

## OFFICE OF THE VICE-CHANCELLOR

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### AGRIBUSINESS TRADE FAIR, 2026

### SPONSORS' BENEFITS AND PRIVILEGES

There are **Six (6)** categories for you to choose for your sponsorship in the Agri-business Trade Fair. The benefits will be pre, during, and post-trade fair.

#### Premium Sponsors

**Above Kshs., 2,000,000**

- Recognition of the organization's logo in all advertisements (media, fliers, banners, website)
- Strategic placement of sponsor's branding materials during the trade fair
- Invitation to the Vice-Chancellors' reception
- Invitation to the Vice-Chancellors' dinner - **10 representatives**
- Executive lunches and teas with the council and Vice chancellor-**3 representatives**
- Access to the **executive meeting room**
- Lunch for **8 guests** per day
- Strategic positioning of the sponsor's tent in the arena
- Provision of a **200 seater** exhibition tent to display company products and services (company to do own branding)
- **15 demonstration plots** - provision of demonstration plots to be used to showcase products offered by the company. Additional plots will be provided at **Kshs 5,000/-** per plot.

#### Diamond Sponsors

**Above Kshs.1, 2,000,000**

- Recognition of the organization's logo in all advertisements (media, fliers, banners, website)
- Strategic placement of sponsor's branding materials during the trade fair

- Invitation to the Vice-Chancellors' reception
- Invitation to the Vice-Chancellors' dinner- **7 representatives**
- Executive lunches and teas with the council and Vice chancellor-**2 representatives**
- Access to the **executive meeting room**
- Lunch for **7 guests** per day
- Strategic positioning of the sponsor's tent in the arena
- Provision of a **150 seater** exhibition tent to display company products and services (company to do own branding)
- **12 demonstration plots** - provision of demonstration plots to be used to showcase products offered by the company. Additional plots will be provided at **Kshs 5,000/-** per plot.

### Platinum Sponsors

**Above Kshs.1,000,000**

- Recognition of the organization's logo in all advertisements (media, fliers, banners, website)
- Strategic placement of sponsor's branding materials during the trade fair
- Invitation to the Vice-Chancellors' reception
- Invitation to the Vice-Chancellors' dinner- **6 representatives**
- Executive lunches and teas with the council and Vice chancellor-**1 representative**
- Access to the **executive meeting room**
- Lunch for **6 guests** per day
- Strategic positioning of the sponsor's tent in the arena
- Provision of a **150 seater** exhibition tent to display company products and services (company to do own branding)
- **10 demonstration plots** - provision of demonstration plots to be used to showcase products offered by the company. Additional plots will be provided at **Kshs 5,000/-** per plot.

### Gold Sponsors

**Kshs. 500,000**

- Recognition of the organization's logo in all advertisements (media, fliers, banners, website)
- Strategic placement of sponsor's branding materials during the trade fair
- Invitation to the Vice-Chancellors' reception
- Invitation to the Vice-Chancellors' dinner- **5 representatives**
- Lunch for **5 guests** per day



- Strategic positioning of the sponsor's tent in the arena
- Provision of a **100 seater** exhibition tent to display company products and services (company to do own branding)
- **7 demonstration plots** – provision of demonstration plots to be used to showcase products offered by the company. Additional plots will be provided at **Kshs 5,000/-** per plot.

### Silver Sponsors

**Kshs. 250,000**

- Recognition of the organization's logo in all advertisements (media, fliers, banners, website)
- Strategic placement of sponsor's branding materials during the trade fair
- Invitation to the Vice-Chancellors' reception
- Invitation to the Vice-Chancellors' dinner- **4 representatives**
- Lunch for **4 guests** per day
- Strategic positioning of the sponsor's tent in the arena
- Provision of a **100 seater** exhibition tent to display company products and services (company to do own branding)
- **5 demonstration plots** – provision of demonstration plots to be used to showcase products offered by the company. Additional plots will be provided at **Kshs 5,000/-** per plot.

### Bronze Sponsors

**Kshs. 150,000**

- Recognition of the organization's logo in all advertisements (media, fliers, banners, website)
- Strategic placement of sponsor's branding materials during the trade fair
- Invitation to the Vice-Chancellors' reception
- Invitation to the Vice-Chancellors' dinner- **3 representatives**
- Lunch for **3 guests** per day
- Strategic positioning of the sponsor's tent in the arena
- Provision of a **100 seater** exhibition tent to display company products and services (company to do own branding)
- **3 demonstration plots** – provision of demonstration plots to be used to showcase products offered by the company. Additional plots will be provided at **Kshs 5,000/-** per plot.

### Highlights:

- Agritech Talks (Youth in Agribusiness and Climate Smart Farming).
- Large Scale Farmers Forum.
- County Agriculture, Livestock and Fisheries CEC's and CO's Forum with UOE Agriculture and Fisheries Professors.
- North Rift Economic Block (NOREB) and Lake Victoria Basin Economic Bloc (LREB) Exhibition.
- Farm Input Suppliers e.g. Seed, Fertilizers, Chemicals.
- Fish Farming and Crop Demonstration Plots.
- Grain Handling and Processing.
- Farm Machinery and Equipment Suppliers.
- Livestock Exhibition and Dairy Equipment Suppliers.
- Service Providers; Banks, Insurance, Colleges and Universities.
- Animal Auction and Sale.
- Ploughing Contest.
- Animal Auction and Sales.
- Opportunities at the County Governments.

## Opportunities:

- Networking opportunities – forum to meet with stakeholders' in the agribusiness trade chain (both suppliers and purchasers)
- Opportunity to reach the targeted event visitors (farmers and interested stakeholders).
- To reach a wider audience, the event will be Streamed Live (Online) on our YouTube channel.
- Enhance the company's visibility in the North Rift and Lake regions.
- Enhance the company's image as well as products and services.
- Create awareness of the company's interest in supporting the agribusiness trade.
- Opportunity to train your potential customers on the use of your products and services. Companies will have the opportunity to conduct online trainings.
- Perfect business environment to interact, establish linkages and get feedback from your consumers on your products and services.
- An appropriate environment to launch new products and services to your consumers.
- Stakeholders open forum where the industry and exhibitors will engage the wider society.

