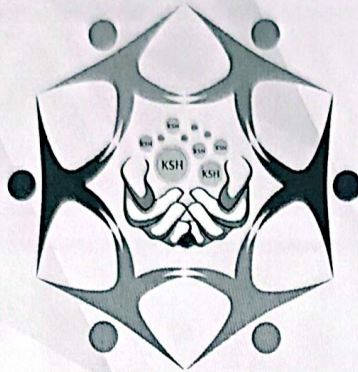




TRADERS EMPOWERMENT NETWORKING EXPO *Festival*

An Initiative by the Ameru Foundation

SPONSORSHIP PROPOSAL

DATE: MONDAY 7TH - SATURDAY 12TH SEPTEMBER 2026

VENUE: KINORU STADIUM - MERU

TIME: 8: 00AM - 5:00 PM DAILY

ORGANIZED BY: AMERU FOUNDATION

THEME:

"Empowering Traders, Unlocking Markets and Driving Growth."

Kenya
VISION 2030

BETA
BUREAU OF ECONOMIC
TRANSFORMATION AGENCY

Agenda
2063
The Africa we Want

SUSTAINABLE
DEVELOPMENT
GOALS



TRADERS
EMPOWERMENT
NETWORKING
EXPO *Festival*
Ameru Foundation Initiative

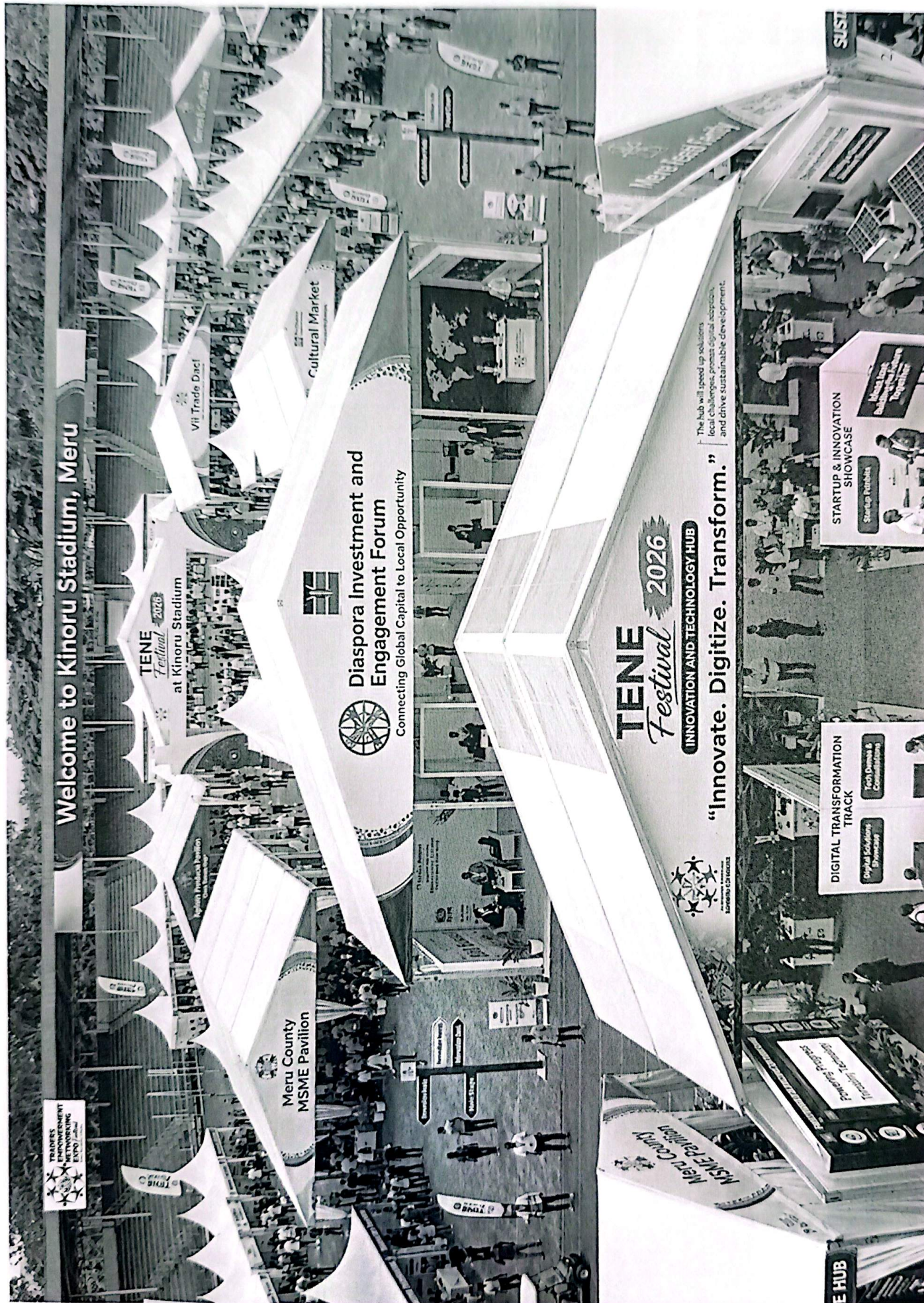
TENE Festival Organizing Committee

P. O. BOX 1780- 60200 Meru Kenya

Phone: +254 722 394 794 | +254 781 246 160

Email: tene.festival@amerufoundation.org

Website: www.amerufoundation.org





CONTACT PERSONS

CPA. Dancan Kiambia Marete

Chief Executive Officer

Meru Central Coffee Cooperative Union Ltd
Chairperson- TENE Festival Organizing Committee
P. O. Box 6 - 60200 Meru Kenya

Phone: +254 725 529 959 | **Email:** merucoffeeunion@gmail.com

Website: www.mountkenyacoffee.co.ke

Paul Maingi Muriungi HSC

Chief Executive Officer

Ameru Foundation

Secretary- TENE Festival Organizing Committee

P. O. Box 1780 - 60200 Meru Kenya

Phone: +254 722 394 794 | **Email:** tene.festival@amerufoundation.org

Website: www.amerufoundation.org

CONTACT PERSONS.

Festival's Resource Mobilizer: Mwongera Muthamia - +254 721 629 809

Treasurer: Judy Nkatha - +254 791 518 251

Festival's Communication: Joseline Muriuki - +254 712 122 258

Chairperson Organizing Committee - Kirima Muriuki - +254 724 831 491

Event Venue Setup: Mercy Kawira Gatobu - +254 720 924 451

Economic Development Consultant: Paul Bundi Stephen - Phone: +254 711 367 642



INTRODUCTION

What is TENE Festival?

The TENE Festival 2026 (Traders Empowerment Networking Expo) is an out-door, large-scale, economic empowerment and enterprise development event that is organized by the Ameru Foundation. It designed to strengthen the growth, resilience, and competitiveness of small-traders, micro, small, and medium enterprises (MSMEs), cooperatives, and informal sector businesses in Kenya.

TENE Festival 2026, it is not just an event, but an economic transformation platform that integrates multiple support systems for MSMEs into one coordinated ecosystem.

The festival will address key challenges facing traders such as *limited access to finance, low financial literacy, weak market linkages, low digital adoption, diaspora Engagements, innovation and technology, shipping, Investments and credit access among others* by providing practical, real-time sustainable solutions.

Through this integrated approach, TENE Festival 2026 aims to help traders move from informal, survival-based operations to structured, growth-oriented, and investment-ready enterprises.

TENE Festival 2026 is a one-stop platform where traders come to learn, connect, access finance, find markets, adopt technology, and grow their businesses, while partners and sponsors engage directly with one of the most important segments of the economy.

The festival delivers its impact through several interconnected components:-

- **Financial Literacy & Business Training**- Practical workshops on bookkeeping, pricing, tax compliance, savings, and business growth.
- **Digital Inclusion** - Support MSMEs to adopt mobile payments, e-commerce, digital marketing, and business technologies.
- **Access to Finance** - Direct engagement with development partners, banks, SACCOs, microfinance institutions, and fintech's offering credit and financial products.
- **Business-to-Business (B2B) Networking Lounge** - is a structured matchmaking between MSME's and suppliers, distributors, and buyers etc.

- **Business-to-Consumer (B2C) Marketplace** - Exhibitors and vendors space for displaying, showcasing, sampling and selling products and services.
- **Diaspora Investment & Engagement Forum** - Connecting local enterprises with diaspora investors and remittance-backed opportunities.
- **Policy Dialogue** - Forums that bring together traders and policymakers to discuss SME-friendly reforms.
- **Innovation & Tech Showcase**- Exposure to new tech-solutions that improve business efficiency and competitiveness.

When is the Festival Held?

TENE Festival is held every September annually in Meru County. This year the festival will be held on **Monday 7th September to Saturday 12th September 2026** running for 6 consecutive days.

Venue Layout.

The TENE Festival 2026 venue layout is designed as a fully integrated enterprise ecosystem environment, ensuring that participants can seamlessly learn, connect, transact, access and engage with all sectors within a structured, efficient, safe and enjoyable experience.

Tene Festival set-up has 11 Sections that Includes but not limited to the Main Arena Section (Diaspora Investment and Engagement Forum Section), Exhibition & Marketplace Section (B2C Market Place), Training & Workshops Section, B2B Networking Lounge Section (VIP high-level Engagement), Innovation & Technology Hub Section, Media & Communications Section, Administration & Security Section, Pub & Grab Section (Food Court & Social Area), Health, Safety & Emergency Section, Free Medical Check-up Section and Parking & Loading Section.

What Happens at the Festival?

Traders and businesses are equipped with the tools, connections, and opportunities they need to move from survival to growth, and from informal to structured enterprises.

Traders come to learn how to run their businesses better, connect with partners and customers, access money (loans, investors, funding), sell products and grow their market, adopt technology, Influence policy and build local and international networks that last beyond the event.

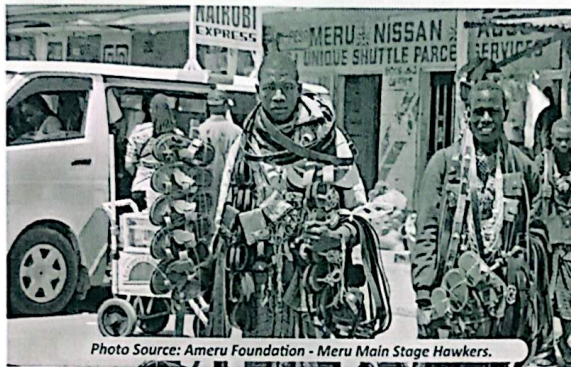
TENE FESTIVAL HIGHLIGHT.



SCHEDULE AND FESTIVAL STRUCTURE

The planning and implementation calendar commenced with the consolidation of the TENE Festival 2026 Planning and Organizing Committee, followed by partners and sponsors mobilization then sector participants recruitment and then the official launch in Nairobi Kenya. The dates provide a coherent and structured event preparation and implementation timelines.

Phase	Activity	Description	Date	Remarks
1.	Planning Committee Consolidation	Formal consolidation of the TENE Festival 2026 Planning Committee, including confirmation of the organizing secretariat, technical working groups, advisory structure, roles, mandates, reporting lines, and planning calendar.	Tuesday 7th April 2026	Marks the official internal commencement of structured planning and coordination.
2.	Partner and Sponsor Mobilization	Launch of targeted outreach to prospective sponsors, development partners, financial institutions, telecoms, government agencies, exhibitors, corporate partners, and strategic collaborators.	Monday 4th May 2026	Includes sponsorship package circulation, pitch meetings, partnership proposals, and follow-up engagements.
3.	Sector Participants Recruitment	Commencement of participant recruitment across key sectors including traders, MSMEs, cooperatives, SACCOs, banks, fintechs, youth enterprises, women-led businesses, manufacturers, distributors, innovators, and public agencies.	Tuesday 2nd June 2026	Includes exhibitor on-boarding, delegate registration, stakeholder invitations, and database development.
4.	Official Festival Launch	Public launch of TENE Festival 2026, unveiling the theme, partners, sponsorship categories, program highlights, exhibitor opportunities, communication campaign, and stakeholder commitments.	Thursday 6th August 2026	Serves as the public-facing activation point for publicity, media engagement, and intensified mobilization.
5.	Festival Week	Full implementation of the TENE Festival program including exhibitions, financial literacy training, digital inclusion drives, B2B and B2C sessions, innovation showcases, diaspora engagement forums, and policy roundtables.	Monday 7th - Saturday, 12th September 2025	Festival Week



PROJECT DESIGN SOURCES.

1. **Economic Survey (KNBS 2025)** - <https://www.knbs.or.ke/wp-content/uploads/2025/05/2025-Economic-Survey.pdf?>
2. **Kenya-National-Financial-Inclusion-Strategy-2025-2028** - <https://www.centralbank.go.ke/wp-content/uploads/2025/09/Kenya-National-Financial-Inclusion-Strategy-2025-2028.pdf?>
3. **Annual Report and Financial Statements 2023/2024 (CBK)** - https://www.centralbank.go.ke/uploads/cbk_annual_reports/1617898542_2024%20Annual%20Report.pdf?
4. **Weekly Bulletin Monetary and financial development (CBK)** - https://www.centralbank.go.ke/uploads/weekly_bulletin/45979102_Weekly%20CBK%20Bulletin%20January%2017%202024%20%28003%29.pdf?
5. **Diaspora Remittances (CBK)** - <https://www.centralbank.go.ke/statistics/?>
6. **Meru Vision 2040** - <chrome-extension://kdpelmjpfafjppnhbloffcjpeomlnpah/https://meru.go.ke/assets/file/MERU%20VISION%202040-POPULAR%20VERSION.pdf>
7. **Meru County Integrated Development Plan (CIDP)** - <chrome-extension://kdpelmjpfafjppnhbloffcjpeomlnpah/https://maarifacog.go.ke/sites/default/files/2024-06/MERU%20CIDP%202023-2027.pdf>
8. **Economic Survey Popular Version (KNBS 2025)** - <chrome-extension://kdpelmjpfafjppnhbloffcjpeomlnpah/https://www.knbs.or.ke/wp-content/uploads/2025/05/2025-Economic-Survey-Popular-Version.pdf>
9. **Gross County Product (GCP - KNBS 2025)** - <chrome-extension://kdpelmjpfafjppnhbloffcjpeomlnpah/https://www.knbs.or.ke/wp-content/uploads/2025/12/2025-Gross-County-Product.pdf?>
10. **Strategic Plan 2023 - 2027** - <chrome-extension://kdpelmjpfafjppnhbloffcjpeomlnpah/https://www.knbs.or.ke/wp-content/uploads/2024/03/Kenya-National-Bureau-of-Statistics-Strategic-Plan-2023-2027.pdf?>
11. **Gross County Product (GCP KNBS 2024)** - <chrome-extension://kdpelmjpfafjppnhbloffcjpeomlnpah/https://www.knbs.or.ke/wp-content/uploads/2025/01/2024-Gross-County-Product.pdf?>
12. **FY 2021/2022 County Fiscal Strategy Paper** - <chrome-extension://kdpelmjpfafjppnhbloffcjpeomlnpah/https://meru.go.ke/assets/file/189d61f2-fy-2021-22-county-fiscal-strategy-pa.pdf?>

VISION, MISSION, OBJECTIVES AND IMPLEMENTING STRATEGY

Vision.

To be the leading platform for empowering MSMEs in Kenya through skills development, digital inclusion, financial literacy, networking and diaspora engagement.

Mission.

To provide a multi-dimensional, high-impact festival that equips traders with the knowledge, resources, and networks required to scale-up businesses, access financial services, and participate in Kenya's digital and economic transformation through capacity building, digital inclusion, diaspora linkages, and structured market access platforms that promote sustainability and prosperity.

Strategic Objectives.

This measurable objectives align with Kenya Vision 2030, the Sustainable Development Goals (SDGs), and AfCFTA aspirations.

1. **Empower Small-Scale Traders** – Provide over 6,000 traders with financial literacy, entrepreneurship, and digital skills to strengthen business resilience and growth.
2. **Promote Access to Affordable Financing** – Link traders with banks, SACCOs, microfinance institutions, and fintech solutions to reduce barriers to credit and promote sustainable financial inclusion.
3. **Enhance Market Linkages & Trade Networks** – Facilitate structured market access by connecting traders to local, regional, and international buyers, suppliers, and investors.
4. **Strengthen Diaspora Engagement** – Create business matchmaking forums with diaspora entrepreneurs and investors, promoting knowledge transfer, investment flows, and global market entry.
5. **Support Innovation & Digital Transformation** – Showcase and integrate digital tools, mobile money platforms, and e-commerce solutions to help traders compete in modern markets.
6. **Promote Formalization of Informal Businesses** – Provide guidance on business registration, product certification, quality standards, and compliance frameworks to increase credibility and competitiveness.
7. **Advance Gender Inclusion & Youth Empowerment** – Ensure equitable participation of women, youth, and persons with disabilities by creating tailored programs for capacity building and leadership.
8. **Facilitate Knowledge Sharing & Capacity Building** – Host workshops, mentorship sessions, and masterclasses led by industry experts, policymakers, and successful entrepreneurs.
9. **Strengthen Trade Policy Advocacy** – Provide a platform for dialogue between traders, policymakers, and development partners to shape supportive policies and remove systemic barriers.
10. **Encourage Sustainable and Green Business Practices** – Integrate climate-smart practices, waste reduction, and green innovations into small-scale trading, entrepreneurship and overall MSME's business growth.
11. **Measure Impact & Ensure Continuity** – Develop a robust monitoring, evaluation, and sustainability framework to ensure that festival outcomes translate into long-term socio-economic transformation.

Implementation Strategy.

The Ameru Foundation will implement the **4-day** training using a multi-sectoral, participatory, and innovative approach to ensure inclusivity, impact, and sustainability.

1. Training Methodology:-

- **Workshops & Practical Sessions** - Daily financial literacy and entrepreneurship workshops using practical, simplified, and localized content relevant to traders.
- **Financial Clinics** - Onsite desks run by banks, SACCOs, microfinance institutions, insurance companies, and digital lenders to offer real-time registration, advisory services, and onboarding.
- **Mentorship Hubs** - Pairing traders with experienced business leaders and professionals to provide one-on-one guidance.
- **Digital Skills Training** - Training on mobile banking, digital payments, e-commerce platforms, and social media marketing among other skills.
- **Interactive Plenaries** - Keynote sessions with policy-makers, successful entrepreneurs, and development partners.
- **Exhibitions & Market Linkages** - Allowing traders to showcase products, link with suppliers, and connect with buyers.

2. Stakeholder Engagement.

- **Government** - Ministry of Trade, Ministry of Cooperatives & MSMEs Development, County Government of Meru and related local and global partners.
- **Financial Sector** - Banks, SACCOs, insurance firms, fintech companies, digital wallet providers.
- **Development Partners & NGOs** - For technical, financial, and policy support.
- **Local Associations** - Trader associations, boda boda SACCOs, market committees, and cooperatives.

3. Inclusion Strategies.

- **Gender Equality** - At least 60% of participants will be women traders (mama mboga, beauty therapists, mitumba sellers, etc.).
- **Youth Empowerment** - Boda boda riders, mechanics, barbers, and digital entrepreneurs will be prioritized.
- **Persons with Disabilities (PWDs)** - Ensuring accessibility and tailored training content.

4. Training Curriculum.

The curriculum will be modular, combining financial literacy and entrepreneurship skills:-

1. Financial Literacy Modules:-

- Budgeting and income management.
- Record-keeping and book-keeping.
- Debt management and credit literacy.
- Savings, investment, and retirement planning.
- Insurance literacy and risk management.
- Digital financial tools.

2. Entrepreneurship Modules:-

- Business planning and development.
- Innovation and value addition.
- Customer care and retention.
- Marketing strategies (offline & online).
- Scaling businesses and formalization.
- Resilience building and coping with shocks.



FINANCIAL LITERACY AND DIGITAL INCLUSION TRAINING

"Empowering Traders Through Knowledge, Technology, and Financial Access"

Overview.

The Financial Literacy and Digital Inclusion Training program is one of the core empowerment pillars of the TENE (Traders Empowerment Networking Expo) Festival 2026. The initiative is designed to strengthen the financial knowledge, digital capabilities, entrepreneurial resilience, and economic participation of small-scale traders, MSMEs, cooperatives, youth entrepreneurs, women-led enterprises, farmers, startups, and informal sector businesses.

The program recognizes that despite the significant contribution of MSMEs to employment creation, local trade, and economic growth, many traders continue to face major barriers including low financial literacy levels, limited access to affordable credit, poor financial management practices, inadequate digital skills, low adoption of financial technologies, cyber insecurity risks, and exclusion from formal financial systems.

The Training Program will therefore provide practical, hands-on, and market-driven learning opportunities aimed at equipping participants with essential financial management skills, digital business competencies, and access to modern financial and technological solutions necessary for sustainable enterprise growth.

The Financial Literacy and Digital Inclusion Training will integrate financial education, digital transformation, enterprise modernization, mobile technology adoption, e-commerce integration, cybersecurity awareness, and digital entrepreneurship into one comprehensive empowerment platform.

Through interactive workshops, masterclasses, demonstrations, mentorship sessions, and digital clinics, participants will gain practical knowledge on how to manage finances, grow businesses, improve savings and investments, access financing opportunities, adopt digital tools, and participate effectively in the modern digital economy.

Strategic Importance of the Training Program.

The Financial Literacy and Digital Inclusion Training is more than an educational initiative; it is a transformative economic empowerment platform designed to equip traders and MSMEs with the knowledge, tools, skills, and technologies necessary to thrive within the modern digital and financial ecosystem.

By integrating financial education, digital transformation, enterprise development, innovation, and access to financial services, the program will contribute significantly to inclusive economic growth, enterprise sustainability, poverty reduction, and wealth creation.

Key Activities within the Financial Literacy and Digital Inclusion Training:-

- Financial Literacy Workshops.
- Digital Skills and Technology Training.
- Mobile Banking and Digital Payments Training.
- Access to Affordable Credit Clinics.
- E-Commerce and Digital Market Access Sessions.
- Cybersecurity and Digital Safety Awareness.
- Women and Youth Digital Empowerment Programs.
- Business Advisory and Mentorship Clinics.
- Innovation and Fintech Demonstrations.
- Cooperative and SACCO Strengthening Forums.

Expected Outcomes of the Financial Literacy and Digital Inclusion Training.

The Training Program is expected to achieve:-

- Increased financial literacy among traders and MSMEs.
- Improved savings, investment, and financial management practices.
- Increased adoption of digital business tools and technologies.
- Enhanced access to affordable credit and financial services.
- Increased e-commerce participation and digital trade.
- Improved enterprise productivity and competitiveness.
- Strengthened cybersecurity awareness and digital confidence.
- Increased youth and women participation in digital entrepreneurship.
- Enhanced financial inclusion for underserved business communities.
- Increased sustainability and resilience of small businesses.



B2B NETWORKING LOUNGE

"Connect, Collaborate, Grow"

Overview.

The B2B Networking Lounge will serve as a premium business engagement and partnership platform designed to connect entrepreneurs, SMEs, investors, financial institutions, cooperatives, corporate organizations, government agencies, innovators, and diaspora investors within a structured and professional networking environment.

The Lounge will provide participants with opportunities to build strategic alliances, discover investment and market opportunities, strengthen supply chain linkages, and expand professional business networks.

The Lounge will operate through a digital registration and scheduling system where participants scan a QR code to register, create business profiles, and book private meeting pods or networking tables for business discussions, partnership meetings, investor engagements, procurement negotiations, and collaborative sessions.

The platform is designed to facilitate meaningful business interactions with qualified and verified partners in a secure, organized, and results-oriented environment. The B2B Networking Lounge will ultimately function as a strategic commercial ecosystem that transforms networking into measurable business growth opportunities, investment partnerships, enterprise expansion, and sustainable economic collaboration during the TENE Festival 2026.

The B2B Networking Lounge is expected to significantly contribute to the overall objectives of TENE Festival 2026 by enhancing market linkages, increasing investment flows, strengthening SME ecosystems, and promoting enterprise competitiveness.

It will transform networking from a passive social activity into a structured economic empowerment mechanism that delivers measurable value to participating businesses and institutions.

Key Activities within the B2B Networking Lounge.

- Business-to-Business matchmaking sessions.
- Investor and enterprise networking forums.
- Private business meetings and negotiations.
- Corporate procurement linkage sessions.
- SME partnership and collaboration forums.
- Diaspora business networking engagements.
- Sector-specific networking roundtables.
- Joint venture and distributorship discussions.
- Financial institution and SME engagement clinics.
- Trade and supply chain linkage forums.
- Startup and innovation partnership sessions.
- Export and regional trade networking under the African Continental Free Trade Area.
- Business mentorship and advisory interactions.
- Investment opportunity presentations.
- Cooperative and SACCO partnership discussions.
- Market access and distribution channel engagements.
- Business lead generation and client acquisition meetings.
- Digital business and e-commerce collaboration sessions.
- Enterprise growth and scaling strategy discussions.
- Policy and business stakeholder networking forums.



INNOVATION AND TECHNOLOGY HUB

Overview.

The Hub will serve as a dynamic ecosystem bringing together innovators, startups, MSMEs, digital entrepreneurs, technology companies, investors, financial institutions, universities, TVET institutions, government agencies, and development partners to showcase innovation, accelerate digital transformation, and strengthen enterprise competitiveness.

The Hub is designed to bridge the gap between traditional business operations and the rapidly evolving digital economy by exposing traders and SMEs to emerging technologies, smart business solutions, and innovation-driven enterprise systems capable of improving productivity, efficiency, market access, and profitability.

Key Objectives of the Innovation and Technology Hub.

- Promote digital transformation among MSMEs and informal traders.
- Strengthen innovation ecosystems within Meru County and beyond.
- Provide practical exposure to modern business technologies.
- Facilitate startup incubation, mentorship, and investment opportunities.
- Encourage youth innovation and entrepreneurship.
- Enhance enterprise competitiveness through technology adoption.
- Promote inclusive digital participation for women, youth, cooperatives, and persons with disabilities.
- Support regional and continental trade integration under the African Continental Free Trade Area framework.

Components for the Innovation and Technology Hub.

Technology Exhibition Pavilion - The Hub will host a large-scale technology exhibition featuring Fintech companies, Agritech innovations, E-commerce platforms, Digital payment solutions, Artificial Intelligence (AI) tools, Cybersecurity systems, Renewable energy technologies, Logistics and supply chain technologies, Smart retail and inventory systems, Digital branding and marketing solutions. Participants will have opportunities to interact directly with technology providers, experience live demonstrations, and explore practical digital solutions applicable to their businesses.

Digital Transformation Clinics - The Hub will conduct hands-on digital literacy and enterprise modernization sessions covering Mobile payment integration, E-commerce onboarding, Social media marketing, Digital bookkeeping systems, Online customer engagement, Cloud-based business management tools, Cybersecurity awareness, Artificial intelligence applications for SMEs, Digital branding and business visibility.

These clinics are designed to empower traders and SMEs with practical digital skills necessary for modern commerce and competitive market participation.

Startup & Innovation Showcase - Young innovators, startups, university students, software developers, engineers, and creative entrepreneurs will showcase Mobile applications, Smart business technologies, Innovative products and prototypes, Automation solutions, Green technologies, Digital enterprise tools, Market-driven innovation concepts.

This platform will provide innovators with visibility, exposure, and opportunities to connect with investors, incubators, accelerators, and strategic partners.



DIASPORA INVESTMENTS AND NETWORKING FORUM

The Diaspora Investment and Engagement Forum is a strategic high-level investment and networking platform that will take place during the TENE Festival 2026.

The Forum will serve as a bridge connecting diaspora communities, local enterprises, investors, cooperatives, financial institutions, government agencies, exporters, innovators, and development partners with the aim of transforming diaspora remittances into sustainable investments, enterprise growth opportunities, regional trade partnerships, and long-term economic development.

The Forum recognizes the growing economic significance of diaspora remittances and the strategic role of diaspora communities in trade, investment, technology transfer, innovation, skills development, tourism promotion, export growth, and global market connectivity.

Through structured engagement sessions, investment forums, networking platforms, and collaborative partnerships, the Forum will create an enabling environment for diaspora stakeholders to actively participate in Kenya's socio-economic transformation and enterprise development.

Strategic Importance of the Forum.

The Diaspora Investment and Engagement Forum is designed to position diaspora communities not only as remittance senders but as strategic development partners, investors, innovators, mentors, and global ambassadors for local economic transformation.

By creating structured pathways for investment, trade, innovation, and collaboration, the Forum will unlock the immense untapped potential of diaspora capital, knowledge, networks, and expertise.

Ultimately, the Forum will contribute significantly to enterprise growth, regional integration, sustainable investment mobilization, job creation, financial inclusion, and inclusive economic development while positioning the TENE Festival 2026 as a globally connected and investment-driven empowerment platform for traders, entrepreneurs, and emerging enterprises in Kenya and across Africa.

Key Activities of the Diaspora Investment and Engagement Forum.

1. Diaspora Business Networking Sessions.
2. Investment Opportunity Showcase.
3. Diaspora Remittance to Investment Forums.
4. AfCFTA and Cross-Border Trade Sessions.
5. Diaspora Policy Dialogue and Roundtables.
6. Diaspora Innovation and Technology Exchange.
7. Diaspora Cooperative and Community Investment Forums.
8. Youth and Diaspora Entrepreneurship Engagement.
9. Diaspora Cultural and Economic Networking Gala.

Expected Outcomes of the Diaspora Investment and Engagement Forum.

- The Forum is expected to generate transformative economic and social outcomes including:-
- Increased diaspora investments in local enterprises.
- Enhanced SME access to international markets and financing.
- Strengthened trade and investment partnerships.
- Increased remittance-based investments.
- Improved enterprise competitiveness and export readiness and enhanced technology and skills transfer.
- Increased youth entrepreneurship opportunities.
- Strengthened county and diaspora economic linkages.
- Expanded regional trade participation under AfCFTA.
- Increased collaboration between diaspora professionals and local innovators.

RATIONALE FOR DIASPORA ENGAGEMENT

Small-scale traders are indispensable for Kenya's economic fabric, driving livelihoods, local supply chains, and informal employment. Yet they remain significantly marginalized; financially excluded, digitally disconnected, without robust market linkages, and often unable to survive beyond a few years.

A high incidence of small business failure is due to inadequate credit access, limited business training, poor formalization, and weak exposure to external markets which weakens community resilience and impedes inclusive growth.

The TENE Festival offers a strategic, integrated response designed to address these systemic challenges. In particular, a compelling rationale for placing emphasis on diaspora engagement lies in the magnitude and growth of remittance flows, which already represent one of Kenya's most reliable sources of foreign exchange and household income.

Some key metrics highlighting the importance of engaging diaspora markets:-

- The 12-month cumulative remittances by June 2025 rose to about **US\$ 5,084 million (Ksh 657.30 billion)**, up from **US\$ 4,535 million (Ksh 586.15 billion)** in the prior 12 months. - <https://thekenyatimes.com/business/kenyans-in-diaspora-send-ksh54-billion-home-in-june-alone/> (Source: The Kenya Times).
- According to **RemitSCOPE Africa** and **CBK data**, remittance inflows to Kenya in 2024 exceeded **USD 4 billion**, contributing roughly **4.6% of GDP** - <https://remitscope.org/africa/> - (Source: Remitscope).

These numbers underscore several insights:-

Massive financial flows are being channeled into Kenya through formal diaspora remittances; money that can be leveraged for productive investment, not just consumption.

The remittance flow is large enough that if even a modest portion could be harnessed into formal trade, export business, diaspora-linked markets, or SME financing, this would significantly shift the scale of small trader growth.

Diaspora remittance inflows consistently outpace traditional export revenue categories in certain periods, affirming that diaspora engagement is not peripheral but central to Kenya's economic stability. Moreover, opportunities in **diaspora trade** remain largely untapped, despite annual remittances amounting to **Ksh. 679 billion (CBK, 2024)**, which could be harnessed to strengthen local enterprises and open global market access.

By aligning with this data, the TENE Festival can catalyze a virtuous cycle - mobilizing diaspora inflows toward productive, sustainable SME growth; thus contributing to poverty reduction, employment, and the strengthening of Kenya's informal sector into a more resilient, digitally savvy, and globally connected economy.

Why TENE Festival Is a Strategic Intervention.

Given this remittance context, the TENE Festival presents a remarkable window of opportunity to:-

- **Break financial exclusion cycles** - By designing diaspora-hybrid financial products e.g. *diaspora co-investment schemes, matched grants, remittance-linked savings/investment accounts*. TENE can channel some of the remittance flow into productive enterprises rather than purely consumption.
- **Close the digital divide** - Many traders do not yet use digital platforms to receive remittances, invoice diaspora partners, or conduct e-commerce. With digital training and infrastructure, local traders can better integrate into *remittance-enabled supply chains*.
- **Unlock diaspora-driven markets** - The Festival can host *diaspora-trader forums, export linkages, and pitch sessions*, enabling diaspora investors to scout and invest in Meru-based trade opportunities, agro-processing, crafts, and services.
- **Reduce SME collapse rates** - With infusion of diaspora capital and capacity building (financial management, risk mitigation, business formalization), traders have stronger financial buffer and growth prospects, reducing business failure rates.
- **Stimulate inclusive growth & peacebuilding through trade** - By combining commerce and cultural exchange, TENE can promote unity, cross-county cooperation, and community cohesion, while reinvesting diaspora capital into local economies in Meru and neighboring counties.
- **B2B Opportunities** - This is a structured trade and investment marketplace where enterprises engage directly with other enterprises—linking local traders, agro-processors, manufacturers, transporters, financial institutions, SACCOs, exporters, technology providers, and diaspora investors in *formalized networking forums, sector roundtables, supply chain matchmaking sessions, and curated investment pitch platforms*.

Why TENE Festival matters for Meru Stakeholders:-

Meru County and its environs likely mirror national trends; families receive remittances from diaspora members in the U.S., UK, Middle East, and other regions; while *most of that income is used for consumption* (education, health, housing), redirecting even a fraction into entrepreneurial ventures could multiply impact locally.

In counties like Meru, small-scale traders often lack access to capital. Diaspora-linked capital, if channeled appropriately through *investment schemes, credit instruments, or diaspora-SME match funds*, can fill that gap.

Given the strong influx of remittances, there is latent demand from diaspora for investment opportunities in home counties, *cultural tourism, agribusiness, and value-added goods*. The TENE Festival is a matchmaking arena connecting diaspora investors with traders & enterprises in Meru.



BUSINESS TO CONSUMER (B2C) PLACE "Showcase Sell, Connect, Experience"

The Business to Consumer (B2C) Market Place is one of the most vibrant and commercially active attractions that combines Vendors and Exhibitors selling and showcasing their products and services.

The Market Place will provide a dynamic commercial environment where businesses, traders, manufacturers, cooperatives, startups, agribusiness enterprises, service providers, creatives, innovators, and government agencies directly engage with consumers, buyers, investors, and the general public.

The B2C Market Place is designed to create direct market access opportunities, increase product visibility, stimulate sales, enhance customer engagement, strengthen brand positioning, and support enterprise growth through real-time interaction between businesses and consumers.

The platform will feature diversified exhibition booths, product demonstration areas, interactive consumer engagement zones, retail experiences, promotional campaigns, entertainment activities, and digital commerce integration.

Key Activities within the B2C Market Place.

- Live Product Demonstrations.
- Direct Sales and Retail Marketplace.
- Agribusiness and Farmers Market Zone.
- SME and Startup Showcase.
- Digital Commerce and E-Commerce Integration.
- Consumer Engagement and Brand Activation.
- Fashion, Creative Arts and Cultural Showcase.
- Food Court and Culinary Experience Zone.
- Financial Services and Consumer Education Clinics.
- Entertainment and Consumer Experience Activities.
- Expected Outcomes of the B2C Market Place.

Strategic Importance of the B2C Market Place.

The B2C Market Place is more than a commercial exhibition space; it is a comprehensive trade activation ecosystem designed to stimulate economic activity, strengthen enterprise sustainability, promote local products and services, and connect businesses directly with consumers in a highly interactive environment.

By combining commerce, innovation, branding, entertainment, and digital engagement, the Market Place will position the TENE Festival 2026 as a transformative trade and enterprise empowerment platform capable of driving inclusive economic growth, consumer participation, and sustainable business development across Kenya and the wider African region.

Expected Outcomes of the B2C Market Place

The Business to Consumer Market Place is expected to achieve:-

- Increased sales opportunities for businesses and traders.
- Expanded customer reach and market visibility.
- Enhanced brand awareness and customer loyalty.
- Increased SME and startup exposure.
- Improved consumer engagement and product awareness.
- Increased digital commerce adoption.
- Enhanced local trade and enterprise growth.
- Increased income generation for exhibitors.
- Strengthened market access for cooperatives and agribusinesses.
- Promotion of innovation, creativity, and entrepreneurship.



PUB AND GRAB LOUNGE

"Relax, Network, Refresh Experience"

Introduction.

The Pub and Grab Lounge is a vibrant lifestyle, entertainment, and social networking zone within the TENE Festival 2026.

The Festival is Designed as a premium relaxation and engagement space, the Lounge will provide Festival participants, exhibitors, investors, entrepreneurs, professionals, creatives, and visitors with an exciting environment to unwind, socialize, network, enjoy entertainment, and experience local hospitality and lifestyle culture during the festival.

The Pub and Grab Lounge will combine business networking, social interaction, culinary experiences, music entertainment, and brand activations within a modern and energetic lounge atmosphere.

The space will feature stylish seating areas, beverage stations, networking corners, live entertainment stages, food service areas, digital screens, branded lounges, and interactive social engagement zones.

Key Activities within the Pub and Grab Lounge.

- Live Music and Entertainment Sessions.
- Networking and Social Engagement Sessions.
- Food and Beverage Experience Zone.
- Pub and Chill Social Corners.
- Brand Activation and Lifestyle Promotions.
- Sports Viewing and Digital Entertainment.
- Cultural and Creative Experience Showcases.
- Evening Networking and Sundowner Sessions.
- Influencer and Media Engagement Activities.
- Youth and Creative Talent Engagement.

Expected Outcomes of the Pub and Grab Lounge.

The Pub and Grab Lounge is expected to achieve: -

- Enhanced visitor experience and Festival engagement.
- Increased business and social networking opportunities.
- Increased visibility for hospitality and lifestyle brands.
- Strengthened stakeholder interaction and collaboration.
- Promotion of local entertainment and creative industries.
- Increased customer engagement for exhibitors and sponsors.
- Enhanced cultural and tourism promotion.
- Increased youth participation in the creative economy.
- Improved Festival atmosphere and audience retention.

Strategic Importance of the Pub and Grab Lounge.

The Pub and Grab Lounge is more than an entertainment space; it is a strategic lifestyle and engagement platform designed to integrate business networking, hospitality, entertainment, culture, and social interaction within the TENE Festival ecosystem.

By creating an environment where participants can relax, connect, collaborate, and experience local culture, the Lounge will enhance the overall Festival experience while supporting enterprise promotion, brand visibility, creative industry growth, and stakeholder engagement.

Ultimately, the Pub and Grab Lounge will position the TENE Festival 2026 as not only a business and trade empowerment platform, but also a vibrant social, cultural, and lifestyle experience capable of attracting diverse audiences, strengthening partnerships, and promoting inclusive economic and creative growth within Meru County and beyond.



TENE FESTIVAL CLOSING CONCERT

"Celebrate Enterprise, Culture, Music, Unity"

Overview.

The Closing Concert will serve as the grand finale and signature celebration of the TENE (Traders Empowerment Networking Expo) Festival 2026. The Concert is designed as a high-energy entertainment and cultural celebration; the Closing Concert will bring together traders, entrepreneurs, investors, exhibitors, sponsors, creatives, youth, diaspora guests, policymakers, and the wider public in a vibrant atmosphere that celebrates enterprise growth, innovation, culture, and community empowerment.

The Concert will combine music, culture, entertainment, networking, youth engagement, brand visibility, and tourism promotion within one large-scale experience-driven platform. It will act as both a celebration of the festival's achievements and a strategic audience engagement activity capable of attracting massive public participation, strengthening stakeholder relationships, and increasing the overall visibility and impact of the TENE Festival.

Strategic Importance of the Closing Concert.

The Closing Concert is more than an entertainment event; it is a strategic audience engagement and celebration platform designed to integrate business empowerment, culture, entertainment, tourism, creativity, and community participation within the TENE Festival ecosystem.

By combining enterprise celebration with world-class entertainment and cultural experiences, the Concert will increase Festival attractiveness, audience retention, stakeholder engagement, and long-term brand visibility.

Ultimately, the Closing Concert will position the TENE Festival 2026 as a transformative economic, cultural, and social empowerment platform capable of uniting business, innovation, youth empowerment, tourism, entertainment,

and community development within one dynamic and impactful Festival experience in Meru County and beyond.

Key Activities within the Closing Concert:-

- Live Music Performances
- Cultural Heritage and Traditional Performances
- Youth Talent Showcase
- Business and Sponsor Recognition Awards
- Festival Highlights and Impact Showcase
- Celebrity and Influencer Engagement
- Networking and Social Interaction Zones
- Food, Beverage and Lifestyle Experience
- Fireworks and Visual Experience Showcase
- Media Coverage and Live Broadcasting

Expected Outcomes of the Closing Concert.

The Closing Concert is expected to achieve:-

- Increased public participation and audience engagement.
- Enhanced visibility for the TENE Festival partner brands.
- Increased exposure for sponsors and exhibitors.
- Promotion of local talent and creative industries.
- Strengthened cultural tourism and entertainment economy.
- Increased youth participation in arts and entertainment.
- Enhanced stakeholder networking and relationship building.
- Increased media and digital publicity.
- Promotion of unity, culture, and enterprise empowerment.
- Creation of memorable and impactful Festival experiences.

PARTNERSHIPS

The TENE Festival 2026 is a multi-sector, high-impact platform that brings together businesses, investors, policymakers, government agencies, development partners, and MSMEs industry stakeholders. The festival thrives on strategic partnerships that drive mutual value, amplify reach, and foster sustainable outcomes.

Partnerships with TENE Festival 2026 are structured to deliver measurable developmental, commercial, and cultural impact, ensuring that all stakeholders, from private sector sponsors to development partners, benefit from ROI, visibility, and influence while contributing to inclusive economic and cultural growth.

Partnership Objective.

To build a dynamic network of strategic partners that collaboratively advance Kenya's entrepreneurial diversity, and innovation ecosystems while providing measurable value to participants and sponsors.

Principles Guiding Partnerships.

- **Mutual Value Creation** - Partnerships are designed to deliver tangible outcomes for both TENE Festival and partners, including brand visibility, market access, stakeholder engagement, and sustainable impact.
- **Transparency and Accountability** - All partnerships operate under clear contractual agreements, reporting frameworks, and KPIs, ensuring financial integrity, operational transparency, and audit-readiness.
- **Inclusivity and Equity** - Partners commit to inclusive engagement, supporting youth, women, and marginalized groups, aligning with SDG and ESG principles.
- **Innovation and Knowledge Sharing** - Partnerships facilitate collaborative innovation, cross-sector learning, and co-creation of programs, workshops, and solution-driven interventions.
- **Sustainability and ESG Alignment** - All partnerships integrate environmental, social, and governance considerations, including sustainable event practices, ethical branding, and community development initiatives.

Partnership Categories.

a) Strategic Partners.

Role - Co-create program content, influence festival design, lead flagship initiatives, and support long-term sustainability.
Value Proposition - Maximum brand visibility, policy engagement, access to VIP stakeholders, and inclusion in high-profile media campaigns.

b) Sponsorship Partners

Role - Provide financial or in-kind support in exchange for tiered branding, engagement, and business opportunities.
Value Proposition - Tiered exposure (Diamond → Bronze), digital & print campaigns, B2B matchmaking, and magazine inclusion.

c) Media & Content Partners.

Role - Amplify festival reach, provide coverage, co-produce content, and engage audiences digitally and offline.
Value Proposition - Media rights, co-branding, digital streaming collaboration, and audience analytics reporting.

d) Knowledge & Capacity Partners.

Role - Deliver workshops, mentoring sessions, training, and research insights.

Value Proposition - Recognition in festival program, engagement with entrepreneurs, and capacity building visibility.

Partnership Benefits & Return-on-Investment (ROI).

Tangible Value for Partners Includes:-

- **Brand Visibility** - Logo placement across all festival materials, main stage, banners, digital platforms, and official magazine.
- **Program Engagement** - Speaking opportunities, panel participation, workshop facilitation, and co-hosting thematic days.
- **Business & Market Access** - Exclusive B2B lounges, networking events, matchmaking with investors and SMEs, access to participant database.
- **Media & Publicity** - TV/radio coverage, social media campaigns, print magazine features, digital engagement metrics.
- **Hospitality & Privileges** - VIP passes, premium seating, executive lounges, delegation slots, festival gifts.
- **ESG & SDG Recognition** - Highlighting sustainability, inclusivity, and community development programs for donor and public recognition.
- **Impact & Measurement** - KPIs tracked and reported for every partner, including audience reach, deal generation, and social outcomes.

Governance & Management of Partnerships.

- **Partnership Committee** - Oversees engagement, contract management, and value delivery.
- **Dedicated Account Managers** - Each strategic and sponsorship partner receives a dedicated manager to ensure ROI and seamless coordination.
- **Monitoring & Evaluation** - Partner contributions and benefits are tracked through quantitative and qualitative metrics, aligned with international donor reporting standards.
- **Risk Management** - Proactive mitigation of operational, financial, and reputational risks for partners.

Measurable Impact of Partnerships.

- Strengthened SME and startup ecosystems through B2B and investor engagement.
- Increased youth and women participation in entrepreneurship and innovation programs.
- Enhanced cultural visibility nationally and internationally.
- Generated media reach of 10–20 million impressions, digital and traditional.
- Enabled strategic collaborations and partnerships, formalized via MOUs and joint initiatives.

Long-Term Partnership Vision.

TENE Festival 2026 seeks sustainable, scalable, and high-value partnerships that:-

- Ensure the festival evolves into an annual platform for economic and cultural growth.
- Position partners as leaders in innovation, cultural development, and social responsibility.
- Deliver measurable ROI, impact metrics, and ESG alignment, satisfying both commercial and development objectives.
- Build a replicable model for multi-sector festival partnerships in Kenya, Africa, and globally.

ACTIVITIES BUDGET BREAKDOWN FOR THE TENE FESTIVAL 2026.									
NO.	ACTIVITY	ITEM	DESCRIPTION	DAYS	QTY	UNIT-COST / RATE	SUB-TOTAL	TOTAL (KSH).	SPONSOR / PARTNER
1.	Financial Literacy, Training Programs and Digital Inclusion	Lead Trainers.	Expert facilitators.	6	8	15,000	720,000	47,100,000	
		Assistant Trainers.	Support trainers.	6	10	8,000	480,000		
		Training Materials.	Manuals, Printing.	1	12,000	150	1,800,000		
		Training Equipment.	Flipcharts, stationery.	6	1	200,000	200,000		
		Certificates.	Printing.	1	12,000	50	600,000		
		Registration System.	Software/devices.	6	1	400,000	400,000		
		Internet/Wi-Fi.	Connectivity.	6	1	200,000	200,000		
		AV Equipment.	Screens, sound.	6	1	800,000	800,000		
		Participants allowances.	Sitting allowance.	1	6,000	6,000	36,000,000		
		Tea and Snack.	Refreshment for Participants.	1	6,000	600	3,600,000		
	Aframe Dome Tent (16 Sect)	Equiped with Conference Setup.	6	2 Tents	200,000	2,400,000			
2.	Venue, Infrastructure and Exhibition Setup.	Venue Hire.	Stadium rental.	6	1 Lot	300,000	1,800,000	13,974,000	
		Exhibition Booths.	200 booths.	6	200	20,000	4,000,000		
		Stage Setup.	Main stage & Branding.	6	1 Lot	1,800,000	1,800,000		
		Seating.	Chairs & Tables.	6	1 Lot	64,000	384,000		
		Power & Generators.	Backup power.	6	1	200,000	200,000		
		Sanitation.	Toilets & Cleaning.	6	1	150,000	150,000		
		Dome Tent.	24 Sections A-Frame Tent.	6	1 Lot	480,000	2,880,000		
		Sound Systems.	Public Address System.	6	1 Lot	380,000	2,280,000		
		Power Generator + Fuel.	Power Supply Via Generator	6	1	80,000	480,000		
3.	Marketing, Publicity and Launch.	Media Campaigns.	TV, radio, digital.	30	1	1,500,000	1,500,000	3,900,000	
		Branding Materials.	Banners, posters.	1	1	800,000	800,000		
		Digital Marketing.	Content promotion.	30	1	300,000	300,000		
		Event Launch.	Nairobi Event (National Museum)	1	1	1,200,000	1,200,000		
4.	Networking, Innovation and Diaspora Forums.	B2B Lounge.	Setup & branding.	6	1 Lot	600,000	3,600,000	10,500,000	
		Innovation Hub.	Demo Space.	6	1 Lot	500,000	3,000,000		
		Diaspora Forum.	Hybrid Setup.	2	1 Lot	650,000	3,900,000		
5.	Security, Health and Safety.	Security Personnel.	Guards.	6	40	2,500	600,000	1,650,000	
		Security Infrastructure.	Cameras, Communication etc	6	Lot	250,000	250,000		
		Medical Services.	Ambulance, Medics.	6	1	300,000	300,000		
		Insurance.	Event Cover.	1	1	500,000	500,000		
6.	Operations.	Event Staff	Coordinators.	6	30	5,000	900,000	8,350,000	
		Volunteers	Support staff.	6	50	1,500	450,000		
		Transport	Vehicles & fuel.	6	1	300,000	300,000		
		Accommodation	Staff & trainers.	6	50	5,000	1,500,000		
		Meals	Staff & VIPs.	6	200	1,000	1,200,000		
		Admin & Project Mgmt.	6 months.	1	1	2,500,000	2,500,000		
		Office Ops	Utilities & comms.	6 months	1	700,000	700,000		
		M&E	Data & reporting.	6	1	500,000	500,000		
		Audit & Compliance	External audit.	1	1	300,000	300,000		
								Ksh. 85,374,000	

HYBRID CONCERT EQUIPMENTS AND SETUP.

CLOSING CONCERT INFRASTRUCTURE SETUP.

VENUE: KINORU STADIUM MERU | CONCERT DATES: SATURDAY 12TH SEPTEMBER 2026

No.	ITEM	DESCRIPTION	No of DAYS	QTY	UNIT-COST	SUB-TOTAL	TOTAL
1.	Sound System	Active Line array speakers (Main) - 7Aside	2	14	8,000	224,000	978,000
		DB S30 Double 18" Bass woofers (Main)	2	10	10,000	200,000	
		Front Fills	2	6	8,000	96,000	
		Active Line array speakers (Delay) - 4 Aside	2	8	8,000	128,000	
		DB S30 Double 18" Bass woofers (Delay)	2	4	8,000	64,000	
		DB technologies lg3Active speakers (stage Side Fills)	2	2	8,000	32,000	
		Db Stage Monitors	2	6	4,000	48,000	
		Deejay Monitors	2	2	4,000	16,000	
		Beringer Wing Digital mixer (FOH & monitor)	2	1	25,000	50,000	
		32 Channel Stage box	2	1	5,000	10,000	
		Cordless mics (Shure SLXD Performance Mics)	2	4	5,000	40,000	
		Shure Wireless Mics	2	2	1,500	6,000	
		Pioneer CDJ 2000 Nexus DJ Decks with S9 Mixer	2	1	12,000	24,000	
		Cables and accessories	2	1	-	-	
		Sound engineer	2	1	20,000	40,000	

No.	ITEM	DESCRIPTION	No of DAYS	QTY	UNIT-COST	SUB-TOTAL	TOTAL
2.	Lighting & Effects	RGBW LED Parcans lights	2	60	1,000	120,000	1,306,000
		Beam 350 Sharpys Moving heads Lights	2	20	4,500	180,000	
		Beam 380 Sharpys Moving heads Lights	2	10	6,000	120,000	
		Beam 450 Sharpys Moving heads Lights	2	8	7,500	120,000	
		RGBW LED Moving Head Light Wash	2	12	3,500	84,000	
		36 Madtrix RGB Pannel lights	2	30	3,000	90,000	
		Fresnel 2K Camera Lights	2	4	3,500	28,000	
		Profile lights (long throw with iris)	2	4	4,500	36,000	
		Blinders 4 eye	2	8	3,500	56,000	
		Flame Machines	2	2	15,000	60,000	
		Mechanical Pyrotechnics	2	6	6,000	72,000	
		CO2 Jets	2	2	15,000	60,000	
		Haze Machine with liquid	2	2	10,000	40,000	
		Jet fog Smoke machine with Liquid	2	2	10,000	40,000	
		Wall Washers	2	12	2,500	60,000	
		Follow Spot	2	1	20,000	40,000	
		Avolite Prince Pro Lighting Console	2	1	30,000	60,000	
		Cables and accessories	2	1	-	-	
		Lighting and Effects Engineer	2	1	20,000	40,000	

No.	ITEM	DESCRIPTION	No of DAYS	QTY	UNIT-COST	SUB-TOTAL	TOTAL
3.	Structures	13 by 10 Stage with trussing and stage boards	2	2	200,000	400,000	1,182,000
		Layher System to rig sound and screens	2	2	40,000	160,000	
		Crush Barriers(1.2 Meters x 1 Meter)	2	60	1,500	180,000	
		Crowd Control Barriers (2 Meters x 1 Meters)	2	120	800	192,000	
		Fence Barriers (2 Meters x 2.5 Meters)- Optional	2	60	1,500	180,000	
		FOH Control Tower	2	1	35,000	70,000	

No.	ITEM	DESCRIPTION	No of DAYS	QTY	UNIT-COST	SUB-TOTAL	TOTAL
4.	Screens.	LED Daylight Screens (Backdrop Wall & Creative)	1	96	2,500	240,000	285,000
		Video Processors with Laptops	1	2	10,000	20,000	
		Cables and accessories	1	2	-	-	
		Visual Engineer	1	1	25,000	25,000	

No.	BUDGET LINE	ITEMS	No of DAYS	QTY	UNIT-COST	SUB-TOTAL	TOTAL
5.	Power and Venue Lighting.	150 KVA Generator for AUDIO Visual Main	3	1	100,000	300,000	821,000
		80 KVA Generator (Vendors and venue lighting/power	3	1	60,000	180,000	
		Generators fuel	2	1	20,000	40,000	
		Ligting Towers	2	4	20,000	160,000	
		Power Cabling to Vendors	2	1	50,000	100,000	
		Power distribution boards	2	2	5,500	11,000	
		Generator transport and logistics	2	2	10,000	40,000	

No.	ITEM	DESCRIPTION	No of DAYS	QTY	UNIT-COST	SUB-TOTAL	TOTAL
6.	Technical Support and logistics.	Crew perdiem- Setup and setdown	5	12	3,000	180,000	405,000
		Crew transport (VAN)	5	1	7,000	35,000	
		Cable rails	1	50	200	10,000	
		Equipment Transport	2	5	18,000	180,000	

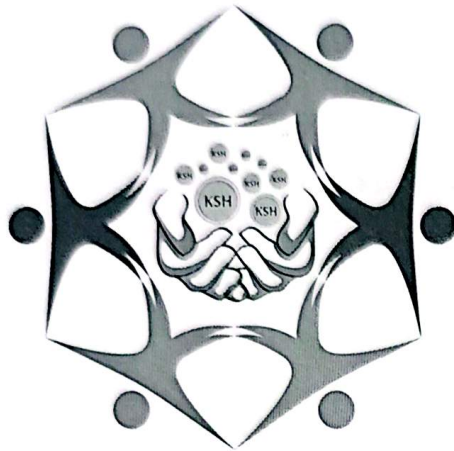
TOTAL CONCERT SETUP BUDGET: 4,977,000

CATEGORIES		DIAMOND	PLATINUM	GOLD	SILVER	BRONZE
No.	SPONSORSHIP TIERS	Ksh. 10, 000, 000 +(1 Participant).	Ksh. 8,000, 000 +(4 Participant).	Ksh. 6,000, 000 +(8 Participant).	Ksh. 4,000, 000 +(16 Participant).	Ksh. 1,000, 000 +(32 Participant).
1.	Presenting / Title Sponsor	Exclusive presenting title sponsor of entire festival.	Brand Visibility Limited to Gold Sponsor Area	Brand Visibility Limited In Silver Sponsor Area	Brand Visibility Limited In Bronze Sponsor Area	Brand Visibility Limited to Exhibitor Area.
2.	Sponsor Video Promo Played on LED Stage Screens.	Unlimited Placement, Dominant & Prominent.	60 Sec x 6 Times in a Day.	45 Sec x 4 Times in a Day	30 Sec x 3 Times in a Day	Random Logo Placement.
3.	TV & Radio Spot Placement.	Extensive Coverage - Unlimited Placement.	Significant Coverage - +Second-tier Placement.	Medium Coverage - +Third-tier Placement.	Minimum Coverage - +Fourth-tier Placement.	Logo Placement. +Recognition.
4.	Festival Branding.	Unlimited within all sections of the Festival.	Unlimited apart from within Platinum Area.	Unlimited within Silver, bronze & Exhibitor.	Unlimited within Bronze & Exhibitor.	Limited within Exhibitor.
5.	Full Colour Advert on the Festival's Magazine.	Cover page and 3 Full Pages of the Magazine.	3 Full Pages of the Magazine.	2 Full Pages of the Magazine.	1 Full Pages of the Magazine.	Page of the Magazine.
6.	Exhibitor Space.	Unlimited Space.	Unlimited Space within Gold Sponsor Area.	12m x 12m Within the Silver Sponsor Area	8m x 8m within the Silver Sponsor Area	4m x 4m Stand.
7.	Vending Space.	Unlimited Space.	Unlimited Space within Gold Sponsor Area.	4m x 6m within the Silver Sponsor Area	3m x 6m within the Silver Sponsor Area	4m x 4m Stand.
8.	Digital Marketing Media Presence.	Extensive Prominent and Dominant Logo Placement.	Significant Coverage - +Second-tier Placement.	Medium Coverage - +Third-tier Placement.	Minimum Coverage - +Fourth-tier Placement.	Logo Placement & Recognition.
9.	Social Media Influencers Posts.	Extensive Prominent and Dominant Logo Placement.	Significant Coverage - +Second-tier Placement.	Medium Coverage - +Third-tier Placement.	Minimum Coverage - +Fourth-tier Placement.	Logo Placement & Recognition.
10.	Festival Launch.	Unlimited Branding, 10 Minutes Speaking Slot.	Limited Branding, 6 Minutes Speaking Slot.	Limited Branding, 4 Minutes Speaking Slot.	Limited Branding, 2 Minutes Speaking Slot.	Logo Placement & Recognition.
11.	Closing Concert Complementary Tickets for the	200 Free Complimentary Tickets.	150 Free Complimentary Tickets.	100 Free Complimentary Tickets.	50 Free Complimentary Tickets.	10 Free Complimentary Tickets.
12.	Logo Listing on Festivals Backdrop Banner	Prominent and Dominant on an exclusive space.	Second-tier Logo Placement.	Third-tier Logo Placement.	Fourth-tier Logo Placement.	Fifth-tier Logo Placement.
13.	Virtual Streaming Platform Branding.	EXCLUSIVE BRANDING, ACCESS, RIGHTS AND OPPORTUNITIES.				
14.	Opportunity to promote your Involvement at Prior Press briefs.	Extensive Access and Participation.	Significant Access and Participation.	Limited Access, Appearance & Recognition.	Appearance and Participation.	Appearance.
15.	Innovation Village Branding.	EXCLUSIVE BRANDING, ACCESS, RIGHTS AND OPPORTUNITIES.				
16.	Roadshow Track Branding.	EXCLUSIVE BRANDING, ACCESS, RIGHTS AND OPPORTUNITIES.				
17.	Television Advert.	Prominent Logo Placement.	Second-tier Logo Placement.	Third-tier Logo Placement.	Fourth-tier Logo Placement.	Fifth-tier Logo Placement.
18.	Slot for a Presentation at the EXPO Mini-dome Tent.	30 Min Presentation Daily	20 Min Presentation Daily	10 Min Presentation Daily	5 Min Presentation Daily	Logo Placement & Recognition.
19.	Mentions at the Festival by the Event Emcee.	Unlimited Mentions and Recognition.	Significant Mentions and Recognition.	Reasonable Mentions and Recognition.	Minimal Mentions and recognition.	Limited Recognition.
20.	Stage Screen Logo Placement and Credits.	Extensive Prominent and Dominant Logo Placement.	Significant Coverage - +Second-tier Placement.	Medium Coverage - +Third-tier Placement.	Minimum Coverage - +Fourth-tier Placement.	Exhibitor Logos Placement.
21.	Branding on the Pre-festival Marketing & Promotional Materials.	Dominant and Prominent Logo Placement.	Second-tier Placement.	Third-tier Placement.	Fourth-tier Placement.	Exhibitor / Vendor slot Logo Placement.
22.	Post Event Highlight Video Sponsor Feature.	12 Minutes Feature.	8 Minutes Feature.	5 Minutes Feature.	3 Minutes Feature.	Recognition.
24.	Allowed to bring branded materials to the Event.	Unlimited branded materials in all venue sections.	Unlimited in all areas apart from platinum.	Unlimited material apart from in Platinum & Gold	Unlimited material within Bronze Area	limited Within Exhibitor / Vendor Space.
25.	Brand the Medical Camp Section.	EXCLUSIVE BRANDING, ACCESS, RIGHTS AND OPPORTUNITIES.				
26.	Festival Website.	Full Page 1 Year Feature	1/3 Page, 1 year Feature	1/2 Page, 1 year Feature	1/4 Page, 1 year Feature	Logo Placement
27.	Post Event Pictorial photo on the Dairy Nation News Paper.	Logo, Recognition and 3 Photos at the Festival.	Logo, Recognition and 2 Photos at the Festival.	Logo, Recognition and 1 Photo at the Festival.	Logo Placement & Recognition.	Logo Placement.
28.	Slot in the event program to Speak.	10 Minutes Slot.	6 Minutes Slot.	3 Minutes Slot.	1 Minute Slot.	Recognition.
29.	Logo to feature on print and electronic Media and Merchandize.	Prominent and Dominant Logo Placement.	Second-tier Logo Placement.	Third-tier Logo Placement.	Fourth-tier Logo Placement.	Logo +placement.
30.	Branding for Food Paradise Section.	EXCLUSIVE BRANDING, ACCESS, RIGHTS AND OPPORTUNITIES.				
31.	Opportunity to be in TV, Radio ads and Interviews.	Top Logo Placement and +Prominent	Second-tier Logo +placement.	Third-tier Logo +placement.	Fourth-tier Logo +placement.	Logo +placement.
32.	Speak during the Roadshows.	EXCLUSIVE BRANDING, ACCESS, RIGHTS AND OPPORTUNITIES.				
33.	Opportunity for product activations during the festival.	Unlimited Products +Activations in all sections.	Products Activation in Gold Sponsor Area	Products Activation in Silver Sponsor Area	Products Activation in Bronze Sponsor Area	Within Exhibition / Vending Stand.
34.	Brand Pub & Grab Alcoholic Section.	EXCLUSIVE BRANDING, ACCESS, RIGHTS AND OPPORTUNITIES.				
35.	Merchandizing within the VIP Area.	Unlimited Merchandize	6 Products at a Time.	4 Products at a Time	2 product at a Time	No Activation.

CATEGORIES		DIAMOND	PLATINUM	GOLD	SILVER	BRONZE	EXHIBITOR	VENDOR
NO.	SPONSORSHIP TIERS	10,000,000+ +(1 Participant)	8,000,000+ +(4 Participant)	6,000,000+ +(8 Participant)	4,000,000+ +(16 Participant)	1,000,000+ +(32 Participant)	500,000+ +(64 Participant)	500,000+ +(64 Participant)
36.	Branding & Visibility	Naming rights (e.g., "TENE Festival 2026 powered by..."), logo on all materials, main stage branding, exclusive top-tier visibility	Premium logo placement, stage co-branding, banners, digital visibility	Prominent logo on event materials, banners, website	Logo placement on banners, website, selected materials	Logo on selected materials, event signage	Business name listing, booth branding	Name listing, booth signage
37.	Program Engagement	Keynote speaking slot, opening ceremony address, lead flagship session, branding of one full program day	Speaking slot in major session, panel participation, co-host a thematic day	Panel participation, workshop sponsorship	Participation in breakout sessions	Limited speaking opportunity (optional)	No speaking slot	No speaking slot
38.	Business & Market Access	Exclusive B2B lounge branding, priority matchmaking, full participant database access	Dedicated networking space, priority exhibitor positioning	Access to B2B matchmaking, branded exhibition booth	Standard exhibition booth, networking access	Exhibition booth, networking access	Exhibition space for product display and sales	Space for sales / service demonstration
39.	Media & Publicity	Extensive media coverage: TV/radio mentions, social media campaigns, logo on all adverts	High media visibility, featured sponsor in campaigns	Media mentions, digital promotions	Social media mentions, limited media visibility	Basic media acknowledgment	Listing on event program	Basic listing in program
40.	Hospitality & Privileges	20 VIP passes, executive lounge access, speaking delegation slots	15 VIP passes, premium seating, branding across key zones	10 VIP passes, reserved seating	8 VIP passes	5 VIP passes	2-3 access passes	1-2 access passes
41.	Additional Benefits / ROI	ROI: Maximum brand recall, strategic partnerships, inclusion in festival magazine cover & digital campaigns; ESG alignment in sustainability showcase	ROI: High-level exposure, media amplification, participation in innovation showcases, sustainability reporting inclusion	ROI: Strong visibility in festival programs and magazine, participation in digital campaigns, SME engagement opportunities	ROI: Moderate exposure, engagement with SMEs and youth entrepreneurs, ESG recognition through festival programs	ROI: Brand visibility at entry-level sponsorship, local business engagement, inclusion in festival directory	ROI: Direct market access, lead generation, digital listing exposure	ROI: Micro-level exposure, direct consumer interaction, inclusion in festival marketplace

NOTES FOR SPONSORS:

- **Tiered Exposure** - Higher tiers receive maximum brand visibility, media exposure, and program influence.
- **ESG & SDG Alignment** - Diamond and Platinum sponsors feature prominently in sustainability, inclusivity, and community-focused initiatives.
- **ROI Metrics** - Each tier includes measurable benefits like B2B meetings, media impressions, digital reach, and audience engagement.
- **Magazine Inclusion** - All tiers are included in the official TENE Festival 2026 Magazine, with coverage proportional to tier.



TRADERS EMPOWERMENT NETWORKING EXPO *Festival*

Ameru Foundation Initiative

The Organizing Committee
TENE FESTIVAL

P. O. Box 1780- 60200 Meru Kenya

Phone: +254 722 394 794 | +254 781 246 160

Email: secretariat@tenefestival.or.ke

Website: www.tenefestivals.or.ke

BANK ACCOUNT DETAILS

BANK NAME	KENYA COMMERCIAL BANK
ACCOUNT NAME	TENE FESTIVAL
BANK ACCOUNT NO.	1289401349
BRANCH	MERU BRANCH
SWIFT CODE	KCBLKENX
BRANCH CODE	123
BANK CODE	01
PAYBILL NO	522522