative will provide an exciting learning and marketing opportunity for your institution. We look forward to an opportunity for a face-to face meeting with you to discuss and formalize our partnership.

Meshack Odede Owino
Chairperson, VIO Society Kenya

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Introduction

Global Good Deeds Day (GDD), in Partnership with The Volunteer Involving Organizations Society (VIO), Kenya Red Cross Society, Ministry of Labour and Social Protection and the County Government of Nairobi City, in collaboration with Private Sector Corporates and Development Partners are holding the Good Deeds Day 2nd Africa Regional Conference, with a focus on ***Corporate Volunteering, Youth Engagement and Partnerships for Africa's Socio-Economic Growth.***

The Conference objectives are:

- To explore issues around Corporate/Employee Volunteering and Pro Bono Services and how they contribute to inclusive development towards Africa's growth;
- To explore initiatives leveraging on Youth Volunteering as a pathway to tapping into the huge Youth Demographic Asset as a force for sustainable development;
- To contribute to the intellectual discourse on measurement of volunteer contribution and impact on the national economy, leading to mainstreaming volunteer work in development strategies unique to Africa;
- To explore sustainable resource mobilization strategies for supporting volunteerism through Public Private Partnerships.

What does your sponsorship mean?

GDD & VIO have established themselves as a community of Volunteers across Africa who work closely with different organisations the public and private sector. We endeavour to provide pathways and opportunities for all volunteers to become active in local, state and national communities. All sponsorship funding is directly invested into the Good Deeds Conference and Volunteers Work through VIO Society. Areas of expenditure include:

- Sponsor Volunteers to attend the Conference
- Welcome Cocktail for the conference
- Gala Dinner with all Keynote speakers and High-level delegates

Sponsorship packages

Good Deeds Day 2nd Africa Regional Conference has designed several tiered packages which will give businesses the opportunity to support the Conference. Please see below an overview of Registration, Cocktail, Gala Dinner & Plenary Sessions, Bronze, Silver, Gold and Platinum packages and their benefits.

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Platinum sponsorship package \$50,000

Platinum sponsorship results in premium exposure to all volunteers, delegates and media pre, during and after Conference. It is premium advertising for any business looking to increase brand awareness and you will receive the naming rights to all Good Deeds Day 2nd Africa Regional Conference as well as many other benefits. As a Platinum Sponsor you will become an integral part of the Volunteer family on the Global Good Deeds member. You will also be invited to several functions such as the Conference Media Launch and Stakeholder National Forum.

You will receive the following benefits:

- Your company be awarded a Distinguished Speaker's slot at the official Opening Ceremony
- Your name/logo will be placed on our sponsor page on the website including a link to your website;
- Opportunity to lead and speak at one of the breakout sessions;
- Your company profile and logo included in the program;
- Your logo added in the social media promotion;
- Your logo will be placed on conference sponsor banners;
- Your logo will be placed on the conference power point template;
- Your organisation will have a branded VIP Booth (6 x 3 m);
- Your corporate materials in conference bags;
- Your logo will be placed on the conference T-shirts;
- Your logo will be placed on conference sponsor banners;
- Company branding and recognition during the conference;
- Your organisation will be allocated an Exhibition Booth (6 x 3 m);
- Recognition and branding at the Welcome Cocktail;
- Recognition and branding at the Gala Dinner;
- Official recognition during the conference;
- Advertisement/media presence;
- Your logo in the event flyer and e-posters;
- Inclusion in the press releases.

Gold sponsorship package \$ 30,000

This sponsorship is perfect for local businesses looking for high exposure across members and media. We would welcome you as part of our volunteer family and you will have multiple opportunities to promote your company. You will also be invited to several functions such as the Conference Media Launch and Stakeholder National Forum.

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You will receive the following benefits:

- Your name/logo will be placed on our sponsor page on the website including a link to your website;
- Your company profile and logo included in the conference program;
- Opportunity to lead and speak at one of the breakout sessions;
- Your logo added in the social media promotion;
- Your logo will be placed on conference sponsor banners;
- Your logo will be placed on conference T-shirts;
- Your logo will be placed on the conference power point template
- Your organisation will be allocated an Exhibition Booth (6 x 3 m);
- Your corporate materials in conference bags;
- Official recognition during the conference;
- Recognition on social media promotion;
- Advertisement/media presence;
- Your logo in the event flyer and e-posters;
- Inclusion in the press releases.

Silver sponsorship package \$15,000

Looking for good exposure across members, spectators and media at minimal costs? The Silver Sponsorship is for you. In return for your investment you will receive a variety of opportunities to promote and network your business and being part of a great volunteer community culture. You will also be invited to several functions such as the Conference Media Launch and Stakeholder National Forum.

You will receive the following benefits:

- Your name/logo will be placed on our sponsor page on the website including a link to your website;
- Your company profile and logo included in the conference program;
- Your logo added in the social media promotion;
- Your logo added in the design event flyer and e-posters;
- Your logo will be placed on conference sponsor banners;
- Your logo will be placed on conference T-shirts;
- Your logo will be placed on the conference power point template;
- Your organisation will be allocated an Exhibition Booth (6 x 3 m);
- Your corporate materials in conference bags;
- Official recognition during the conference;
- Inclusion in the press releases;
- Opportunity to lead and speak at one of the breakout sessions.

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Bronze sponsorship package \$5,000

As a Bronze sponsor you will be a vital member of the Good Deeds Day 2nd Africa Regional Conference. In return for your investment you will get to promote and network your business through various marketing activities and you will get invited to several functions such as the Conference Media Launch and Stakeholder National Forum.

You will receive the following benefits:

- Your name/logo will be placed on our sponsor page on the website;
- Your company profile and logo included in the program;
- Your company logo on conference sponsor banners;
- Your logo added in the social media promotion;
- Your logo will be placed on conference T-shirts;
- Your logo will be placed on conference power point template;
- Your organisation will be allocated an Exhibition Booth;
- Your corporate items in conference bags;
- Official recognition during the conference;
- Opportunity to speak at one of the breakout sessions.

Specific targeted packages:

Media sponsor package \$20,000

As a Media sponsor you will be a vital member of the Good Deeds Day 2nd Africa Regional Conference. In return for your investment you will receive a variety of opportunities to promote and network your business and being part of a great volunteer community culture are just some of the beneficial aspects.

You will receive the following benefits:

- Your logo added in the social media promotion;
- Your name/logo will be placed on our sponsor page on the website including a link to your website;
- Your logo added in the design event flyer and e-posters;
- Participation in one of the panels;
- Your company profile and logo included in the program;
- Full branding and speeches/presentation at the specific panel session;
- Your organization will be allocated an Exhibition Booth;
- Your company logo on conference sponsor banners;

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- Your logo will be placed on the conference T-shirts;
- Official recognition during the conference.

Gala Dinner sponsorship package \$15,000

As a Gala Dinner sponsor, you will be a vital member of the Good Deeds Day 2nd Africa Regional Conference. In return for your investment you will receive a variety of opportunities to promote and network your business and being part of a great volunteer community culture are just some of the beneficial aspects.

You will receive the following benefits:

- Your logo added in the social media promotion;
- Your name/logo will be placed on our sponsor page on the website including a link to your website;
- Your logo added in the design event flyer and e-posters;
- Your company profile and logo included in the program;
- Full branding and speeches/presentation at the Gala Dinner;
- Your organisation will be allocated an Exhibition Booth;
- Your company logo on conference sponsor banners;
- Your logo will be placed on the conference T-shirts;
- Official recognition during the conference.

Branding Sponsor package \$10,000

As a Branding sponsor you will be a vital member of the Good Deeds Day 2nd Africa Regional Conference. In return for your investment you will receive a variety of opportunities to promote and network your business and being part of a great volunteer community culture.

You will receive the following benefits:

- Your logo added in the social media promotion;
- Your name/logo will be placed on our sponsor page on the website including a link to your website;
- Your logo added in the design event flyer and e-posters;
- Your company profile and logo included in the program;
- Branding of bags, notebooks and other conference materials;
- Your organization will be allocated an Exhibition Booth;
- Your company logo on conference sponsor banners;



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- Your logo will be placed on the conference T-shirts;
- Official recognition during the conference.

Panel session sponsorship package \$5,000

As a Panel Session sponsor, you will be a vital member of the Good Deeds Day 2nd Africa Regional Conference. In return for your investment you will receive a variety of opportunities to promote and network your business and being part of a great volunteer community culture.

You will receive the following benefits:

- Your logo added in the social media promotion ad conference flyers;
- Your name/logo will be placed on our sponsor page on the website including a link to your website;
- Your logo added in the design event flyer and e-posters;
- Your company profile and logo included in the program;
- Full branding and speeches/presentation at the specific panel session;
- Your organisation will be allocated an Exhibition Booth;
- Your company logo on conference sponsor banners;
- Your logo will be placed on the conference T-shirts;
- Official recognition during the conference.

Cocktail Sponsorship package - \$4,000

As a Cocktail sponsor you will be a vital member of the Good Deeds Day 2nd Africa Regional Conference. In return for your investment you will receive a variety of opportunities to promote and network your business and being part of a great volunteer community culture.

You will receive the following benefits:

- Your logo added in the social media promotion;
- Your name/logo will be placed on our sponsor page on the website including a link to your website;
- Your logo added in the design event flyer and e-posters;
- Your company profile and logo included in the program;
- Full branding and speeches/presentation at the Welcome Cocktail;
- Official recognition during the conference.



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Registration Desk Sponsorship package – \$2,000

As a Registration sponsor you will be a vital member of the Good Deeds Day 2nd Africa Regional Conference.

You will receive the following benefits:

- Your logo on the conference banner;
- Your logo in the branded registration booth;
- Your logo on all promotional materials.

Contact Details

Thank you for taking the time to view our sponsorship package. The Good Deeds Day 2nd Africa Regional Conference is dedicated to marketing their sponsors to ensure optimal benefits for both parties. The conference will assist activating your sponsorship in an innovative and creative way. All packages can be tailored to your specific needs.

We look forward to forming a great business partnership with you. Please contact us if you want to know how you can become involved and what we can do for you.

Meshack Odede

Chairman – VIO Society

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Fredrick Sadia

Secretary & National Coordinator – VIO Society

Good Deeds Day Kenya Representative

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Explore: [Good Deeds Day 2nd Africa Regional Conference Website](#) | **Download:** [Good Deeds Day 2nd Africa Regional Conference Agenda](#)

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Exhibition Booth	•	•	•	•	•	•	•	•	•	
Corporate Items in Conference Bags	•	•	•	•	•	•	•			
Logo on Conference presentation materials template	•	•	•							
Presentation & Branding during Welcome Cocktail	•	•							•	
Breakout speaker opportunity	•	•	•							
Presentation & Branding during Gala Dinner	•						•	•		
Official recognition during the Conference	•	•	•	•	•	•	•	•	•	•
Post Conference Recognition										
Outgoing Press Releases	•	•	•	•	•	•	•			
Company Newsletter	•	•	•	•						
Thank You Email Blast	•	•	•	•						