






# NAIROBI LEGAL AWARDS TRUST

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## PARTNERSHIP BENEFITS PACKAGES FOR NAIROBI LEGAL AWARDS 2022

SPONSOR	PRE-AWARDS	ON THE GALA NIGHT	POST-AWARDS
 <p><b>Platinum Partner</b> (Exclusive Headline Sponsor) Minimum: <b>KShs.1,500,000</b></p>	<ul style="list-style-type: none"> <li>▶ Company logo and credits in all events promotion;</li> <li>▶ The company logo, 100-word profile and web link on the NLA website and the Weekly Branch Newsletter to be sent from the date of Launch of Awards to the Gala Night to about 7,000 Lawyers;</li> <li>▶ Company name &amp; logo will be included in the extensive advertisement and online campaigns running throughout the year; and</li> <li>▶ Events invitations will be jointly branded between the NLA and the Platinum Partner</li> </ul>	<ul style="list-style-type: none"> <li>▶ Company representative to present two high profile awards on the gala night;</li> <li>▶ Three (3) free attendee tickets situate on different VIP corporate tables to facilitate networking;</li> <li>▶ Company profile &amp; short video ad to play in the sponsor loop on LED screens, on the banners and credits in script;</li> <li>▶ Short welcome speech by company representative during events;</li> <li>▶ Company logo featured during sponsorship categories;</li> <li>▶ Logo, company description and credits in awards program distributed to all guests;</li> <li>▶ Up to 10% discount on the cost of tickets for corporate tables; and</li> <li>▶ The chance to populate gift packages presented to winners and guests of all categories with company branded merchandise.</li> </ul>	<ul style="list-style-type: none"> <li>▶ Permission to use NLA 2021 logo, name &amp; brand on any promotional literature created by the sponsoring company;</li> <li>▶ Listed as the Headline sponsor through all post-event editorials including the Newspaper Supplement; and</li> <li>▶ Listing in the special mailing list in order to receive new and updates in legal excellence</li> </ul>
 <p><b>Gold Partner</b> (Award Category Sponsorship) Minimum: <b>KShs.750,000</b></p>	<ul style="list-style-type: none"> <li>▶ Being listed as a sponsor of the specific category throughout the marketing campaign, nominations &amp; assessments of nominees in the category;</li> <li>▶ Company name, 50- word profile &amp; logo will be included in the extensive advertising and online campaigns;</li> <li>▶ Company logo and web link on the NLA website and the Weekly Branch Newsletter to be sent from the date of Launch of Awards to the Gala Night to about 7,000 Lawyers.</li> </ul>	<ul style="list-style-type: none"> <li>▶ A Company representative to present the Award to the winners of the Sponsored category;</li> <li>▶ Two (2) free attendee tickets situate on different corporate tables to facilitate networking;</li> <li>▶ Company to be formally recognized in the sponsors' section;</li> <li>▶ Company logo, description and credits in awards program distributed to all guests;</li> <li>▶ Up to 10% discount on the cost of tickets for VIP corporate tables;</li> <li>▶ Company logo to be displayed on the LED Screen &amp; banners at all NLA events; and</li> <li>▶ The chance to populate gift packages presented to winners of the <b>sponsored category</b> with company branded merchandise.</li> </ul>	<ul style="list-style-type: none"> <li>▶ Permission to use NLA 2021 logo, name &amp; brand on any promotional literature created by the sponsoring company;</li> <li>▶ Listed as the Category sponsor through all post-event editorials including the Newspaper Supplement; and</li> <li>▶ Listing in the special mailing list in order to receive new and updates in legal excellence</li> </ul>
 <p><b>Silver Partner</b> (Award Category Sponsorship) Minimum: <b>KShs.300,000</b></p>	<ul style="list-style-type: none"> <li>▶ Company name, &amp; logo will be included in the extensive advertising and online campaigns;</li> <li>▶ Company name, logo and web link on the NLA Website and Social Media pages, and the Weekly Newsletter to be sent to about 7,000 Lawyers</li> </ul>	<ul style="list-style-type: none"> <li>▶ One (1) free attendee ticket for the Company representative;</li> <li>▶ Company name &amp; logo to be displayed on the LED Screen &amp; banners at all NLA events;</li> <li>▶ Company to be formally recognized in the sponsors' section;</li> <li>▶ Up to 10% discount on the cost of tickets for ordinary corporate tables;</li> <li>▶ The chance to donate branded merchandise to the gift packages presented to Awardees and/or Guests during NLA events</li> </ul>	<ul style="list-style-type: none"> <li>▶ Permission to use NLA 2021 logo, name &amp; brand on any promotional literature created by the sponsoring company;</li> <li>▶ Listed as sponsor through all post-event editorials; and</li> <li>▶ Listing in the special mailing list in order to receive new and updates in legal excellence legal excellence</li> </ul>







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SPONSOR	PRE-AWARDS	ON THE GALA NIGHT	POST-AWARDS
 <p><b>Esteemed Partners</b></p> <p>Minimum: <b>KShs.100,000</b></p>	<ul style="list-style-type: none"> <li>▶ Company name, &amp; logo will be included in the extensive advertising and online campaigns;</li> <li>▶ Company name, logo and web link on the NLA Website and Social Media pages, and the Weekly Newsletter to be sent to about 7,000 Lawyers</li> </ul>	<ul style="list-style-type: none"> <li>▶ Company name &amp; logo to be displayed on the LED Screen &amp; banners at all NLA events;</li> <li>▶ Company to be formally recognized in the sponsors' section;</li> <li>▶ Up to 5% discount on the cost of tickets for ordinary corporate tables during the Gala Night;</li> </ul>	<ul style="list-style-type: none"> <li>▶ Listed as one of the sponsors through all post-event editorials including the Newspaper Supplement; and</li> <li>▶ Listing in the special mailing list in order to receive new and updates in legal excellence legal excellence</li> </ul>
 <p><b>Valued Partners</b></p> <p>Minimum: <b>KShs.50,000</b></p>	<ul style="list-style-type: none"> <li>▶ Company name, logo &amp; web link on NLA website and the Weekly Branch Newsletter to be sent to about 7,000 Lawyers.</li> </ul>	<ul style="list-style-type: none"> <li>▶ Company name &amp; logo to be displayed on the LED Screen in all NLA events;</li> <li>▶ Company to be formally recognized in the sponsors' section;</li> <li>▶ Up to 10% discount on the cost of a maximum of three (3) individual tickets during the Gala Night;</li> </ul>	<ul style="list-style-type: none"> <li>▶ Listed as a sponsor through all post-event editorials.</li> <li>▶ Listing in the special mailing list in order to receive new and updates in legal excellence legal excellence</li> </ul>
 <p><b>Partners</b></p> <p>Minimum: <b>KShs.10,000</b></p>	<ul style="list-style-type: none"> <li>▶ Company name, logo &amp; web link on NLA website and the Weekly Branch Newsletter to be sent to about 7,000 Lawyers.</li> </ul>	<ul style="list-style-type: none"> <li>▶ Company logo in sponsor loop on screen throughout the evening and credits in script;</li> <li>▶ Company to be formally recognized in the sponsors' section;</li> <li>▶ Up to 10% discount on the cost of a maximum of one (1) individual ticket during the Gala Night;</li> </ul>	<ul style="list-style-type: none"> <li>▶ Listed as a sponsor through all post-event editorials.</li> <li>▶ Listing in the special mailing list in order to receive new and updates in legal excellence legal excellence</li> </ul>
 <p><b>Other Contributions</b></p> <p><b>Below KShs. 10,000 &amp; In-Kind Contributions</b></p>	<ul style="list-style-type: none"> <li>▶ Company name, logo &amp; web link on NLA website and the Weekly Branch Newsletter to be sent to about 7,000 Lawyers.</li> </ul>	<ul style="list-style-type: none"> <li>▶ Up to 5% discount on the cost of a maximum of one (1) individual ticket during the Gala Night;</li> </ul>	<ul style="list-style-type: none"> <li>▶ Listing in the special mailing list in order to receive new and updates in legal excellence legal excellence</li> </ul>