

2nd MAKUENI & Investment Business Workshop



CLUB

April 24th, 2026

CALL FOR SPONSORS & EXHIBITORS



**2nd MAKUENI
BUSINESS CLUB
INVESTMENT WORKSHOP**

**20
26**

BACKGROUND

2nd Annual Makueni Business and Investment Club Workshop, 2026

Business and investment workshops are designed for a broad audience looking to understand, navigate, or capitalize on financial markets, Regional, National and international trade, and investment opportunities.

Business and Investment clubs are crucial for professional, business development and growth, offering networking learning and mentorship opportunities. They foster connections, provide access to expertise, and facilitate the exchange of ideas and experiences, ultimately contributing to individual and business success.

Makueni Business and Investment Club provides exclusive services to over 30,000 Investors, Entrepreneurs, Business owners and professionals. Being a member of the Business and Investment Club allows you access to valuable services such as customized professional network, a sense of belonging, business opportunities, strategic support, access to resources and special trainings.

It is in this background that Makueni Business and Investment Club and other stakeholders will be hosting the 2nd Makueni Business and Investment club workshop on **24th April, 2026** at The Base Hotel Kikima Mbooni.

Makueni County offers strong investment opportunities, particularly in agriculture, through the National Agricultural Value Chain Development Program (NAVCDP) which focuses on mango, dairy, poultry, bee-keeping, and horticulture (tomatoes). The county is also rich in natural resources, including sand and conservation areas like Chyulu Hills. Key sectors for investment include agri-processing, eco-tourism, and sustainable, community-driven resource management.

The full day workshop will give Participants an exclusive opportunity to be in the same room as other influential entrepreneurs and like minded individuals where you can rub shoulders and share ideas. We have designed a roadmap outlining the workshop's agenda.

We will focus on:

- Trade and Investment opportunities in the County
- Business Regulations and licensing - County Licensing models – opportunities and Challenges
- Planning your retirement package
- Investors Mental Health
- National and County Tax Model
- Types and priority Insurance covers
- Financial literacy and Management in Business
- Business Financing - Understanding loans models
- Business Management Skills

Benefits to attend

- **Networking Opportunities:**

Business clubs facilitate connections with other professionals, potential clients, and collaborators, creating a valuable network for business growth and career advancement.

- **Access to Resources and Knowledge:**

Clubs often provide access to workshops, seminars, and mentorship programs, offering valuable business knowledge and support. This can include advice on financial management, human resources, and taxation, helping members make informed decisions.

- **Business Development:**

Business clubs can lead to new business opportunities by connecting members with potential clients or partners, and by providing access to funding and capital.

- **Professional Development:**

Clubs can enhance leadership and communication skills, and promote teamwork and problem-solving abilities, which are crucial for success in the business world.

- **Mentorship:**

Access to experienced professionals who can offer guidance and support is a significant advantage, helping members navigate challenges and make informed decisions.

- **Advocacy and Representation:**

Some business associations advocate for their members' interests at the local, state, or national level, influencing policies and regulations that affect small businesses.

Who to attend

- Investors,
- Insurance Company
- Financial Institutions
- Motor Vehicle Manufacturers
- Agribusiness Companies
- Entrepreneurs,
- Business owner
- Anybody with interest in Business.

SPONSORSHIP CATEGORIES

Benefits	Platinum One (1) available	Gold	Silver	Bronze	Speaking Slot
Exhibit Space with table and two chairs	3x3m	3x3m	2x3m	2x3m	
Full Conference Passes	6	6	4	2	2
Logo on bag	✓	✓	✓	✓	
Full page color ad in Program	✓	✓	✓	✓	
Brochure Distribution in attendee bag	✓	✓	✓	✓	✓
50-word company description on Summit's website & Events program	✓	✓	✓	✓	✓
Logo on all marketing materials including emails	✓	✓	✓	✓	✓
Logo on conference web site	✓	✓	✓	✓	✓
Additional Passes at discounted rate	✓	✓	✓	✓	✓
Attendee list containing full contact details	✓	✓	✓	✓	✓
Event promotional emails to send to clients and contacts	✓	✓	✓	✓	✓
Speakers Slot during the Conference	30 Mins	20 Mins	15 Mins	10 Mins	10 Mins
Total Amount in Kes Inclusive of 16% VAT	580,000	464,000	348,000	232,000	116,000

FULL DAY WORKSHOP SPONSOR (FIVE (5) SLOTS)

Cost Kes 2,500 per pax (500 pax estimated number) (Total estimate Kes: 1,250,000)

Benefits:

- Speakers Slot during the Conference
- 2 Full workshop Passes
- Marketing distribution in attendee bag
- 50-word company description on secure attendee web page
- Logo on marketing materials including emails
- Logo on conference web site
- Additional passes at discounted rates
- Attendee list containing full contact details
- Event promotional emails to send to clients and contacts

DINNER SPONSOR (ONE (1) SLOT)

Cost Kes 3,000 per pax (500 pax estimated number) (Total estimate Kes: 1,500,000)

Benefits:

- Speakers Slot during the Conference
- 2 Full workshop Passes
- Marketing distribution in attendee bag
- 50-word company description on secure attendee web page
- Logo on marketing materials including emails
- Logo on conference web site
- Additional passes at discounted rates
- Attendee list containing full contact details
- Event promotional emails to send to clients and contacts

COCKTAIL SPONSOR (ONE (1) SLOT)

Cost Kes: 1,500 per pax (500 pax estimated number) (Total estimate Kes: 750,000)

Benefits:

- Speaking slot during the conference
- 2 Full workshop Passes
- Brochure distribution in attendee bag
- 50-word company description on Summit website
- Logo on marketing materials including emails
- Logo on conference web site
- Additional passes at discounted rates
- Event promotional emails to send to clients and contacts

SMALL, MEDIUM AND MICRO BUSINESS TRANSPORTATION SPONSOR (FIVE (5) SLOTS)

Cost Kes 1,000 per pax (500pax estimated number) (Total estimate Kes: 500,000)

Benefits:

- Speaking slot during the conference
- 2 Full workshop Passes
- Brochure distribution in attendee bag
- 50-word company description on Summit website
- Logo on marketing materials including emails
- Logo on conference web site
- Additional passes at discounted rates
- Event promotional emails to send to clients and contacts

EXHIBITING

They generate more sales leads than any other sales tool, they also close sales effectively, help maximize your future pipeline and speed up the sales process.

Showcasing your products and services works harder for your marketing budget than any other media.

Benefits:

- An opportunity to share your innovations and latest developments with your customers.
- An opportunity to test your new products and receive immediate feedback from your visitors.
- An opportunity to revitalize some of the products which have fallen behind the market .
- An opportunity to develop other brilliant ideas by exchanging conversation and sharing information with your visitors.
- An opportunity to enhance good will with your clients.
- The event will give Companies the much sought after publicity, networking and business matchmaking.
- An opportunity to recruit new customers and strengthen relationships with old clients.
- Only at an exhibition can you generate direct sales while simultaneously enhancing your brand image.
- An opportunity to launching new products, researching your market, building your prospect and databases.
- An opportunity to cement and maintaining relationships with your existing customers.

There is no better way of promoting your organization and demonstrating your company's products and services than an exhibition booth.

Exhibition Stand	3x3m	8x4 m
Full conference passes	2	2
1 small table & 2 chairs	✓	✓
50-word description in attendee web page	✓	✓
Additional passes at reduced rate	✓	✓
Company name and web link on conference website	✓	✓
Cost	Kes: 40,000 Excl. of VAT	Kes: 60,000 Excl.

OTHER MARKETING OPPORTUNITIES

Marketing Disbursement	Cost
Bag Sponsorship	Kes: 58,000
Lanyard Sponsorship	Kes: 116,000
Pen Sponsorship	Kes: 65,000
Note Pad Sponsorship	Kes: 150,000
Pocket Schedule Sponsorship	Kes: 65,000

ADVERTISING

Full Page Ad with Exhibition Space	Kes: 60,000
Full Page Ad without Exhibition Space	Kes: 70,000
Half Page Ad with Exhibition Space	Kes: 30,000
Half Page Ad without Exhibition Space	Kes: 35,000

ADVERT SPECIFICATIONS.

- Full page trim size: 210mm wide x 297mm deep (put an extra 3mm all around for bleed) or Full page advert type area is 180mm wide x 267mm deep
- Half page size landscape: 180mm wide x 128 deep

ONLINE BANNER ON EVENT WEBSITE

Size (Pixels WxH) Position	Cost per Month (September and October)
120X90 Right Button	Kes: 150,000
728X90 Leader board	Kes: 180,000

All other website pages, or for special sizes or requirements, contact our representative.

Acceptable files: Animated Macromedia Flash SWF (Website only), Gif, JPEG (8 bits/channel RGB, 72 dpi at actual size. Maximum file size: 60 kb

SHOWCASE PRESENTATION (NO LIMIT)

cost: Kes, 384,000

Benefits

- Speakers Slot during the Conference for 30mins
- Logo on conference website and other marketing materials.
- Additional conference passes at a discounted rate.

We aim to ensure that you reap the maximum benefits and supersede your goals at this event. To find out how we can tailor make sponsorship packages that suit your company's distinct commercial requirements and maximize your exposure.

VIDEO ADVERTISING

Cost : 116,000

For More Information on Sponsoring, Exhibiting kindly contact us:

Tel: +254 798307975 +254 720284389

Email: info@sergeantsville.net, sales@sergeantsville.net, marketing@sergeantsville.net, liaison@sergeantsville.net

Website: <https://www.sergeantsville.net>

MAKUENI Business Workshop CLUB

April 24th, 2026

CALL FOR SPONSORS & EXHIBITORS

Makueni Avocado Summit in Partnership with Makueni County, Avocado Society of Kenya and other stakeholder are calling for Sponsors and exhibitors for the upcoming summit slated for 24th April, 2026 in Kikima Mbooni Makueni County, Kenya.



CONTACT US:



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