



KENYA WILDLIFE SERVICE

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

SPONSORSHIP PROPOSAL



10TH & 11TH JUNE 2011

HELL'S GATE NATIONAL PARK NAIVASHA



**Experience the fun, thrill
and adventure at Hells Gate.**





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 corporate organizations in Kenya 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 1,000,000 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
- Hell's Gate Live Music Concert
- Hell's Gate Corporate Expo Village and Craft fair
- Corporate camping villages
- 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 - 5m
- Media race -5km
- Children race - 500m
- Schools category - 5km



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TO HELL'S GATE ON A WHEELBARROW RACE

CORPORATE SPONSORSHIP OPPORTUNITIES

Official Media Partner	
Platinum 'Giraffe' Sponsor	Kshs. 5,000,000
Gold 'Leopard' Sponsor	Kshs. 2,000,000
Silver 'Ostrich' Sponsor	Kshs. 1,500,000
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. 250,000
Corporate Exhibitors	Kshs. 65,000

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



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Please note:

Expo tents at the Expo Village cost Kshs. 30,000 for all non sponsoring exhibitors and will be provided on a first come basis.

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

For more information or inquiries on the event please contact;

1. Kevin Wanjala on 0723 296 138, kwanjala@kws.go.ke
2. Nelly Palmeris On 0722965255, npalmeris@kws.go.ke, hellsgaterace@kws.go.ke
3. KWS, Resource Mobilization Department Tel. 6000800, EXT. 2128



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