





**NAIROBI
LEGAL AWARDS
TRUST**





PARTNERS' BENEFITS PACKAGES *for the* **NAIROBI LEGAL AWARDS' ENDOWMENT FUND** **(2023 Edition)**



The Nairobi Legal Awards' Annual Gala Dinner brings together over **500 Lawyers, Law Firms and Organizations** each year. Our other mentorship programmes- **the Women's Soiree, the In- House Counsel Caucus, and the Advocates' Barbecue** equally attracts a crowd of the same number. This bears potential to expose our Partners' brands to an elite audience, making us a lucrative partner from a business development/marketing perspective. We understand the importance of your support in making the Nairobi Legal Awards programme successful and impactful. We are open to developing customized packages and put together something more bespoke in order to meet your specific marketing objectives. Please feel free to reach out to the Secretariat team to explore personalized options.

The NLA Endowment Fund is a collective and inclusive model that creates a platform for individuals, groups and organizations to fundraise and mobilize resources to support the vision, mission and objectives of the Nairobi Legal Awards Programme. This year, we target to fundraise **KShs. 7,000,000.00**, which shall be apportioned equally for direct use and investment in a revolving fund. We encourage partners to make additional complimentary contribution to the NLA Endowment Fund. Depending on the level of your sponsorship, we offer a range of benefits designed to maximize your exposure and engagement:

SPONSOR	PRE-EVENTS	ON THE DAY OF EVENT	POST-EVENTS
 <p>PLATINUM PARTNER</p> <p><i>(Exclusive Headline Sponsor)</i></p> <p>KSHS.1,500,000 AND ABOVE</p>	<ul style="list-style-type: none"> • Prominent recognition as the Headline Sponsor in event promotional materials, including press releases, marketing collateral and event signage; • Announcement of the Partnership on Social - media & emails to attendees; • Full page advertisement on a prominent page of the events program and the NLA Citations. Booklet 	<ul style="list-style-type: none"> • Logo & promotional video placement on the events main backdrop, LED screen and podium; • Prime positioning of 4 of your organization's roll-up banners • 1 complimentary seat at the head table with the Chief Guests and two other regular seats • Promotional items to be included in the guests' and awardees' gift packages; • Up to two A4- sized print items, including but not limited to brochures, booklets, flyers, etc, to be distributed to all attendees at the registration desk; • Acknowledgement of Partnership during the Trust Chair's speech during the opening session; • Opportunity for a representative from your organisation to make a 3 to 5 -minute presentation; 	<ul style="list-style-type: none"> • Acknowledgement of the partner's sponsorship on the NLA Website, digital communications, on - site print graphics and post - event publications. • A 100- word company profile or promotional message to be published on a separate landing page of the NLA Website.
 <p>GOLD PARTNERS</p> <p><i>(Award Category Sponsorship)</i></p> <p>MINIMUM: KSHS 750,000</p>	<ul style="list-style-type: none"> • Recognition as a Gold Partner in event promotional materials, including press releases, marketing collateral and event signage; • Announcement of the Partnership as a Category Sponsor (<i>i.e., the XXX Lawyer of the Year</i>) on Social-media & emails to attendees; • Half-page advertisement on the Event Program Booklet and the NLA Citations Booklet . 	<ul style="list-style-type: none"> • Logo placement on LED Screen & display of a promotional video during program interludes. • 1 complimentary seat at the VIP Section and one other regular seat ; • Promotional items to be included in the gift packages of the Category awardees. • Prime positioning of 3 of your organization's roll-up banners. • Acknowledgement of Partnership by the event MC; • A single, A4 sized promotional print item, <i>i.e., flyers, brochures, etc.</i> to be distributed to all attendees on the registration desk; 	<ul style="list-style-type: none"> • Acknowledgement of the partner's sponsorship on the NLA Website, digital communications, on - site print graphics and post- event publications. • A 50-word company profile or promotional message to be published on the sponsors' section of the NLA Website

 <p>SILVER PARTNERS</p> <p>MINIMUM: KSHS. 300,000</p>	<ul style="list-style-type: none"> • Recognition as a Silver Partner in event promotional materials, including press releases, marketing collateral and event signage; • Quarter-page advertisement on Events Program Booklet and the NLA Citations Booklet. 	<ul style="list-style-type: none"> • Logo placement on LED Screen & display of a promotional video during program interludes. • 1 complimentary seat at a preferred regular table; • Promotional items to be included in the gift packages of the guests . • Prime positioning of 2 of your organization’s broad-based banners; • Acknowledgement of Partnership during the Sponsors recognition section of the programme 	<ul style="list-style-type: none"> • Acknowledgement of the partner’s sponsorship on the NLA Website, digital communications, on - site print graphics and post - event publications. • Logo & name to be published on the sponsors’ section of the NLA Website.
 <p>ESTEEMED PARTNERS</p> <p>MINIMUM: KSHS. 100,000</p>	<ul style="list-style-type: none"> • Logo and acknowledgement in the Events Program Booklet and the NLA Citations Booklet. • An Eighth-page advertisement on Events Program Booklet and the NLA Citations Booklet. 	<ul style="list-style-type: none"> • Logo Placement on the LED Screen ; • Up to 20% discount on the cost of a maximum of three (3) individual tickets during the Gala Night; • positioning of 1 of your organization’s broad - based banners; • Acknowledgement of Partnership during the Sponsors recognition section of the programme 	<ul style="list-style-type: none"> • Acknowledgement of the partner’s sponsorship on the NLA Website, any digital communications, on - site print graphics and post- event publications. • Logo & name to be published on the sponsors’ section of the NLA Website.
 <p>VALUED PARTNERS</p> <p>MINIMUM: KSHS. 50,000</p>	<ul style="list-style-type: none"> • Logo placement on the Events Programme and NLA Citations Booklet. 	<ul style="list-style-type: none"> • Acknowledgement of Partners’ Sponsorship during the Sponsors’ Recognition section of the programme; • Up to 20% discount on the cost of a maximum of one (1) individual ticket during the Gala Night; 	<ul style="list-style-type: none"> • Logo & name to be published on the sponsors’ section of the NLA Website
 <p>PARTNERS</p> <p>MINIMUM KSHS.10,000.00 & IN-KIND CONTRIBUTIONS</p>	<ul style="list-style-type: none"> • Logo placement on the Events Programme. 	<ul style="list-style-type: none"> • Acknowledgement of Partners’ Sponsorship during the Sponsors’ Recognition section of the programme; 	

Your partnership with the Nairobi Legal Awards is not just an investment in the event but also in the legal community and the future of the legal profession. We look forward to the opportunity to collaborate and make this year’s awards cycle and NLA programmes and events- including the Gala Dinner and Awards Ceremony- an outstanding success. For inquiries and to confirm your sponsorship, please contact the NLA Secretariat at nairobilegalawards@gmail.com or **+254202145300**.