



THE KENYA INSTITUTE OF PLANNERS

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SPONSORSHIP PACKAGE DOCUMENT:

*THE 19TH ANNUAL PLANNERS REGIONAL CONVENTION ON TRANSFORMATIVE
PLANNING FOR PEOPLE, LAND AND COUNTRY: STRENGTHENING LAND GOVERNANCE,
FOOD SYSTEMS AND CLIMATE RESILIENCE THROUGH INCLUSIVE DEVELOPMENT
PLANNING*

Kenya Institute of Planners (KIP) is the premiere umbrella body for professional Planners in Kenya. In addition to the institutional goal of promoting planning practice and advancing the welfare of planners in Kenya, the Institute's broader mission is **To Make Kenya a Planning Society** by fostering awareness among the general public on the role of planning in engendering sustainable development.

THE CONVENTION

The 19th Annual Planners Regional Convention is organized by the Kenya Institute of Planners (KIP) in partnership with the Council of Governors (COG), Ministries, Departments, and Agencies (MDAs), among other partners.

Kenya Institute of Planners successfully hosted the 18th Annual Planners Convention on November 25th to November 29th 2024, which focused on the theme, "Planning Towards Sustainable Food Systems and Ecosystems Management: Realizing a Food Secure and Productive Nation". The convention generated 14 broad resolutions towards achievement of a food secure nation.

As part of the build-up to the 19th Annual Planners Regional Convention set for 10th to 14th November 2025, KIP, FAO, COG and the above partners will host a three-day Kilifi County Land Clinic from 4th to 6th November 2025. This activity, under the broader Counties Dialogue on Land Use Planning and Land Governance program, is designed to deepen grassroots engagement and strengthen technical capacity on critical land governance issues in Kilifi County. It exemplifies the convention's commitment to bridging national and regional policy with local practice and will generate real-time insights to shape the convention's discussions and resolutions.

CONVENTION FORMAT

The convention will have the following features:

1. Plenary Sessions that will focus on thematic areas of the convention
2. Panel Discussions
3. Knowledge Café - Open discussions on a topic of mutual interests aimed to surface collective knowledge, and facilitate sharing of experiences, ideas and insights.
4. Sessions with oral presentations.
5. Networking Sessions
6. Side Events
7. Gala Dinner
8. Exhibitions booths
9. Scenic Tours

HOW CAN ONE BE PART OF THE CONVENTION?

1. Co-host
2. Sponsor
3. Exhibitor
4. Delegate

BENEFITS OF BEING PART OF THE CONVENTION

The convention will offer:

1. An opportunity for your Organization to be part of the journey supporting the planning led interventions to various challenges and opportunities in Kenya..
2. An opportunity to influence policies on the implementation new planning horizons.
3. Continuous Professional Development Points.
4. Round table meetings with key policy makers and implimentors.
5. An opportunity to build and reinforce strategic relationships among different stakeholders in agriculture sector.
6. Time to interact with stakeholders, peers and Multi-Agencies.
7. An opportunity to present the latest innovations, new products, and services to a pertinent audience and showcase your expertise and capabilities.

CONVENTION BENEFITS (CONVENTION PARTNERSHIPS)

KIP invites stakeholders and partners to be part of the convention through the following sponsorship opportunities:

1. Hosted Lunches and Gala Dinner

The Platinum, Gold plus Partners and Gold will have an opportunity to host the delegates for specified number of themed lunches and dinners. This will offer:

- Exclusive branding of the lunch venue
- Determine the look and feel
- Provide delegates with Welcome packs
- Speaking opportunity before the lunch is served

2. Venue Branding

The convention will provide partners with branding opportunities:

- Plenary hall branding
- Convention grounds in the hosting hotel
- Convention collateral

3. Speaking Opportunity

Platinum sponsor will have an opportunity to screen a 5 minute documentary or speaking opportunity at the convention plenary.

4. Exhibition

The convention will provide partners with an exhibition opportunity.

Partners will have the opportunity to:

- Design and build their stands
- Brand their stand
- Create meeting areas

SPONSORSHIP PACKAGES

1. Platinum Sponsor - KES 3,000,000

- Sponsor delegates 15 pax in the convention
- Two Lunch hosting.
- Two round table meetings (with the Regional, National Government and County Governments target Ministries and Executives representatives)
- Convention dinner sponsor.
- Hosting half day breakout session on one thematic area.
- Speaking opportunity in the convention.
- Right to brand in corporate colors: 6 roll-up banners.
- Host day 2 Lunch/Cocktail with speaking opportunity.
- 3 Exhibition booths (3x3M)
- Media mention on all promotional materials
- One Logo in the convention banner

2. Gold Plus Sponsor - KShs 2,000,000

- Sponsor delegates 10 pax in the convention
- One lunch hosting in the convention
- Convention dinner sponsor.
- Hosting half day breakout session on one thematic area.
- Speaking opportunity in the convention
- Right to brand in corporate colors: 6 roll-up banners.
- Host day 2 Lunch/Cocktail with speaking opportunity in each of the 2 conventions.
- 3 Exhibition booths (3x3M) in the convention
- Media mention on all promotional materials
- One Logo in the convention banner

3. Gold Sponsor - KES 1,000,000

- Sponsor delegates 7 pax in the convention
- Speaking opportunity in the convention
- Right to brand in corporate colors: 4 roll-up banners.
- 2 Exhibition booths (3x3M) in the convention
- Media mention on all promotional materials
- One Logo in the convention banner

4. Silver Plus Sponsor - KES 500,000

- Sponsor delegates 5 pax in the convention
- Speaking opportunity in the convention
- Right to brand in corporate colors: 2 roll-up banners.
- 1 Exhibition booths (3x3M) in the convention
- Media mention on some promotional materials
- One Logo in the convention banner

5. Silver Sponsor - KES 300,000

- Sponsor delegates 3 pax in the convention
- Speaking opportunity in the convention
- Right to brand in corporate colors: 1 roll-up banner.
- 1 Exhibition booths (3x3M) in the convention
- Media mention on some promotional materials
- One Logo in the convention banner

6. Exhibition Sponsor - KES 100,000

- One Logo in the convention program exhibitor's page
- 1 Exhibition booths (3x3m)
- 2 pax manning the booth

CONVENTION BUDGET LINE

No.	BUDGET ITEMS	TOTAL COST (KES)
1	DELEGATION & CONFERENCING	9,05,000.00
2	CONVENTION MATERIALS	2,327,400.00
3	MEDIA AND PUBLICITY	1,676,000.00
4	CONVENTION ORGANISING	500,000
5	GALA DINNER AND AWARDS	2,250,000.00