



#MyLittleBigThing

# AFRICA'S BIGGEST SUSTAINABILITY INNOVATION CHALLENGE



**2017 Universities Sustainability Innovation Awards Gala**



**MK-AFRICA**

In partnership with:



& University of Cambridge Institute of  
Sustainability Leadership (South Africa)



Competition  
proudly  
sponsored by:



SOUTH AFRICAN AIRWAYS

**Simba** foundation



**RENAULT**  
Passion for life



*Coca-Cola*

## BACKGROUND

As Kenya moves from the commitment phase to the implementation of the Sustainable Development Goals (SDGs), the need for illustrations of hands-on, practical innovation takes center stage. To promote excellence in innovation by youth around the SDGs, **MK-Africa** with **KPMG** and **University of Cambridge in South Africa** have partnered to run the #MyLittleBigThing competition. Dubbed, Africa's biggest sustainability innovation challenge, the competition encourages the development of ideas that will help us to find the best home-grown solutions to Africa's sustainability issues. We believe that youth are essential players in building a thriving and sustainable economy.

You are invited to a gala dinner in recognition of this year's competition finalists. The #MyLittleBigThing gala is scheduled to be a premier networking event for business and sustainability professionals. No other celebration of this kind brings together senior leaders from such a diverse array of industry sectors, government, the university community and civil society organizations that are the key influencers and decision makers within the sustainability conversation.

The '**Generation SDGs Now**' theme recognizes a new generation of sustainability trailblazers who are leading the way with innovative technologies, original enterprises and new ways of thinking. Join us at **Villa Rosa Kempinski** on **November 17th 2017**, where we're bridging boundaries between established and emerging leaders to create an atmosphere which fosters the most innovative, collaborative and transformative solutions to our most pressing challenges and greatest market opportunities.

The Gala consists of three integrated events:

1. Youth Innovation Forum
2. Networking Reception & Innovation Exhibition
3. Gala Dinner

## The Youth Innovation Forum



On November 17th, we will unite creative young leaders who are the finalists in this year's competition with established professionals and youth-focused organizations to transform youth innovations into solutions for the future of our climate and the environment.

At the forum, participants will drive the dialogue, focus on innovative approaches and collaborate on new visions for the future of the country. Youth will engage established leaders from a range of sectors including the environment, energy, government and finance on their ideas and implementation of their solutions at the forum.

## Networking Reception & Innovation Exhibition

The Gala evening will open with a networking reception and Innovation Exhibition. A highlight of the evening, this interactive exhibition space offers Platinum and Gold sponsors the opportunity to showcase their youth engagement through innovative products, services and technologies to hundreds of environmental professionals and sustainability business leaders.

## Gala Dinner

The evening continues with the Gala Dinner. You'll hear from inspiring business and youth leaders who bring optimism and innovation to the conversation around disruptive implementation of the SDGs. The dinner will feature the presentation of the annual #MyLittleBigThing Innovation Awards. This annual networking event is an essential relationship building opportunity for established and emerging leaders alike.

It is an event not to be missed.

## Events at a Glance

When:	Friday, November 17 2017
Where:	Villa Rosa Kempinski, Westlands
	4.00pm: Youth Innovation Forum
	6.30pm: Networking Reception & Exhibition
	7.30pm: Gala Dinner

# Partnership and Request for Sponsorship

MK-Africa is appealing for sponsorship towards the hosting of the inaugural #MyLittleBigThing Gala Dinner under any of the following packages:

Category	Credits	Hospitality	Media & Branding
	<ul style="list-style-type: none"> <li>Title sponsorship including logos on gala tickets &amp; mentions on all gala communication</li> <li>3-minutes stage time during the gala &amp; opportunity to present an award</li> <li>Speaking opportunity during the invite-only pre-event reception</li> <li>CEO interview in 2018 #MyLittleBigThing promotional video</li> <li>Opportunity to host one #MyLittleBigThing finalists' fellowships organized every 3 months as part of the 2018 competition calendar</li> <li>Opportunity to speak at the 2018 university roadshows</li> </ul>	<ul style="list-style-type: none"> <li>2 tables of 10 seats with priority seating</li> <li>Entry 10 of your guests to the invite-only pre-event reception</li> <li>Stand at the Innovation Exhibition with opportunity to distribute corporate giveaways</li> </ul>	<ul style="list-style-type: none"> <li>Full-page advert &amp; one-page editorial in #MyLittleBigThing Innovations Pullout in Business Daily Africa</li> <li>Digital advertising in Business Daily Africa</li> <li>Logo on www.mylittlebigthing.com with link to your website</li> <li>Banner during cheque presentation PR</li> <li>3 banners during the invite-only pre-event reception</li> <li>Media briefing opportunity at gala</li> </ul>
	<ul style="list-style-type: none"> <li>3-minutes stage time &amp; opportunity to present an award at the gala</li> <li>Speaking opportunity at invite-only pre-event reception</li> <li>Mention &amp; logo in 2018 #MyLittleBigThing promotional video</li> <li>Opportunity to host one of the finalists' fellowships in the 2018 competition calendar</li> <li>Opportunity to speak at the 2018 university roadshows</li> </ul>	<ul style="list-style-type: none"> <li>1 table of 10 seats with priority seating</li> <li>Entry for 10 of your guests to the invite-only pre-event reception</li> <li>Stand at the Innovation Exhibition with opportunity to distribute corporate giveaways</li> </ul>	<ul style="list-style-type: none"> <li>Half-page advert &amp; half-page editorial in #MyLittleBigThing Innovations Pullout in Business Daily Africa</li> <li>Digital advertising in Business Daily Africa</li> <li>Logo on www.mylittlebigthing.com with link to your website</li> <li>Banner during cheque presentation PR</li> <li>2 banners during the invite-only pre-event reception</li> <li>Media briefing opportunity at gala</li> </ul>
	<ul style="list-style-type: none"> <li>Mention &amp; opportunity to present an award at gala</li> <li>Mention invite-only pre-event reception</li> <li>Logo in 2018 #MyLittleBigThing promotional video</li> <li>Branding at the 2018 university roadshows</li> </ul>	<ul style="list-style-type: none"> <li>1 table of 10 seats</li> <li>Entry into the invite-only pre-event reception for 10 of your guests</li> <li>Exhibition stand and opportunity to distribute corporate giveaways</li> </ul>	<ul style="list-style-type: none"> <li>Quarter-page advert &amp; quarter-page editorial in #MyLittleBigThing Innovations Pullout in Business Daily Africa</li> <li>Digital advertising in Business Daily Africa</li> <li>Logo on www.mylittlebigthing.com with link to your website</li> <li>Banner during cheque presentation PR</li> <li>1 banner during the invite-only pre-event reception</li> <li>Media briefing opportunity at gala</li> </ul>
	<ul style="list-style-type: none"> <li>MC mention during gala</li> <li>Logo in 2018 #MyLittleBigThing promotional video</li> <li>Branding at the 2018 university roadshows</li> </ul>	<ul style="list-style-type: none"> <li>5 tickets to the gala</li> <li>Entry for 5 of your guests to the invite-only pre-event reception</li> <li>Corporate giveaways in the Innovation Exhibition hospitality bag</li> </ul>	<ul style="list-style-type: none"> <li>Strip advert in front page of #MyLittleBigThing Innovations Pullout in Business Daily Africa</li> <li>Logo on www.mylittlebigthing.com with link to your website</li> <li>Banner during cheque presentation PR</li> <li>Media briefing opportunity at gala</li> </ul>

**NB: A table can be purchased for Kshs. 100,000/- Tickets are also available at Kshs. 10,000/- per person**  
**For more information, please call 0755 840 155 / 0741 252 010 or write to us on [info@mylittlebigthing.com](mailto:info@mylittlebigthing.com)**