



2024 DIGITALLY FIT AWARDS EAST AFRICA EDITION CONCEPT BRIEF

Executive Summary

The Digitally Fit Awards, the only Award that gives Brands online visibility as they sell their products & services online does not need to be introduced in the Digital Space. Since it's inception in 2020, 4 editions have been successful with Top celebrities and notable online icons attending. In the words of Cabinet Secretary Moses Kuria, Kenya – "As we move into the future, we are only going to have 2 kinds of businesses – category 1 are businesses that are Digitally Fit, category 2 are businesses that are going to be Out of Business". The 2024 East Africa edition paves way for the Continental then Global Edition.

Objective

This award seeks to recognize and reward companies, brands, businesses and individuals creating an impact online. We help leverage the digital space for the businesses and individuals by helping them become **Digitally Fit**. The platform is a comprehensive digital marketing and technology awards event that really takes into consideration all the myriad variables that makes a successful business or brand online.

2024 Calendar Event Highlights:

a. The CEO's Conclave & Investors Dinner: 1/2/2024 at 4-9pm Ole Sereni Hotel, Kenya

We have Partnered with Asia Afrika chamber of Commerce to bring you Top Investors from Malaysia, Asia, India, Europe among other countries for a CEO's networking dinner event.

b. The BOSS Mentorship League & #VijanaNaBiashara Expo: 20/3/24 - Utalii Grounds, Kenya

We call upon CEOs & Icons for a charity event through our foundation. CEO's will come network & compete in games eg Football, Volleyball, Relays, Table Tennis, Dart, Chess etc. as they network & leave a legacy to the needy students in colleges, schools & Universities. Youth will come to Expo their Innovations, Products and Services during the Expo same day.

c. 5th Edition, DIGITALLY FIT AWARDS Person of the Year - 21/7/24 - Safari Park

This Award will select the top 3 Persons/Icons creating an impact online to represent their country at the East Africa edition. Nomination Jan 10th-Mar 10th Voting Mar 20th-Apr 10th, Gala Dinner Ceremony 21st July 2024.

d. 6th Edition, DIGITALLY FIT AWARDS Business of the Year - 20/9/24 - Movenpick

This Award will select the top 3 Businesses creating an impact online to represent their country at the East Africa edition. Nomination Jun 10th-Jul 10th Voting July 20th-Aug 10th. Gala Dinner Ceremony 20th Sept, 2024.

e. 7th Edition, DIGITALLY FIT AWARDS East Africa - 3/12/24 - Ke, Ug, Tz or Rw - TBD

The selected 3 participants per country (6 countries) and per category (24 nominees) will enter the draw for Gold, Silver, Bronze overall for Person of the Year & Business of the Year. Gala Dinner Ceremony 3rd Dec, 2023.

Your Advantage/Benefits

- ✓ Attendees are Top CEOs, Celebs & Industry leaders
- ✓ East Africa Award gives you a Networking leverage
- ✓ 24/7 sell your products, services & brand for FREE
- ✓ Get leads of Customers looking for you.

Contact Us:

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Sponsorship Packages

Boss Mentorship League KShs. 250, VIP 5k
Delegate - KShs. 10,000, C.Table Kshs. 45k
Rollup Banner Display - KShs. 5,000
Category Sponsored by - KShs. 35,000
Exhibitor Package - 40,000
Bronze Sponsor - 100,000 (10 slots)
Silver Sponsor - 250,000 (5 slots)
Gold Sponsor - 500,000 (3 slots)
Main Sponsor - 1,000,000 (1 slot)
**Offer, Sponsor 1, Get 1 event FREE + 10%
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