



PEOPLE'S CHOICE
AWARDS KENYA

SPONSORSHIP PROPOSAL

People's Choice Awards 2023

www.peopleschoiceawards.africa

Get Started



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ABOUT PCA AFRICA

Our prestigious award program serves as a powerful catalyst, uniting communities and fostering a spirit of unity, progress and pride throughout the African continent and beyond.



People's Choice Awards stands as a shining beacon of recognition, celebration and empowerment, championing the extraordinary talents, exceptional career men, thriving businesses and inspiring personalities across the African continent. With unwavering dedication, it illuminates the brilliance and achievements of these diverse individuals, uplifting them on a grand stage to honor their relentless pursuit of excellence, while inspiring future generations to dream and aspire to greatness.

MISSION & VISION

At People's Choice Awards, our mission is to shine a spotlight on the exceptional talents, career men, businesses, and personalities within Africa, celebrating their achievements and contributions to society. We strive to be a premier recognition and award program that not only acknowledges excellence but also serves as a catalyst for positive change, inspiring individuals and communities to reach their fullest potential and foster a thriving and inclusive continent.

Our vision is to be the leading and most respected recognition and award program, revered for its commitment to promoting African talents, career men, businesses, and personalities on a global stage. We envision a future where the accomplishments of these remarkable individuals are not only recognized and celebrated but also serve as a driving force in shaping a prosperous and united Africa. By honoring excellence and providing a platform for inspiration and growth, we aim to create a legacy that will continue to inspire generations to come, forging a brighter and more promising future for Africa and its people.



SPONSORSHIP PROPOSAL

Let's discuss how your brand can be a vital part of this inspiring event.

Join us at the 2nd Edition of the People's Choice Awards on the 14th October 2023 at Nairobi Film Centre. Your brand's participation will resonate with our event's objectives. Elevate your market presence and engage with a dynamic audience through an activation that showcases your commitment to creativity & innovation.





WHY SPONSOR?

Enhance your brand visibility & conduct a target audience engagement.

Brand Visibility

We offer unparalleled exposure to a massive audience, boosting brand visibility & recognition on a national scale.

Audience Engagement

Connect with your precise target demographic, facilitating meaningful engagement and increasing the likelihood of brand resonance.



WHY SPONSOR?

Enhance your company's credibility & foster valuable networking & partnership prospects.

Credibility & Prestige

Enhance your brand's credibility & prestige, demonstrating your commitment to entertainment & culture.

Audience Engagement

Connect with your precise target demographic, facilitating meaningful engagement and increasing the likelihood of brand resonance.



WHY SPONSOR?

Create a positive brand association & generate significant social media buzz.

Positive Brand Association

Being a celebration of fan-favourite choices, you can create a positive brand association, tapping into the emotional connections people have with their preferred entertainment options

Social Media Buzz

Generate significant social media buzz, enabling you to tap into trending conversations, expand its online reach and create viral marketing opportunities.

SPONSORSHIP OPPORTUNITIES

TROPHY SPONSOR



PEOPLE'S CHOICE
A W A R D S K E

- 2 tickets to the Award Gala (Gala Night)
- Acknowledgement at the 2023 Gala Night
- Present trophies in the sponsored category
- Co-branding of sponsored trophy
- Logo in all marketing & promotional materials pre and post event
- Recognition on social media pages

KES 50,000.00

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BRONZE SPONSOR



PEOPLE'S CHOICE
A W A R D S K E

- 3 tickets to the Award Gala (Gala Night)
- Acknowledgement at the 2023 Gala Night
- Present a trophy in one category
- Logo in all marketing & promotional materials pre and post event
- 2-minute speaker opportunity at the Award Gala
- Branding opportunity at the Award Gala
- Recognition on social media pages
- 0.5-minute promo video on LED screens at the Gala
- Recognition on our website along with a link to your business website
- Trophy Co-branding

KES 200,000.00

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SILVER SPONSOR



PEOPLE'S CHOICE
A W A R D S K E

- 4 tickets to the Award Gala (Gala Night)
- Acknowledgement at the 2023 Gala Night
- Present a trophy in one category
- Logo in all marketing & promotional materials pre and post event
- 3-minute speaker opportunity at the Award Gala
- Branding opportunity at the Award Gala
- Recognition on social media pages
- 1-minute promo video on LED screens at the Gala
- A chance for on location direct sales through an information desk/booth at the Award Gala
- Quarter page advert on event programme
- Trophy Co-branding

KES 400,000.00

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GOLD SPONSOR



PEOPLE'S CHOICE
A W A R D S K E

- 6 tickets to the Award Gala (Gala Night)
- Acknowledgement at the 2023 Gala Night
- Present a trophy in 3 categories
- Logo in all marketing & promotional materials pre and post event
- 4-minute speaker opportunity at the Award Gala
- Branding opportunity at the Award Gala
- Recognition on social media pages
- 1.5-minute promo video on LED screens at the Gala
- A chance for on location direct sales through an information desk/booth at the Award Gala
- Half page advert on event program
- Recognition on our website along with a link to your business website
- Trophy Co-branding

KES 600,000.00

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PLATINUM SPONSOR



PEOPLE'S CHOICE
A W A R D S K E

- 10 tickets to the Award Gala (Gala Night)
- Acknowledgement at the 2023 Gala Night
- Present a trophy in 3 categories
- Logo in all marketing & promotional materials pre and post event
- 6-minute speaker opportunity at the Award Gala
- Branding opportunity at the Award Gala
- Recognition on social media pages
- 2-minute promo video on LED screens at the Award Gala
- A chance for on location direct sales through an information desk/booth at the Award Gala
- Full page advert on event program
- Recognition on our website along with a link to your business website
- Trophy co-branding

KES 1,000,000.00

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EVENT DETAILS

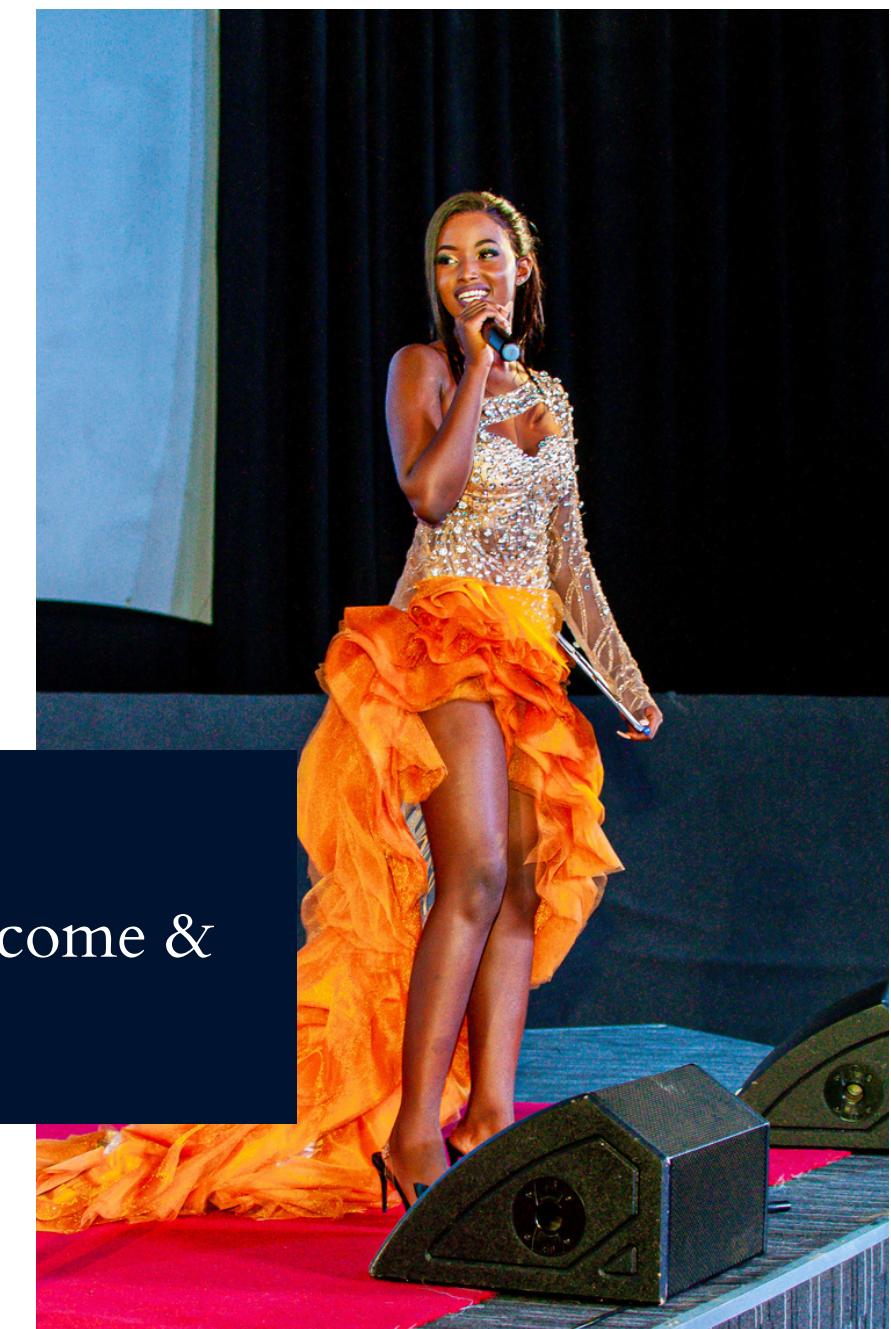
800+ People

Age 21 - 45+

We attract a diverse demographic, encompassing urban & pre-urban attendees from across the nation, spanning both genders and ages 21 to 45+. This dynamic crowd reflects a balanced mix of high income and middle income earners, forming a vibrant blend that celebrates popular culture's appeal to a wide range of people.



VENUE: Nairobi Film Centre
DATE: 14th October 2023
TIME: 3PM - 11PM



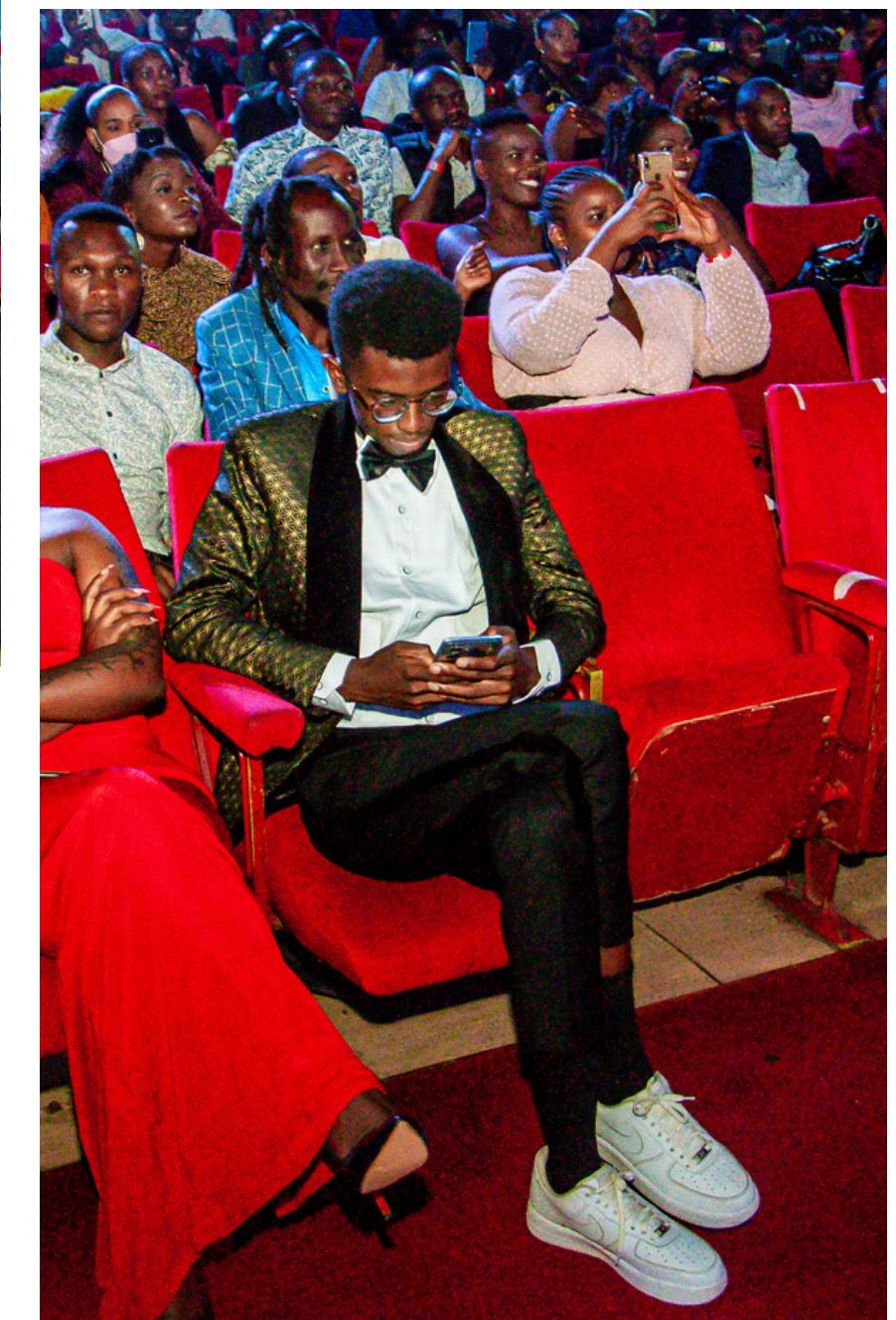
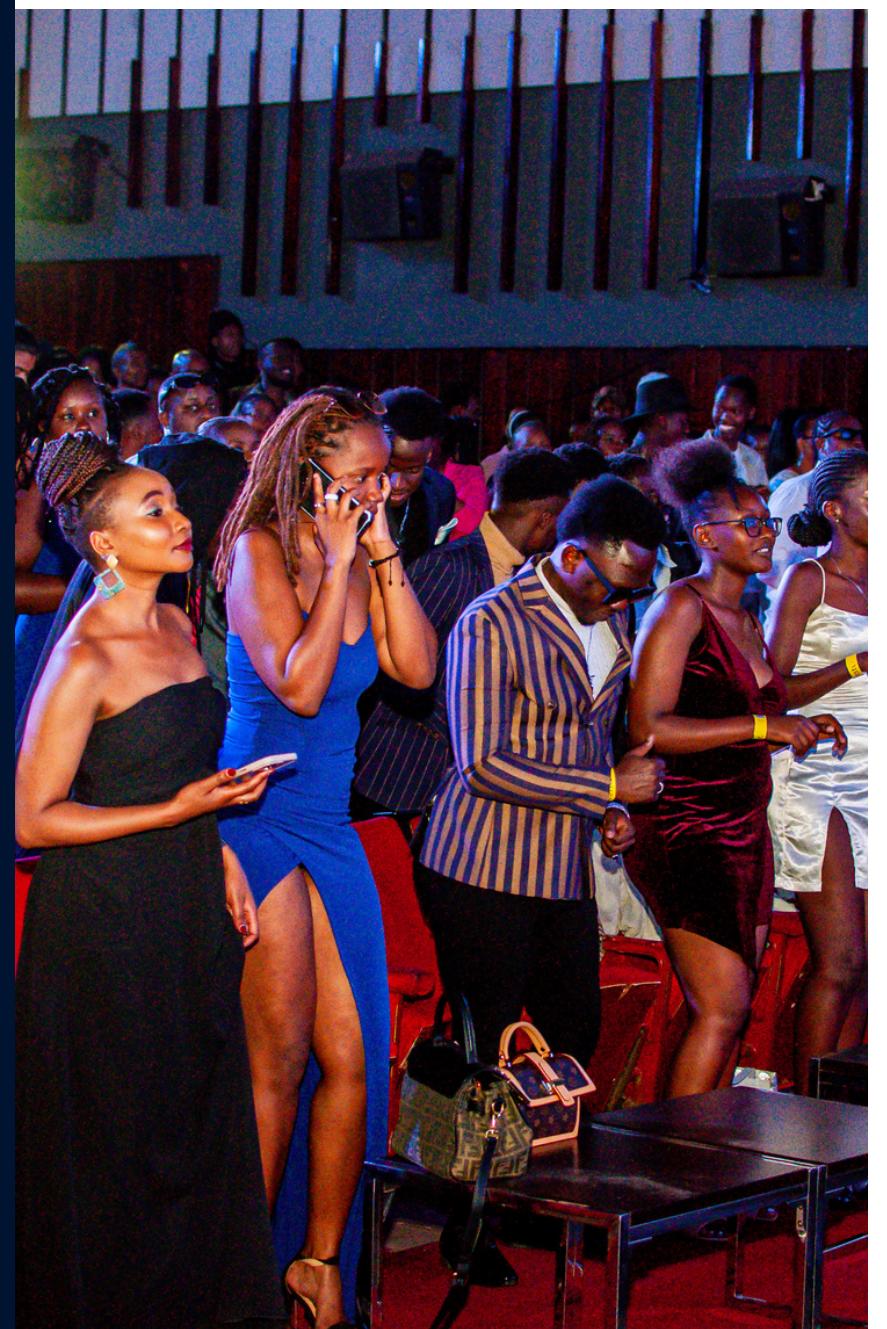
INCOME LEVEL

A perfect balance of high income & middle income earners

PCA 2022 GALLERY

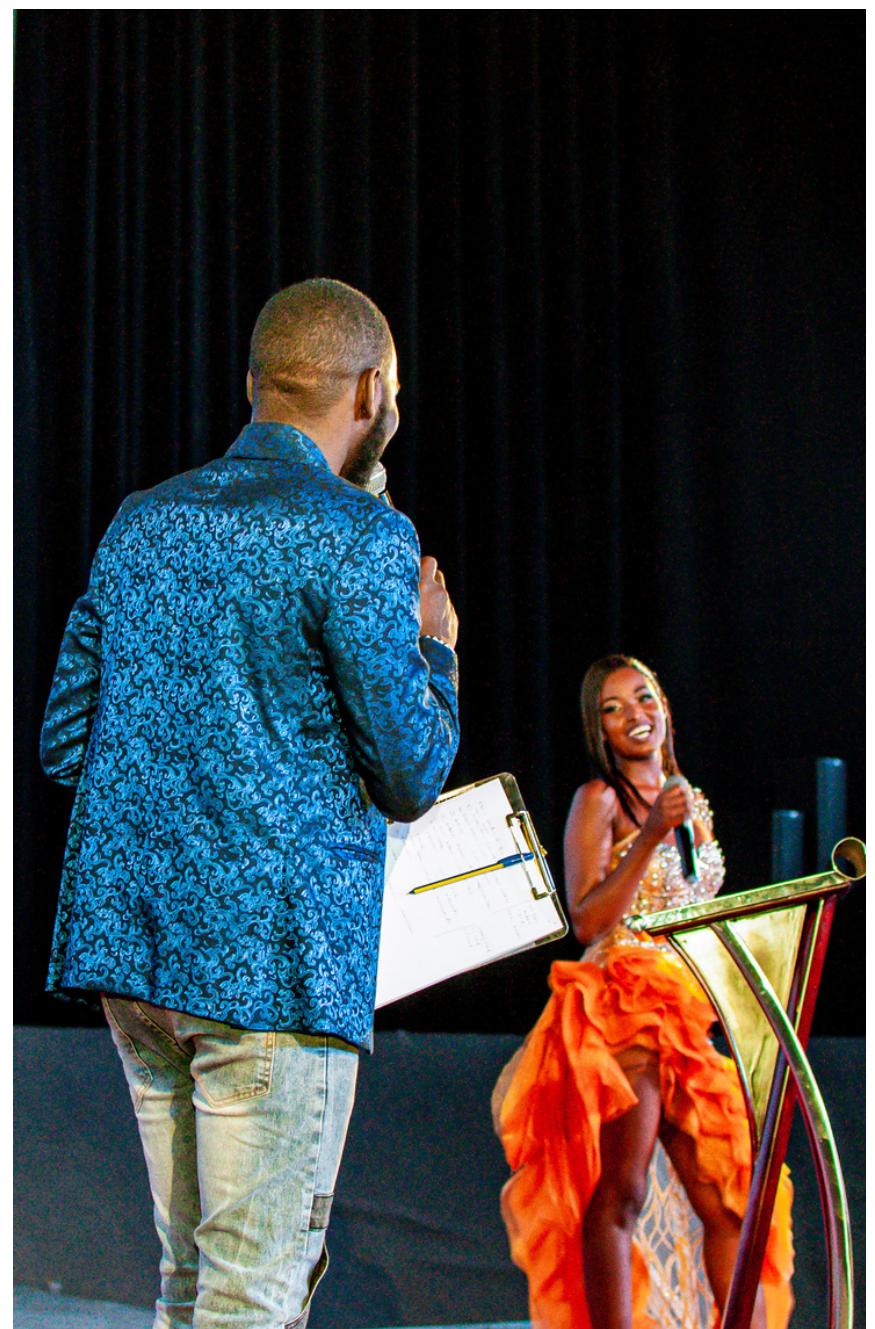
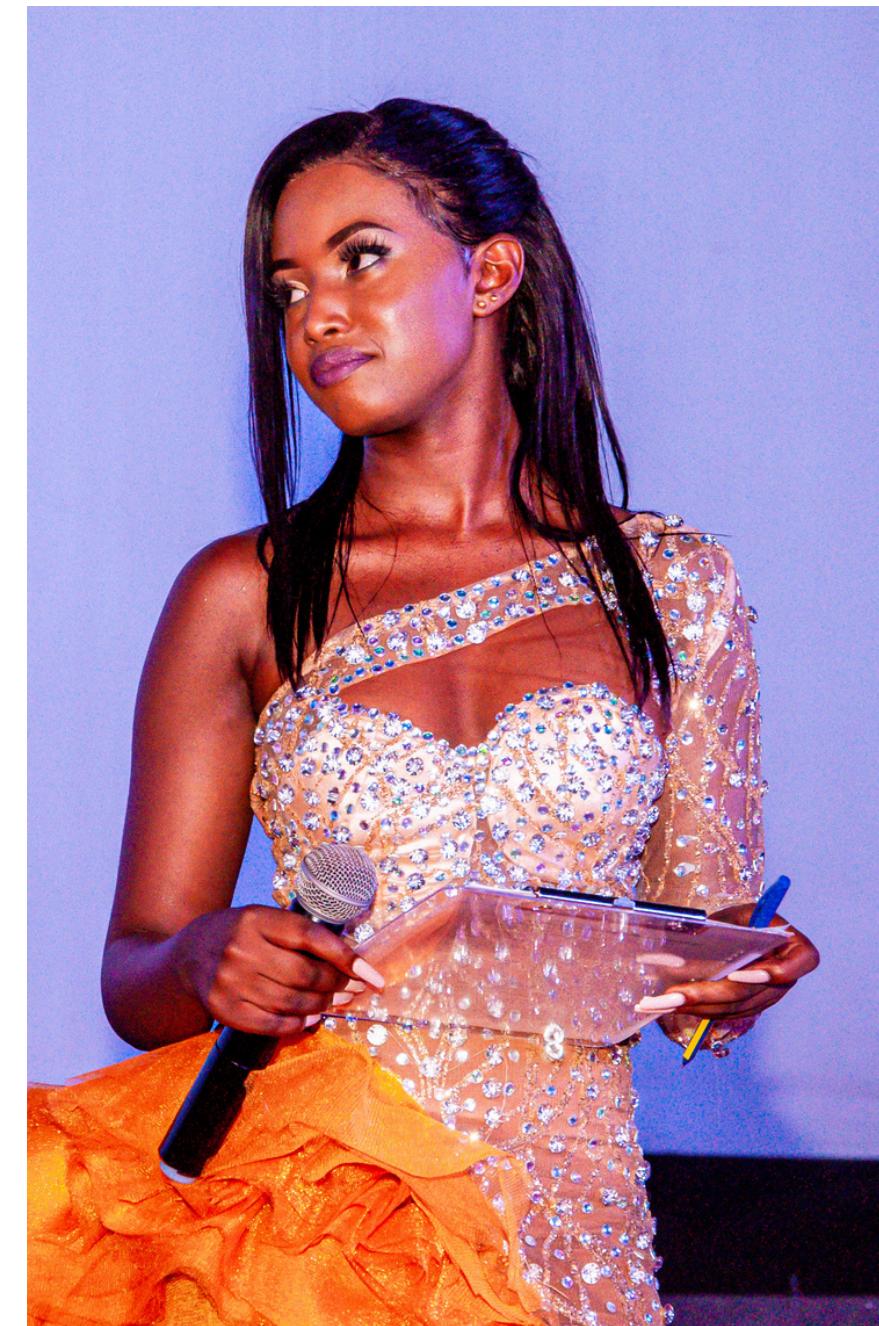


Visit www.peopleschoiceawards.africa
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CONTACT US

We are available to discuss options to suit your budget & needs
Together, we'll light up the path to success, fueled by collaboration.

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