

**16
EMA**

**ANNUAL
ENERGY
MANAGEMENT
AWARDS**

EMA 2020
*Sponsorship
Proposal*



**Rewarding Excellence
in Sustainable Energy**

About KAM



Kenya Association of Manufacturers (KAM) is a Business Member Organization representing value-add companies and associate services in Kenya. Its members' significant contribution to the economy is estimated at a quarter of the country's Gross Domestic Product. Established in 1959, the Association provides an essential link for co-operation, dialogue and understanding with the Government and other key stakeholders by representing its members' views and concerns through fact-based policy advocacy. KAM promotes trade and investment, upholds standards, encourages the formulation, enactment and administration of sound policies that facilitate a competitive business environment and reduce the cost of doing business.

The Centre for Energy Efficiency and Conservation (CEEC)



The Centre for Energy Efficiency and Conservation (CEEC) was established in 2006 in conjunction with the Ministry of Energy and Petroleum.

The Centre runs energy efficiency and conservation programs designed to help companies identify energy wastage, determine saving potential and give recommendation on measures to be implemented.

The Energy Management Awards (EMA)



The Energy Management Awards (EMA) is an annual award that promotes excellence in energy management in Kenya. EMA was launched in 2004 by the Global Environmental Facility and Kenya Association of Manufacturers (GEF-KAM) Energy Efficiency Project which was the predecessor to the CEEC. Since 2006, the Awards have been organized by the CEEC. The event is held in the fashion of a Gala Night Event.

The purpose of EMA is to recognize enterprises that have achieved outstanding energy savings and cost reductions through improved utilization of energy. The EMA is open to all small, medium to large scale industries and the services sector. Participating enterprises have to demonstrate a commitment to improving energy utilisation in their operations through policy, training, planning, and implementation of planned activities and measurement, verification, and documentation of achievements.

Participating in EMA, is a sure way of contributing to the promotion of a culture of energy efficiency within the manufacturing and services sectors of our economy and most importantly playing a role in reducing carbon emissions. The rising cost of energy coupled with climate change poses an increasing challenge to the Kenyan industries as they strive to become more competitive.

This has necessitated a major shift in the way Kenyan industries use energy. Energy efficiency and conservation strategies must be made a priority if locally produced goods and services are to remain competitive in a liberalized market and if we are going to reduce the effects of climate change.

The Gala Night



EMA participants go through three different stages before the final awardee is determined. First, the technical committee members, who provide technical and peer review to the awards process and carry out the technical evaluations. Second, a panel of judges who assess the submissions as provided by the participants and review the recommendations made by the technical committee. Finally, an advisory council; the highest organ in the EMA process, who provide a fair and objective guidance on the entire process and validate the winners. This ensures that the whole process is fair, credible and transparent. The Awards are presented to the winners during the Gala Night Ceremony which has occasionally been graced by representatives from Industries, United Nations, Government and its Agencies, media houses among others. The participants are awarded in the following categories:

- Overall Energy Management Award
- Best Energy Management Team Award
- Fuel Savings Award (SME LARGE)
- Service Sector Award
- Energy Innovation Award
- Electricity Savings Award (SME LARGE)
- Sustained High Performance Award
- Best New Entrant (SME LARGE)
- Technical Committee Award
- Student's Award
- Public Institution Award
- Water Conservation Award
- Renewable Energy Award
- Learning Institution Award
- Green Building Award
- Bank Category Award

The awards are not targeted at the achievement of the highest level of savings (which may be the result of a one-off energy investment measure), but rather to the overall systems, which encourage continual improvements in energy performance.

The Benefits of Energy Management Awards (EMA)



- Creates awareness towards energy efficiency and conservation.
- Identifies areas of cost reduction for organizations through energy audits that KAM conducts.
- Promotes a clean and healthy working environment for the organization and their employees by advocating for waste reduction.
- Participants gain recognition thus free publicity for efficient management on energy.
- Great networking opportunities with different players in the industry.
- A platform to benchmark your company's performance on energy efficiency with other companies and identify areas of improvement.
- An opportunity to learn about cutting edge technology available for energy efficiency and conservation.
- Alignment with Sustainable Development Goals (SDGs) number 7 of affordable and clean energy and number 13 of climate action.
- Teamwork experience within the organization as teams work towards a common objective of energy efficiency and conservation.
- It is part of Corporate Social Responsibility (CSR) thus positive impact on the society.
- The assessment tool is an eye-opener on energy conservation and also gives ideas on opportunities to explore away from the traditional energy.
- The assessment tool being an eye-opener on energy conservation. Is also giving ideas on opportunities to explore away from the traditional energy.
- Promotes excellence in achievement of energy savings.
- Promotes waste reduction.
- The cost element related to EMA - increased earnings for organizations.
- It's an avenue for self-assessment and improvement on matters energy.
- It's an avenue for self-assessment and improvement on matters energy.
- EMA provides a networking forum for organizations and individuals.

Sponsorship Packages

Prime Platinum Sponsor

Ksh.
5M

This will be considered the main sponsor of the event and will be highlighted during the publicity.

Benefits:

- Logo on EMA webpage hyperlinked to your company website.
- Logo on all EMA promotional materials; both print and digital.
- Opportunity to be interviewed for EMA 2020 publicity.
- 2 drop down banners at prime locations.
- One complimentary table at the Gala Dinner, with one sitting on the designated high tables.
- 5 minutes slot at the gala dinner to make remarks.
- Opportunity to present an award to one winner.
- Free exhibition stand at a location of your choice.
- 4 complementary spaces for your staff to attend any one of our Energy Management trainings.
- 1 complementary space for 1 of your staff to attend our prestigious AEE certification courses.

Media partner

Ksh.
2.5M

The sponsor will support the awards through:

- Advertising (Print and Electronic)
- Advertorials
- Supplements shortly after the awards
- Press interviews and appearances in appropriate talk shows

Benefits:

- Logo on EMA webpage hyperlinked to your company website.
- Logo on all EMA promotional materials; both print and digital.
- 2 drop down banners at prime locations.
- Five complimentary gala dinner tickets; sitting on the designated high tables.
- 5 minutes slot at the gala dinner to make remarks.
- Opportunity to present an award to one winner.
- Complementary space for 2 of your staff to attend any one of our Energy Management trainings.

The sponsor will be associated with the main EMA award as a keen supporter of energy management and conservation.

Ksh.
3M

Platinum Sponsor

Benefits:

- Logo on EMA webpage hyperlinked to your company website.
- Logo on all EMA promotional materials; both print and digital.
- 2 drop down banners at prime locations.
- Ten complimentary gala dinner tickets, with one sitting on the designated high tables.
- 5 minutes slot at the gala dinner to make remarks.
- Opportunity to present an award to one winner.
- Free exhibition stand at a location of your choice.
- 4 complementary spaces for your staff to attend any one of our Energy Management trainings.

Ksh.
2M

Gold Sponsor

Benefits:

- Logo on EMA webpage hyperlinked to your company website.
- Logo on all EMA promotional materials; both print and digital.
- 2 drop down banner at prime locations.
- Two complimentary gala dinner tickets with one sitting on the designated high tables.
- 5 minutes slot at the gala dinner to make remarks.
- Opportunity to present an award to one winner.
- Complementary space for 2 of your staff to attend any one of our Energy training.

Silver Sponsor

Ksh.
1M

One can sponsor any of the following award categories: Energy Innovation Award, Best Energy Management Team Award, Electricity Savings Award, Fuel Oil Savings Award, Service sector category award, Renewable Energy.

Benefits:

- Logo on EMA webpage hyperlinked to your company website.
- Logo on all EMA promotional materials; both print and digital.
- 5 complementary gala dinner tickets.
- 1 drop down banner at the gala.
- Opportunity to present an award to one winner.

Ksh.
300K

Bronze Sponsor

The company will be supporting the efforts of the EMA 2020 in realizing a successful and memorable event.

Benefits:

- Logo on EMA webpage hyperlinked to your company website.
- Logo in EMA webpage
- Hyperlinked to your company website and all communication material.
- 2 complementary tickets.

This includes but is not limited to:

Sponsorship in Kind

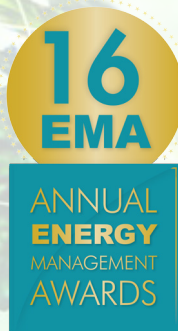


- Cost of fabrication of one or more of the eleven trophies to be awarded at a cost of Ksh. 25,000 per trophy
- Give aways for guests at the Gala Dinner
- Food, welcome drink & entertainment
- Lighting & Décor
- Printing of communication materials
- Raffle prizes

Benefits:

- Mention on EMA 2020 brochure.
- Mention on EMA webpage.
- Mention by MC.

The benefits will be revised for in kind sponsorships above Ksh. 100,000.



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