

KENYA Skills Show 2021

October 27th – 30th 2021

Partnership Prospectus & Sponsorship Kit



About PWG



Established in 2014, the Permanent Working Group (PWG) on Technical and Vocational Education and Training (TVET) is a multi-stakeholder platform that promotes collaboration and provides guidance on implementation of TVET reforms in Kenya and enables sector stakeholders to network and share ideas and strategies.

www.handsonthefuture.org

What is the Kenya Skills Show?

The Hands On The Future Kenya Skills Show is a production of the Permanent Working Group on TVET (PWG). It was conceived to help:

1. Improve the lives of youth by introducing them to career opportunities and pathways;
2. Transform the TVET system to make it more accessible to youth and more relevant to the industry to bridge the skills gap;
3. Tackle unemployment through decent work and economic growth; and
4. Achieve the Government of Kenya's Big Four Agenda.



Vision

Our dream is to grow the Kenya Skills Show into more than just a short event on a periodic basis, but a regular series of events throughout the country and to provide continuous interaction with youth through social media and other communication channels and provide them with customized solutions to help them on their personal career journey while helping our sponsors, exhibitors and other partners to impact the lives of hundreds of thousands of youth throughout the country.

Tentative Dates:

October 27th – 30th 2021

*Subject to Covid19 & Prevailing conditions

Objectives

- To provide a hands-on experience in a safe environment amidst the COVID-19 Pandemic for youth to explore the opportunities in TVET and help them get started on their personal career journey;
- To encourage youth to embrace TVET and have the opportunity to co-create and be involved in the effective development of Kenya's post COVID-19 economic recovery;
- To contribute to the improved perception of TVET among youth, their parents, and the general public;
- Provide a joint venue and audience for certain skills competitions in association with World Skills Kenya.



Intended Impact

FOR YOUTH:

A premier career-building initiative, the Kenya Skills Show will serve as a safe forum to expose and connect youth to diverse opportunities in the TVET sector while trying to address the high unemployment rate in the country and identifying solutions to fill the “skills gap” in the labor market.

FOR SPONSORS, EXHIBITORS & PARTNERS:

The opportunity to reach upwards of 250,000 youth to market training and career opportunities, and other business propositions while contributing to the renaissance of Kenya's TVET sector

Participation Goals

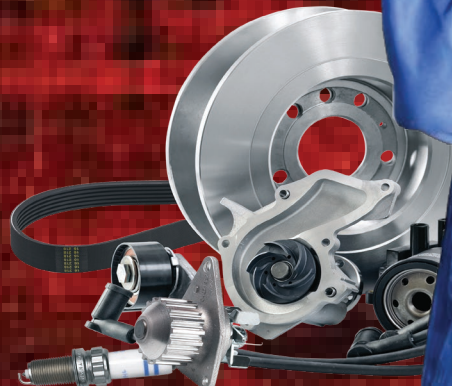
40,000 Target # participants in person throughout 4 days (10,000 per day)

100,000-250,000 Target # online attendees during the 4 days of the event and over 3-6 months

Our Target Audiences?

Consumers

- Out of school youth (recent graduates and dropouts)
- Current secondary and upper primary school students
- Tertiary institution students
- Parents
- Educators(administrators and teachers and Career Masters)



Suppliers

- Public & Private TVET Institutions (VTs, TVETS, COEs, TTIs, Polytechnics)
- Providers of life skills training opportunities
- Providers of entrepreneurship training opportunities
- Public and private sector employers looking for relevantly skilled youth
- Job Recruiting companies & platforms
- Development Partners



Event Features for 2021

Hands-on exhibits from TVET, Life Skills and entrepreneurship training providers

Career Counseling Station

Seminars and Workshops

Virtual Exhibition Platform

Entertainment

World Skills Kenya Skills Competitions

Fully-digital registration and check-in

Digital data platform for attendee profiles, M&E, and opportunity linkages with PWG Members, Sponsors & Exhibitors

Integrated Social Media Marketing and Interactivity

Volunteer Guides for School Groups

Stand-by Medical Team and Treatment Center

Covid-19 Safety Measures & COVID-19 Safety Team

Opening Ceremonies with VIPs

Media Center

Refreshment area

Shaded rest areas

Toilet facilities

VIP Tent

Exhibitors



Hands-on exhibits to help young people see, touch, hear, taste and smell the opportunities in front of them.

Workshop Manenos



Free seminars and workshops to create an enabling environment about different career sectors, employability and life skills, and navigating the world of self employment.

Career Counselling



Career counselling helps young people to better know and understand themselves and the world of work in order to make informed educational, career and life decisions.

Entertainment



Youth performance artists provide entertainment to Skills Show participants by showcasing their talents and creativity.

Participants



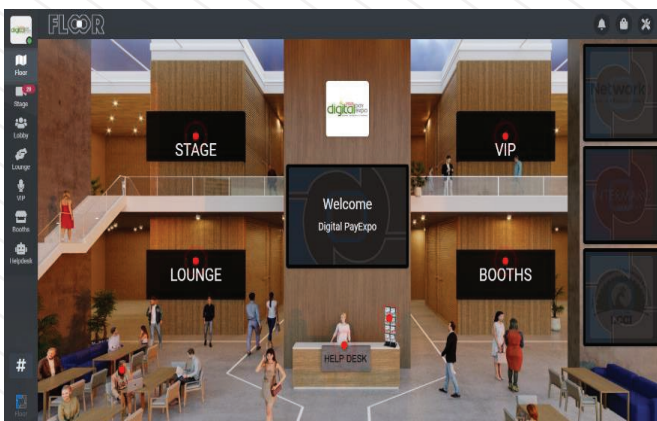
Youths of all ages as well as school groups are welcome to come and explore the world of opportunities on display at the Kenya Skills Show.

Additional Features for 2021



Virtual Platform

- Live and pre-recorded sessions with engagement features
- Exhibitor Marketplace with one-to-one video meeting features
- 6 Months video-on-demand feature and keeping the platform open
- Detailed metrics of users' activities



**Sample screenshot of a virtual platform*

Data Platform

- Registration platform for all attendees
- Exhibitor registration and payments
- Dynamic profile of attendees (opt-in)
- Opportunity data (sponsors, exhibitors, partners)
- Post-event "opportunity" matching engine
- M&E platform for impact assessment of event and initiative
- Data analytics of how youth have been served
- Value addition to PWG, sponsors, exhibitors and partners
- Pre- and Post-event surveys
- Kenya Skills Show digital repository





Working together...
We need your support to help make the Kenya Skills Show a success!

Why you should be involved?

- Be part of Kenya's biggest careers event
- Reach thousands of young people as well as teachers, parents and career guidance professionals
- Big Data linkage (and M&E metrics to youth participants)
- Advertise career opportunities and recruit the best young talent
- Raise the profile of your organization and sector
- Network with over 200 partners and sponsors
- Demonstrate your commitment to re-inventing the TVET sector in Kenya



Opportunities for Partnership

- Become a sponsor
(Financial and/or In-Kind)
- Be an endorsing partner
(for entities which cannot sponsor)
- Showcase your institution with a hands-on exhibition booth
- Provide Seminars/Workshops
- Supply volunteers to help make the event a success
- Co-market the event to youths and schools

Sponsorship Packages



**Premiere
Flagship**

20,000,000/-

Only 1 package available with tremendous co-branding opportunities!



**Diamond
Category**

10,000,000/-



**Platinum
Category**

5,000,000/-



**Gold
Category**

2,500,000/-

Limited number of packages available. Book soon!



**Silver
Category**

1,000,000/-



**Bronze
Category**

500,000/-



**Quartz
Category**

250,000/-

Unlimited number of packages available

Sponsorship Benefits

	FLAGSHIP SPONSOR (20M)	DIAMOND (10M)	PLATINUM (5M)
Recognition Level	Recognition as the main title sponsor in all pre- / in- / and post-event marketing materials and media advertising (pending print deadlines), and all corporate communications	Recognition as DIAMOND sponsor in all pre- in-and post event marketing materials and media advertising (pending print deadlines)	Recognition as a platinum partner in all pre-in-and post event marketing materials and media advertising (pending print deadlines)
Exhibition Space	Level A+ Premium exhibition package in premium location with virtual booth	Level A Premium exhibition package in premium location with virtual booth	Level B exhibition package in priority location with virtual booth
Media Releases	Prominent mention as Flagship Sponsor in event media releases and prominent mention in the post event documentary highlighting key aspects of the Show	Mention as Diamond sponsor in event media releases including the post event documentary highlighting key aspects of the Show	Mention as Platinum sponsor in event media releases including the post event documentary highlighting key aspects of the Show
Website	Prominent Banner on the PWG website as the FLAGSHIP event sponsor including hyperlink to your homepage.	Recognition on the PWG website as the DIAMOND event sponsor including hyperlink to your homepage.	Recognition on the PWG website as a PLATINUM event sponsor including hyperlink to your homepage.
Social Media	Recognition on all PWG Social Media accounts as the Flagship Sponsor	Recognition on all PWG Social Media accounts as the Diamond Sponsor	Recognition on all PWG Social Media accounts as a PLATINUM Sponsor
Speaking Opportunity	Keynote speaking address at the opening ceremony with other GOK Officials	Prominent Speaking opportunity at the opening ceremony	Speaking opportunity at the opening ceremony
Business Listing	Featured business listing on the KSS website including logo, contact details, hyperlinks to company website and social media account and a one page organization overview	Business listing on the KSS website including logo, contact details, hyperlinks to website and social media and a 3/4 page organization overview	Business listing on the KSS website including logo, contact details and a half page organization overview
Branding the Entrance	Prominent branding in the registration areas and key entrances	2nd Tier branding in the registration areas and key entrances	Platinum Branding placement in designated areas
Event Branding at Venue	Premier logo position in all event sponsor signage and documentation	Diamond logo position in all event sponsor signage and documentation	Platinum logo position in all event sponsor signage and documentation
Signage Branding at Venue	Prominent logo placement in signage boards at the venue	Diamond logo placement in signage boards at the venue with 2nd level recurrence with video ad option	Diamond logo placement in signage boards at the venue with 2nd level recurrence and video ad option
Digital Branding at Venue	Prominent Ads placement on LED screens throughout exhibition area and large screens with top level recurrence of upto 25 seconds videos	Diamond Ads placement on the large screens at exhibition area with second level recurrence of upto 20 seconds videos	PLATINUM Ads placement on the large screens at exhibition area with third level recurrence with upto 15 seconds videos
Virtual Event Branding	Prominent banners on every location including the event login page, ticketing, main stage, lounges and premier exhibition room, live stream and recordings	Diamond banners on the event log in page, ticketing / registration, main stage, lounges and meeting rooms and diamond exhibition room, live stream and recordings	Platinum banners on ticketing / registration, main stage, lounges and meeting rooms and platinum exhibition room
Print Advert in KSS Program/Report	One page print Ad in the Kenya Skills Show 2021 visitors program and/or Kenya Skills Show 2021 Report (camera-ready artwork to be provided by Sponsor)	One page print Ad in the Kenya Skills Show 2021 visitors program and report	Half page Ad insertion in the Kenya Skills Show 2021 visitors program
Data Analytics	Access to custom dashboard with full data analytics and impact assessments	Access to custom dashboard with highlighted data analytics and impact assesment	Access to custom dashboard with highlighted data analytics and impact assesment
VIP Tent	10 Representatives	5 Representatives	3 Representatives
Event Launch	Participate in the Ribbon Cutting Ceremony and be included in the photos and videos	Participate in the Ribbon Cutting Ceremony and be included in the photos and videos	N/A
Opening Ceremony Stage Presence	1 Representative	1 Representative	1 Representative
TV/Radio Ad Mentions	Yes	Yes	N/A
Brand Promotion	Opportunity to provide registration staff, volunteers and exhibitors with branded T-Shirts/caps/polo shirts to wear and branding flags throughout venue	Opportunity to provide registration staff, volunteers and exhibitors with co-branded T-Shirts/caps/polo shirts to wear	N/A
Digital Marketing Opportunity	"Premier social media banners and mentions on all Kenya Skills Show social media accounts; Premier mention on interactive videos and modelling shots."	Diamond mentions on all Kenya Skills Show social media accounts, interactive videos and modelling shots, banner ads on Google Display Network, all email marketing communications and Diamond banner on the Kenya Skills Show website for 6 months	Platinum social media banners on all Kenya Skills Show social media accounts, platinum banner ads on Google Display Network, all email marketing communications and Platinum banner on the Kenya Skills Show website for 6 months
Special mentions by Emcee	Minimum of 10 per day	Minimum of 7 per day	Minimum of 5 per day

All sponsorship benefits are open to discussion. We welcome your proposals!

Sponsorship Benefits

	GOLD (2.5M)	SILVER (1M)	BRONZE (500K)	QUARTZ (250K)
Recognition Level	Recognition as a GOLD partner in all pre-in-and post event marketing materials and media advertising (pending print deadlines)	Recognition as a SILVER partner in all pre-in-and post event marketing materials and media advertising (pending print deadlines)	Recognition as a BRONZE partner in all pre-in-and post event marketing materials and media advertising (pending print deadlines)	Recognition as a QUARTZ partner in all pre-in-and post event marketing materials and media advertising (pending print deadlines)
Exhibition Space	Level B exhibition package in priority location with virtual booth	Level C Exhibition package with virtual booth	Level D Exhibition package with virtual booth	Level D Exhibition package with virtual booth
Media Releases	Mention as GOLD sponsor in event media releases	Mention as SILVER sponsor in event media releases	Mention as BRONZE sponsor in event media releases	Mention as QUARTZ sponsor in event media releases
Website	Recognition on the PWG website as a GOLD event sponsor including hyperlink back to your homepage	Recognition on the PWG website as a SILVER event sponsor including hyperlink back to your homepage	Recognition on the PWG website as a BRONZE event sponsor including hyperlink back to your homepage	Recognition on the PWG website as a QUARTZ event sponsor including hyperlink back to your homepage
Social Media	Recognition on all PWG Social Media accounts as a Gold Sponsor	Recognition on all PWG Social Media accounts as a Silver Sponsor	Recognition on all PWG Social Media accounts as a Bronze Sponsor	Recognition on all PWG Social Media accounts as a QUARTZ Sponsor
Speaking Opportunity				
Business Listing	Business listing on the KSS website including logo, contact details and a 50 word organization overview	Business listing on the KSS website including logo, contact details and a 40 word organization overview	Business listing on the KSS website including logo, contact details and a 30 word organization overview	Business listing on the KSS website including logo, contact details and a 30 word organization overview
Branding the Entrance	Gold Branding placement in designated areas	Silver Branding placement in designated areas	Bronze Branding placement in designated areas	Quartz Branding placement in designated areas
Event Branding at Venue	Gold logo placement in selected digital branding and signage boards at the venue	Silver logo placement in selected digital branding and signage boards at the venue	Bronze logo placement in branding and signage boards at the venue	Quartz logo placement in branding and signage boards at the venue
Signage Branding at Venue	Diamond logo placement in signage boards at the venue with 3rd level recurrence with video ad option	Silver logo placement in signage boards at the venue with 4th level recurrence	Bronze logo placement in signage boards at the venue with 5th level recurrence	Quartz logo placement in signage boards at the venue with 5th level recurrence
Digital Branding at Venue	Gold Ads placement on the large screens at exhibition area with GOLD level recurrence with upto 10 seconds videos	Silver Ads placement on the large screens at exhibition area with SILVER level recurrence with upto 5 seconds videos	Bronze Logo placement in digital branding at the venue.	Quartz Logo placement in digital branding and signage boards at the venue.
Virtual Event Branding	Gold banners on ticketing / registration, lounges and meeting rooms and gold exhibition room	Silver banners on lounges, meeting rooms and silver exhibition room	Bronze banners on meeting rooms and silver exhibition room	Quartz banners on meeting rooms silver exhibition room
Print Advert in KSS Program/Report	Gold Quarter page Ad insertion in the Kenya Skills Show 2021 visitors program	Silver Quarter page Ad insertion in the Kenya Skills Show 2021 visitors program	Bronze Strip Ad insertion in the Kenya Skills Show 2021 visitors program	Strip Ad insertion in the Kenya Skills Show 2021 visitors program
Data Analytics	Access to custom dashboard with highlighted data analytics and impact assesment	Access to custom dashboard with general data analytics and impact assesment	Access to custom dashboard with general data analytics and impact assesment	Access to custom dashboard with general data analytics and impact assesment
VIP Tent	3 Representatives	2 Representatives	2 Representatives	1 Representative
Event Launch	N/A	N/A	N/A	N/A
Opening Ceremony Stage Presence	N/A	N/A	N/A	N/A
TV/Radio Ad Mentions	N/A	N/A	N/A	N/A
Brand Promotion	N/A	N/A	N/A	N/A
Digital Marketing Opportunity	Gold mention on all email marketing communications and Gold banner on the Kenya Skills Show website for 6 months	Silver mention on all email marketing communications and Silver banner on the Kenya Skills Show website for 6 months	Bronze banner on the Kenya Skills Show website for 6 months	Quartz banner on the Kenya Skills Show website for 6 months
Special mentions by Emcee	Minimum of 3 per day	Minimum of 3 per day	Minimum of 2 per day	Minimum of 2 per day

All sponsorship benefits are open to discussion. We welcome your proposals!

How to reach us?

For more information on the sponsorship opportunities and benefits, please contact us:

Kevin Doyle,
Executive Director
Tel: 0763 555 243

skillsshow@handsonthefuture.org



www.facebook.com/KenyaSkillsShow



www.instagram.com/kenyaskillsshow



[@KenyaSkillsShow](https://twitter.com/KenyaSkillsShow)



www.youtube.com/channel/UCJt270BSLzUVO6YsuHM_7IQ

Covid-19 Safety Measures

Due to the ongoing COVID-19 Pandemic, the Kenya Skills Show 2021 will take extraordinary measures to ensure that all Government of Kenya and WHO prevention and control protocols are implemented, including:

- Venue location selection and setup features to allow for social distancing and avoid overcrowding
- Mandatory Mask Wearing for all participants
- Temperature screening as part of the registration/ check-in
- Hand washing station at point of entrance
- Sanitizing stations within the event grounds
- COVID-19 Safety Personnel
- An online virtual platform with the show's content and exhibition booths will be created to give access to event attendees who are unable to attend physically
- High-level coordination with the Ministry of Health





PWVG Permanent
Working
Group
on TVET

The Kenya Skills
Show 2021
is organised by



Institute for Research
& Policy Alternatives