



**KENYA WILDLIFE SERVICE
TO HELL'S GATE ON A WHEELBARROW
CORPORATE TEAM BUILDING CHALLENGE
&
HELL'S GATE LIVE CONCERT 2011**

EVENT PARTNERSHIP PROPOSAL



10TH & 11TH JUNE 2011

HELL'S GATE NATIONAL PARK, NAIVASHA



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About the event

To Hell's Gate on a Wheelbarrow is a fun-filled corporate team building; sporting and adventure getaway event organized by the Kenya Wildlife Service to raise funds for conservation of Kenya's endangered wildlife resources in the Naivasha Conservation Area.

The Naivasha Conservation Area has over 67,000 wild animals, but only 5% of these are enclosed within the protected area of Hell's Gate and Mt. Longonot National Parks. The other 95% of the wild animals roam freely on land belonging to the local communities which is vital for their survival.

However, continued human encroachment and fencing have led to increased cases of human-wildlife conflict resulting in death of many people through animal attacks and a high proliferation of illegal game meat and trophies trade from Naivasha to Nairobi and other regions in Kenya.

Statistics gathered by the KWS research and Biodiversity department shows that more than five people are injured every month while more than 500 are at risk of being killed every day by a wild animal in the Naivasha area.

To Hell's Gate on a wheelbarrow is a platform through which KWS partners with other corporate organizations to raise funds for the construction of a Conservation Education Centre in Hell's Gate National Park. This facility will play a key role in the mobilization and sensitization of over 1 million inhabitants of local communities in the Naivasha area on the importance of protecting and conserving wildlife species, as well as educating them on alternative wildlife enterprise for their economic benefit.

This is a short term measure as we plan to construct an electric fence to secure Hell's Gate and Mt. Longonot National Parks in the future to ensure the safety of residents of Naivasha area and the protection of Kenya's unique endangered wildlife heritage for posterity.

Our Appeal

We wish to appeal to your support for this important event to ensure a mutually beneficial co-existence of communities and wildlife species in the area. Your support as a conservation partner is what keeps us strong in our mandate to manage Kenya's wildlife and world heritage for future generations and posterity.



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The opportunity

Partner with us in this noble cause and benefit through -

- Media publicity opportunities
- Brand exposure to an audience of over 7,000 young people
- Networking opportunities with other corporate leaders
- Product exhibition opportunities
- Team building opportunities for your employees

To Hell's Gate on a Wheelbarrow 2010 Highlights

- Over 50 major partner corporate organizations
- Over 3,000 participants from local communities and other major towns
- Corporate team building and fun activities
- Wild bush party and camping inside Hell's Gate National Park

To Hell's Gate on a Wheelbarrow 2011 will feature;

- Hell's Gate Wheelbarrow race and Corporate Team building challenge
- Hell's Gate Live Music Concert
- Hell's Gate Corporate Expo Village and Craft fair
- Great camping experience
- Kiddies fun village
- Hell's Gate wild treasure Hunt
- All night Wild Bush Party

To Hell's Gate on a Wheelbarrow 2011 race categories;

- Elite race - 7km
- Corporate race - 5km
- Media race -5km
- Children race - 500m
- Schools category - 5km



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TO HELL'S GATE ON A WHEELBARROW RACE CORPORATE SPONSORSHIP OPPORTUNITIES

Platinum 'Giraffe' Sponsor	Kshs. 5,000,000
Official Media Partner	Kshs. 3,000,000
Gold 'Leopard' Sponsor	Kshs. 1,500,000
Silver 'Ostrich' Sponsor	Kshs. 1,250,000
Bronze Sponsor	Kshs. 1,000,000
Kids Fun Partner	Kshs. 800,000
Awards Partner	Kshs. 500,000
Race Track Partners	Kshs. 500,000
Event Thirst Partner	Kshs. 500,000
Event Partners	Kshs. 100,000
Corporate Exhibitors	Kshs. 65,000
Camping partner	

CORPORATE SPONSORSHIP BENEFITS

All benefits are commensurate to sponsor's investment as indicated in the attached branding guide.

- Prominent placement of Logo on All TV, radio, & print ads/PSAs for the event
- Co-branding of event site commensurate to your investment
- Hospitality tent and Expo tent at race and concert venues
- Prime co-branding at the wheelbarrow race course covering 7km
- Brand visibility to over 10,000 young employed attendees at event site
- Brand and products visibility through the Official Event Media Partner's live broadcast to a TV audience of over 15 million viewers in Kenya and across Africa
- Sponsor recognition on Souvenir Book cover distributed to 1000 event attendees
- Sponsor ad color ads in Souvenir Book with premier back cover placement
- Sponsor display in high traffic areas separate from the Expo tent
- Pre- event email blasts to KWS database of over 500 corporate partners
- eFlyers sent to Community, Media, & Promotional Partner lists
- Entry tickets for sponsor representatives
- Race team entries to the wheelbarrow race
- Sponsor recognition on stage during keynotes by the event MC



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THE HELL'S GATE LIVE MUSIC CONCERT

KWS will host a Live Music concert and a wild bush party for the first time at the magnificent Hell's Gate National Park in Naivasha.

The Hell's Gate Live Concert will be held at the *To Hell's Gate on a wheelbarrow* corporate team building event to be held at a 2 night camping festival on 10th and 11th June 2011. The concert and wild bush party will take place on 11th June 2011.

The Hell's Gate concert will be an Afro fusion concert and we expect to host a crowd of between 7,000 to 10,000 fans and more than five performances by some of the best Afro fusion artists in Kenya.

EXCLUSIVE CONCERT SPONSOR:

Responsibilities:

Cater for the full cost of the concert as to be provided in the concert budget breakdown.

Sponsor Benefits:

Advertisement/promotional benefits:

- Concert Exclusivity
- Event name of sponsor's choice in consultation with KWS
- Pres conference announcement and press release with full sponsorship description
- Premier, homepage placement of sponsor's logo and ad on KWS website
- Premier branding in event promos on TV, Radio and newspapers
- Sponsor recognition at not less than three (3) pre-departure promotional events in one or more of the following markets
- Opportunity to feature sponsor messaging on all event publicity
- Other branding opportunities as highlighted on the branding guide
- Other opportunities as may be discussed with KWS



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On-site benefits

- Concert venue branding exclusivity
- Hospitality tent at Concert venue
- Prime Expo tent at the Hell's Gate Expo village
- Prime co-branding at the wheelbarrow race course covering 7km
- Brand visibility to over 10,000 young attendees with disposable income
- Brand and products visibility through the Official Event Media Partner's live broadcast to a TV audience of over 15 million viewers in Kenya and across Africa
- Sponsor recognition on Souvenir Book cover distributed to 1000 event attendees
- Sponsor ad: full page color ad in Souvenir Book with premier back cover placement
- Sponsor display in high traffic areas separate from the Expo tent
- Sponsor recognition by event emcee at the beginning of each on-site event
- Sponsor representative to address attendees at event Opening Ceremony and at one (1) other pre-event function
- VIP seating for eight (8) at event concert
- Four VIP KWS park vouchers to include accommodation



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Come race, camp and party at Hell's Gate National Park!



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TO HELL'S GATE ON A WHEELBARROW 2011
& HELL'S GATE LIVE CONCERT

10th & 11th JUNE 2011

HELL'S GATE NATIONAL PARK, NAIVASHA

BRANDING GUIDELINES



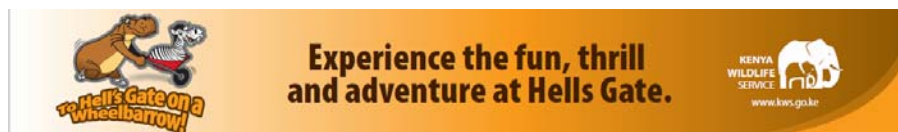
SPONSORSHIP CATEGORY	SPONSORSHIP (Kshs.)	SPONSORS' BENEFITS							
		Expo tent	All Ads	Pre Event	Race Teams	MC Mentions	Banners 1x6m	Banners 1x3m	Tear Drops
Platinum Sponsor	5,000,000	*	*	*	10	*	25	25	20
Gold Sponsor	1,500,000	*	*	*	8	*	15	15	15
Silver Sponsor	1,250,000	*	*	*	7	*	10	10	10
Official Media Partner	AS AGREED	*	*	*	8	*	20	20	20
Bronze Sponsor	1,000,000	*	*	*	6	*	8	8	8
Kids Fun Partner	800,000	*	*	*	5	*	1	1	1
Thirst Partner	500,000	*	*	*	4	*	5	5	5
Awards Partner	In Kind	*	*	*	4	*	3	2	2
Race track partners	500,000	*	*	*	3	*	6	6	4
Camping Partner		*	*	*		*	5	5	5
Event Partners	100,000	*	*	*	2	*	2	2	3

* Hospitality tents will ONLY be provided to the Exclusive Live Concert, Platinum, Gold, Silver and Bronze sponsors and the Official Media Partner.

* The Exclusive Sponsor for the Hell's Gate Live Concert will get exclusive branding rights to the concert venue.

NOTE:

1. All branding coordination will be done by the event organizers
2. All branding sites shall be determined commensurate to sponsorship and strictly as per the branding guide
3. Adequate security will be provided but KWS will not bear any responsibility for sponsor's banners, merchandise or other items.





Please note:

There will be 100 Expo tents ONLY available at the Expo Village at a cost of Kshs. 30,000 for all non-sponsoring exhibitors.

All corporate organizations will be provided with Expo tents strictly on a first come basis.

Deadline for booking exhibition tents: *May 1st, 2011*

For more information or inquiries on the event please contact;

1. Kevin Wanjala (Event Coordinator) on 0723 296 138, kwanjala@kws.go.ke
2. Nelly Palmeris (Senior Warden, Hell's Gate N.P) on 0722965255, npalmeris@kws.go.ke
3. KWS, Resource Mobilization Department Tel. 6000800, EXT. 2128



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