



MISS EARTH
KENYA

MISS EARTH KENYA

PARTNERSHIP PROPOSAL 2027 & BEYOND

Partner with purpose. Amplify your brand. Inspire a sustainable future.



GLOBAL PLATFORM
International reach
with local impact



PURPOSE-DRIVEN
Aligned with sustainability
and CSR goals



POWERFUL VISIBILITY
High-profile media,
influencers & stakeholders



CONSCIOUS AUDIENCE
Engage Millennials,
Gen Z and eco-conscious
consumers

TOGETHER FOR A GREENER *Kenya*

COLLABORATING TODAY
FOR A SUSTAINABLE TOMORROW



PLANT
For Our Future



REDUCE
Our Waste



CONSERVE
Our Water



USE
Clean Energy



EMPOWER
Our Communities

People. Planet. Purpose.



MISS EARTH
KENYA

ONE EARTH
ONE HOME
ONE FUTURE



CLEANER COMMUNITIES
CLEANER PLANET



EDUCATING TODAY
EMPOWERING TOMORROW



INVESTING IN RENEWABLES
BUILDING A SUSTAINABLE KENYA



STRONG PARTNERSHIPS
STRONGER COMMUNITIES

Miss Earth Kenya 2026/27 Premium Partnership

✉ Partnerships Lead – Miss Earth Kenya



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*Together, let's inspire change,
celebrate beauty, and build
a greener future.*





INTRODUCTION

As Kenya's leading sustainability-centered pageant platform under the internationally acclaimed **Miss Earth** franchise, MEK offers brands a prestigious ecosystem to:

- **Elevate visibility** across national and international markets
- **Align with sustainability and CSR objectives**
- **Engage millennials, Gen Z, and eco-conscious consumers**
- **Integrate directly into high-impact cultural and environmental experiences**

This partnership is more than sponsorship—it is a strategic alliance that merges brand excellence, environmental advocacy, luxury experiences, and measurable impact.





Why This Partnership Matters.

Brand Alignment

MEK's environmental leadership provides authentic integration for organizations focused on:

- Sustainability
- ESG initiatives
- CSR programs
- Conscious consumer engagement

Prestige & Visibility

Through media, events, digital platforms, and strategic publicity, your organization gains:

- Premium branding opportunities
- Press and media coverage
- Influencer amplification
- National + international recognition

Conscious Consumer Access

Direct engagement with:

- Millennials
- Gen Z
- Corporate leaders
- Government stakeholders
- Sustainability communities



Strategic Context: Nairobi Global Sustainability Rise

With expanding **United Nations operations in Nairobi**, the city is rapidly solidifying its role as:

- A sustainability diplomacy capital
- A hub for green innovation
- A gateway for climate-conscious investments
- A leader in eco-tourism and environmental development

By aligning with Miss Earth Kenya, your brand strategically positions itself within this rapidly expanding global sustainability ecosystem.

360 Synergy Opportunities

Proposed Timeline – Miss Earth Kenya 2026

Date	Event
3 May	Delegate Registration Opens
1 July	Registration Closes
TBD	Key Partnership Press Announcement
22 Sep	Meet & Greet
29 Sep	Bootcamp Shortlist Announcement
8–13 Nov	Bootcamp
14 Nov	Grand Finale Gala
15–21 Nov	Winners Retreat
TBD	Send-Off Tea Party
TBD	Welcome Back Celebration



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Key Collaboration Areas

1. Marketing & Brand Visibility - Official event collateral - Press launches - Digital campaigns - Voting platforms - National PR visibility	4. Grand Finale Gala - VIP hospitality - Product showcases - Sustainability runway integration - Media excellence
2. Meet & Greet Activation - Influencer access - Product launches - Corporate networking	5. Send-Off + Welcome Back Events - Continued brand storytelling - Extended campaign lifecycle - International alignment
3. Bootcamp Integration - Masterclasses - Branded challenges - Product immersion experiences - Delegate engagement	



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SPONSORSHIP TIERS & BENEFITS AT A GLANCE

BENEFITS	PLATINUM TITLE SPONSOR	DIAMOND	GOLD	SILVER	BRONZE
	KES 4,050,000 (1 SLOT)	KES 1,350,000 (UP TO 3 SLOTS)	KES 450,000 (UP TO 6 SLOTS)	KES 150,000 (OPEN CATEGORY)	KES 50,000 (OPEN CATEGORY)
BRANDING ON MARKETING COLLATERAL Gala flyers, Voting banner & Gala banner	✓	✓	✓	✓	✓
BOOTH & ACTIVATION AT GRAND FINALE GALA	✓ INCLUDED	✓ INCLUDED	✓ INCLUDED	✓ INCLUDED	✓ INCLUDED
MASTERCLASS / BRAND / PRODUCT EXPERIENCE AT BOOTCAMP	HEADLINE MASTERCLASS & IMMERSIVE BRAND EXPERIENCE (EXCLUSIVE)	MASTERCLASS OR CURATED BRAND / PRODUCT EXPERIENCE (HIGH IMPACT)	BRAND / PRODUCT EXPERIENCE INTEGRATION (SHARED / SEGMENT BASED)	—	—
TITLE / CATEGORY RECOGNITION	TITLE SPONSOR RECOGNITION	CATEGORY RECOGNITION	CATEGORY RECOGNITION	SUPPORTING PARTNER	PARTNER RECOGNITION
MEDIA & PUBLICITY EXPOSURE	PREMIUM MEDIA INTERVIEWS & PRESS FEATURES	HIGH VISIBILITY ACROSS MEDIA & DIGITAL	BRAND MENTIONS ON MEDIA & SOCIAL PLATFORMS	SOCIAL MEDIA MENTIONS	DIGITAL MENTION
EVENT PRESENCE & ENGAGEMENT RIGHTS	• SPEAKING OPPORTUNITY AT KEY EVENTS • CO-HOSTING • OPPORTUNITIES • PREMIUM SEATING	CO-HOSTING OPPORTUNITY FOR ONE MAJOR EVENT	RECOGNITION DURING EVENT PROGRAMMING	—	—
VIP TICKETS TO GRAND FINALE	10 TICKETS	6 TICKETS	4 TICKETS	2 TICKETS	1 TICKET
PRODUCT PLACEMENT & INTEGRATION	FULL INTEGRATION ACROSS ALL EVENTS	PRODUCT INTEGRATION DURING BOOTCAMP & FINALE	PRODUCT PLACEMENT AT EVENTS	PRODUCT INCLUSION IN GIFT HAMPER	PRODUCT INCLUSION IN GIFT HAMPER
CSR COLLABORATION OPPORTUNITY	DEDICATED CSR COLLABORATION PROJECT WITH BRAND AMBASSADOR (REIGNING QUEEN)	—	—	—	—
DIGITAL & SOCIAL MEDIA INTEGRATION	FULL CAMPAIGN INTEGRATION & FEATURED CONTENT	FEATURED IN DIGITAL CAMPAIGNS	SOCIAL MEDIA INCLUSION	SOCIAL MEDIA MENTIONS	DIGITAL MENTION
GUEST ENGAGEMENT & SAMPLING BENEFIT All sponsors included	PREMIUM PLACEMENT IN GUEST CHECK-IN PACKAGE + VIP PRODUCT SAMPLES	PRIORITY PLACEMENT IN GUEST CHECK-IN PACKAGE + VIP PRODUCT SAMPLES	STANDARD PLACEMENT IN GUEST CHECK-IN PACKAGE + VIP PRODUCT SAMPLES	INCLUSION IN GUEST CHECK-IN PACKAGE + VIP PRODUCT SAMPLES	INCLUSION IN GUEST CHECK-IN PACKAGE + VIP PRODUCT SAMPLES
SLOT ALLOCATION	1 SLOT	UP TO 3 SLOTS	UP TO 6 SLOTS	OPEN CATEGORY (MULTIPLE PARTNERS ACCEPTED)	OPEN CATEGORY (MULTIPLE PARTNERS ACCEPTED)

SPONSORSHIP STRUCTURE CLAUSE

Sponsorship contributions may be structured as a hybrid of cash and in-kind support, provided that in-kind contributions do not exceed 50% of the total sponsorship value.



CUSTOMIZATION & FLEXIBILITY

We understand every partner has unique goals. Packages can be customized to align with your brand objectives, marketing strategy and CSR focus. Let's build a partnership that delivers maximum impact for both our brands.



COMMITMENT DEADLINE

To ensure seamless integration into planning, branding, and campaign rollouts, we kindly request confirmation of sponsorship commitment by:

1ST JULY 2026

SAMPLES OF GUEST CHECK-IN PACKAGE INCLUSIONS



PROMOTIONAL FLYERS



BOUNCE-BACK OFFERS



VIP PRODUCT SAMPLES



VOUCHERS



PREMIUM SAMPLES



A premium touchpoint. A lasting impression. A stronger connection.

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Note: All sponsorship tiers

- Include **branding on key marketing collateral**, specifically: Grand Finale Gala flyers, Digital Voting Banner, and Official Gala Event Backdrop/Banner.
- Receive **booth & activation space at the Grand Finale Gala**, subject to their category allocation.
- Branding Flyers, Coupons and VIP samples in guest hampers during the Gala.

Sponsorship Tiers & Benefits (Details)

Platinum Sponsor – KES 4,050,000 (Title Sponsor)

Exclusivity & Leadership Position

- Title Sponsor designation across all platforms
- **Brand Ambassador Opportunity** with reigning queen
- Dedicated **CSR collaboration project** under MEK initiatives
- Prime logo placement on all materials and media
- Speaking opportunity at key events
- Premium booth & activation space at the Grand Finale Gala
- **Headline Bootcamp Masterclass & Immersive Brand Experience** (flagship session with full delegate engagement)
- Full digital campaign integration
- 10 VIP tickets to Grand Finale
- Media interviews & press features

Slot Allocation: *Limited to 1 Platinum Sponsor*



Diamond Sponsor – KES 1,350,000

High Visibility & Engagement

- Prominent branding across key events
- Co-hosting opportunity for one major event (e.g., Meet & Greet)
- Featured in digital campaigns and media
- Product integration during Bootcamp & Finale
- Booth & activation space at the Grand Finale Gala
- **Bootcamp Masterclass or Curated Brand/Product Experience** (high-impact session with delegates)
- 6 VIP tickets to Grand Finale
- Brand mentions in press releases

Slot Allocation: *Up to 3 Diamond Sponsors*

Gold Sponsor – KES 450,000

Strong Brand Presence

- Logo placement on event materials
- Inclusion in social media campaigns
- Product placement at events
- Booth & activation space at the Grand Finale Gala
- **Bootcamp Brand/Product Experience Integration** (shared or segment-based activation)
- 4 VIP tickets to Grand Finale
- Recognition during event programming

Slot Allocation: *Up to 6 Gold Sponsors*



Silver Sponsor – KES 150,000

Supporting Partner

- Logo inclusion on selected materials
- Social media mentions
- Product inclusion in gift hampers
- Booth & activation space at the Grand Finale Gala
- 2 VIP tickets to Grand Finale

Slot Allocation: *Open Category (Multiple Partners Accepted)*

Bronze Sponsor – KES 50,000

Entry-Level Participation

- Brand mention on digital platforms
- Inclusion in appreciation communications
- Booth & activation space at the Grand Finale Gala
- 1 ticket to Grand Finale

Slot Allocation: *Open Category (Multiple Partners Accepted)*

Commitment Deadline

Sponsorship Confirmation Required By: 12th September 2026

To ensure seamless inclusion in: Branding, Event production, Media campaigns and Guest experiences



Miss Earth Kenya offers an unparalleled platform where:

Your Brand Gains:

- Prestige
- Visibility
- Sustainability leadership
- Direct consumer access
- Strategic global relevance

Together, we can build a partnership that is:

Luxury-driven. Purpose-led. Environmentally impactful. Future-forward.

Contact: For partnerships contact

Partnerships

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