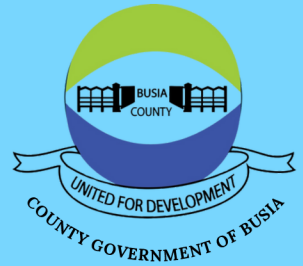




Lake Region  
Economic  
Bloc



# 12TH SUMMIT

## Food Security in the Face of Climate Change

Building Partnerships towards Resilience  
among Communities in  
the Lake Region Economic Bloc (LREB)

27TH - 29TH, NOVEMBER 2024

ALUPE UNIVERSITY, BUSIA COUNTY, KENYA

## SPONSORSHIP GUIDE



## SPONSORSHIP GUIDE

Lake Region Economic Bloc (LREB) cordially invites you to be part of the 12th Summit scheduled to take place under the auspices of the County Government of Busia from 27th - 29th November 2024. At this landmark event, your organization can introduce your programs and services to a unique audience. Our guest list comprises international development practitioners, Government officials, thought leaders, investors, financiers, and development partners.

The relationships you will build at this Summit can lead to long-lasting collaboration well beyond the close of the event. Please take a few minutes to read our proposal.

To reserve your place at the Summit, choose the sponsorship option most appropriate for your organization and contact us at your convenience. Please note that the sponsorship conditions are flexible and we will work with you to customize your presence and provide your product or program with the most beneficial exposure.

To join our team, please contact:

**H. E. Hon. Arthur P. Odera**  
Deputy Governor  
Busia County  
Email: [deputygovernor@busia-county.co.ke](mailto:deputygovernor@busia-county.co.ke)



**Victor Nyagaya**  
Chief Executive Officer  
Lake Region Economic Bloc  
Email : [ceo@lreb.go.ke](mailto:ceo@lreb.go.ke)  
Website: [www.lreb.go.ke](http://www.lreb.go.ke)

## ABOUT LREB

Kenya adopted the devolved system of governance in 2013. The Lake Region Economic Bloc (LREB) is a creation of this devolved system of government, having been the first regional economic bloc to be established in Kenya. The idea of the bloc was conceived by the then governors of the Region in 2014 and came into existence on 26th March 2018 via an LREB Executive Agreement. It is made up of 14 Counties within the Lake Victoria Basin namely; Bomet, Bungoma, Busia, Homa Bay, Kakamega, Kericho, Kisii, Kisumu, Migori, Nandi, Nyamira, Siaya, Trans Nzoia, and Vihiga. The bloc aims to leverage economies of scale through optimum but sustainable utilization of shared resources to accelerate the socio-economic transformation of the people.

The Summit brings together more than 6000 participants drawn from the 17 million strong population of the Lake Victoria Basin, development partners, and private sector investors. The proposed sponsorship of aspects of the Summit by your organization will therefore expose your products and services to a 17 million-strong population and by extension another 20 million people across the lake in Uganda and Tanzania.



BE PART OF THE TRANSFORMATION JOURNEY

## VALUE PROPOSITION OF LREB INTERVENTIONS

### SECTORS OF FOCUS

Development within LREB, and trade among member counties and the outside world is guided by the Lake Region Economic Bloc Blueprint. The blueprint identified 10 key pillars (strategic intervention areas), that were envisioned to spur economic growth and improve the livelihoods of the residents within the Bloc.

These include:

#### PRODUCTIVE SECTOR

- Agriculture
- Tourism
- Trade
- Industrialization.

#### SOCIAL SECTOR

- Environment & Climate Change
- Gender mainstreaming
- People Living with Disabilities
- Youth and the Minorities
- Education
- Health
- Water

#### ENABLER SECTOR

- Information and Communication Technologies
- Financial Services
- Infrastructure.

PARTNERSHIP

LREB's evidenced inclusive approach in achieving its mandate can accommodate your business interest within the sectors of focus thus our choice of your organization as a lead partner in this event.



## THE 12TH SUMMIT THEME

Our choice of the Summit theme is also very consistent with your slogan/objective on partnership. This has been our driving force too.

The Theme, "Food Security in the Face of Climate Change: Partnerships towards Resilience among Communities in the Lake Region Economic Bloc (LREB)" could not have come at a better time. This theme will drive us for the next year and we are indeed happy that you have chosen to lift us. Your organization's name shall remain permanently inscribed in the Kenyan devolution history.

## REGIONAL FOCUS: EAST AFRICAN COMMUNITY

Our vision in partnering with you is not going to end with the end of the 12th Summit. Beyond the Summit, we expect to embark on the establishment of a Multi-Agency Action Plan (MAP) bringing together LREB member counties, National and Regional Government agencies, private sector players, and development partners to coordinate projects aimed at mitigating the effects of climate change on food security.

### DELEGATE FEE: KES 10,000.00

Delegate pack Delegate badges with access to all sessions, cocktail and exhibition

### EXHIBITION PARTNER: KES 50,000.00

One standard exhibition booth at the event  
1 standard exhibition table and 2 seats

### PLATINUM SPONSOR: Co-Sponsor-KES 10,000,000.00

- Display booth at the venue entrance
- Half-page announcement in the Programme
- Logo on Programme and Summit materials
- Master of Ceremonies mentions at the end of every session.
- TV plasma at the venue with sponsor's video or slideshow
- 5 passes for the Expert on Call table (optional)

### GOLD SPONSOR: Supporter-KES 5,000,000.00

- Acknowledgement in program
- Logo on Program and Summit materials
- Master of Ceremonies mentions at the end of every session.
- TV plasma at the venue with sponsor's video
- 2 passes for the Expert on Call table (optional)



## SILVER SPONSOR: KES 3,000,000.00

- Breakfast/Luncheon Sponsor:
- Breakfasts/Luncheon for Day 2
- Logo on program and Summit materials.
- Table placards with sponsor's info.
- TV plasma at the venue with sponsor's video
- 1 pass for the expert on- call table

## BRONZE SPONSOR: KES 1,000,000 Reception Sponsor:

- Can host a reception at the Summit Venue
- Logo on program and Summit materials
- Table placards with sponsor's info.
- TV plasma at the venue with sponsor's video
- Branded reception area at the venue

## PUBLISHING SPONSOR : KES 300,000.00

Sponsor to covers Print costs of the conference program, banners, posters, welcome package, team t - shirts, etc.)

- Logo on program and Summit materials.
- Table placards with sponsor's info.
- TV plasma at the venue with sponsor's video
- Sponsor - branded welcome package

## MEDIA SPONSOR : KES 300,000.00

Audio- visual services and media production, such as video recordings, webcasting, photography, TED lighting, live poll services, technicians at the venue, etc.)

- Logo on program and Summit materials.
- Table placards with sponsor's info.
- TV plasma at the venue with sponsor's video
- Logo on post -e vent video- m aterials



## EVENT FORMATS

These include:

Studies have shown that we remember little of what we hear at conferences. People forget, and they forget fast. This is largely due to the learning formats used. The more interactive, collaborative, and needs-focused the sessions are, the better one remembers and uses the knowledge. To maximize learning outcomes, the LREB 12th Summit will use a variety of formats.

### UP-CLOSE AND PERSONAL

A series of informative, sector-based plenary discussions by experts and policy practitioners aimed to surface collective knowledge and facilitate the sharing of experiences ideas, and insights.

### STAKEHOLDER THEMATIC ROUND TABLE ENGAGEMENTS

Consultative meetings by the LREB organs, i.e LREB Council, LREB County Assembly Speakers Forum, and the County Piillar Committees comprising the County Executive Committee Member's (CECM's), LREB eminent persons, state and non-state actors.

### KNOWLEDGE CAFÉ/DISCUSSION PANELS; EXHIBITIONS,

one-on-one engagement between the Governors on one hand and the Private Sector players and development partners on the other.



## ANTICIPATED AUDIENCE

Apart from the over 6000 guests who have been officially invited to participate in this Summit, Kenyans and the world will be following this event via live-streaming and on all member county websites. Based on the previous summits, the event attracts over 500,000 people following in-person and via various social media platforms. There is therefore full guarantee of returns on the fund you are set to invest in us.

## SPEAKERS

The event has adopted a hybrid of keynote addresses and interactive panel discussions. It has attracted senior National Government and County Government officials, business moguls, finance institutions, academia, diplomats, and foreign investors and foreign government officials. Your acceptance to be our main sponsor will therefore drive your presence beyond Kenyan borders.

## GOVERNORS



H.E. Prof. Peter Anyang' Nyong'o  
Chair-Lake Region Economic Bloc &  
Governor, Kisumu County



H.E. Kenneth Lusaka  
Deputy Chair-Lake Region  
Economic Bloc & Governor  
Bungoma County



H.E. Dr. Paul Otuoma  
Host  
Governor, Busia County



H.E. Prof. Hillary Barchok  
Governor, Bomet County



H.E. Gladys Wanga  
Governor, Homabay County



H.E. FCPA. Fernandes Barasa  
Governor, Kakamega County



# GOVERNORS



H.E. Dr. Erick Mutai  
Governor, Kericho County



H.E. Simba Arati  
Governor, Kisii County



H.E. Dr. Ochilo Ayacko  
Governor, Migori County



H.E. Stephen Sang  
Governor, Nandi County



H.E. Amos Nyaribo  
Governor, Nyamira County



H.E. SC. James Orengo  
Governor, Siaya County



H.E. George Natembeya  
Governor, Trans Nzoia County



Dr. Wilber K. Ottichilo E.G.H  
Governor, Vihiga County





Lake Region  
Economic  
Bloc

"A better life"

**Register now to attend the 12th Summit**

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