



RE: Call for Proposals for Event Managers to help support in the recruitment of Event sponsors and Exhibitors for Changamka Shopping Festival 2022- Nairobi and Kisumu.

Project: Changamka Shopping Festival-Recruitment of Sponsors and Exhibitors

Background

The Association launched the Kenyan Manufacturing Summit and Expo in 2016 and the event has been hosted in subsequent years.

In 2019, while celebrating KAM's 60 years of existence, the event was revamped to the Changamka shopping Festival and was themed around celebrating locally manufacturing sector. The event was held at Kasarani Stadium and hosted over 10,000 participants and over 300 exhibitors.

The event is also characterized by super sales of manufactured products to increase traffic and create awareness on the need to promote the Buy Kenya Build Kenya.

This year, the Changamka Shopping Festival seeks to showcase the quality and diversity of locally manufactured goods made for local, regional, and international markets. In the wake of the COVID 19 pandemic, some manufacturing sectors have been hard hit. The Changamka Shopping Festival will offer a platform for these industries to recover economically by increasing their revenues through the mega sale. Through the festival we aim to dismantle the long-held belief that local goods are not of high quality and to reduce over-reliance on imports. In addition to the showcasing, the event will provide a platform for Kenyan firms to sell their products during the mega sale which is the key highlight of the event. The festival will also provide an opportunity to celebrate our manufacturing sector and its diversity.

It will be held in Nairobi and Kisumu. In Nairobi it will be held at KICC from 1st to 5th of November and in Kisumu it will be held at the Agakhan Hall from 1st to 4th December 2022.

Kenya Association of Manufacturers (KAM) is making this call for proposals to Event Organizers, Event management Companies and Agencies, who can support in the

recruitment of sponsors and exhibitors, for this year's Changamka Shopping Festival, both Nairobi and Kisumu.

Objectives of the assignment

1. Help in the recruitment of sponsors for Changamka 2022, both cash and in-kind, for Nairobi and Kisumu.
2. Help in the recruitment of exhibitors for Changamka 2022, for Nairobi and Kisumu.

Outcomes of the assignment

1. Increased sponsorship for the event in both Nairobi and Kisumu
2. Increased participation for exhibitors for both Nairobi and Kisumu

Purpose of the Assignment and Scope of Work

The main purpose of this assignment is to help recruit sponsors and exhibitors for Changamka shopping festival 2022, for both the Nairobi and Kisumu editions.

Target Audience

- Potential sponsors
- Potential exhibitors

Interested parties are requested to submit their proposals and quotes both **physical and electronic copies** to procurement@kam.co.ke by **5th Sept 2022** stating **"Changamka 2022- Recruitment of Event sponsors and Exhibitors"**