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# EMPLOYER OF THE YEAR AWARDS

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*Honoring Best Employers*

**Sponsorship Proposal**

## About FKE

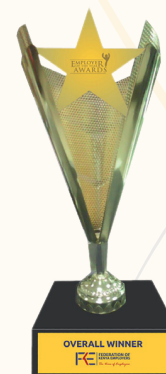
The Federation of Kenya Employers [FKE] is the national employers' organization in Kenya. Founded in 1959, influences labour market policy and regulatory environment through advocacy aimed at enhancing business growth and development. FKE also provides direct services to its members in the areas of Industrial and Labour Relations, employment matters, Legal Representation and Learning and Development. Our vision is empowered and resilient employer.

## What is Employer of the Year Awards?

The Employer of the Year Awards(EYA) is an initiative of FKE that seeks to fete organizations which put people at the core of their businesses and have implemented policies, systems and processes that create and sustain enterprise competitiveness, resilient productivity improvement alongside industrial peace and harmony. The awards will provide a platform for identifying, recognising and promoting excellence in Corporate Performance, People Management and Labour Relations practices amongst employers in Kenya

## Awards

1. Overall winner (Gold Award)
2. 1st Runner-up (Silver Award)
3. 2nd Runner up (Bronze Award)



## Categories

### 1. Leadership and Governance

It recognizes excellent organizations that have adopted programs and initiatives characterized as transformative, innovative, and systematic. These depend on effective leadership and governance processes, practices and systems in any organizational settings.

### 2. Corporate Performance and Productivity

It recognizes who have focused on performance and results. For many employers, financial sustainability, efficient service delivery and growth are key indicators of results.

### **3. Innovations and Adaptation to Change**

It recognizes employers who have efficiently supported their workforce and thereby actions of every employee are designed to add value to the business and therefore to influence corporate performance and the specific results the organization achieves.

### **4. Responsible Business Conduct**

This category recognizes progressive employers who practice corporate social responsibility (CSR) – which reflect on their commitment to contribute to sustainable development by delivering economic, social and environmental benefits for all

### **5. Inclusiveness and Diversity**

Diversity means more than simply encouraging people from all backgrounds to apply for jobs irrespective of age, class, race, ethnicity, gender or disabilities. It requires making sure that adequate policies and practices are in place in your organization.

### **6. Work-Place Environment**

The extent to which employees feel passionate about their jobs, are committed to the organization, and put discretionary effort into their work is key to achieving business results. This can be achieved by creating an environment in which employees feel appreciated and valued.

### **7. Learning and Development**

A learning and development strategy aims to meet employees' needs, ensure optimal human capital development, and build the business management and leadership skills for a strong executive team into the future. When it is well-aligned with overall business objectives, a clear and well-defined learning and development strategy provides the blueprint to develop a talent pipeline that can deliver organizational goals.

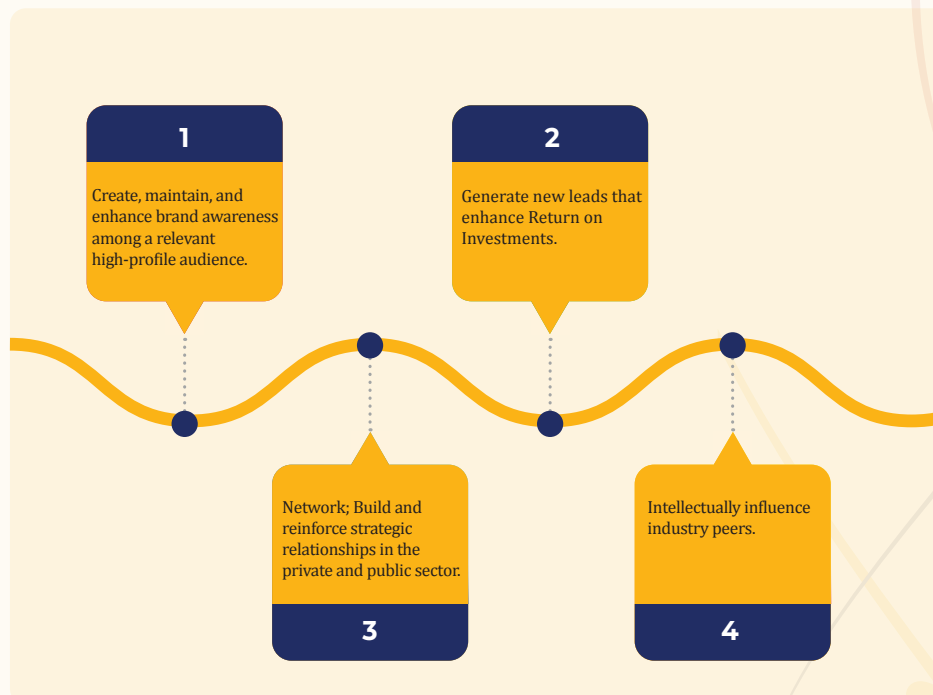
### **8. Human Resource Practice and Industrial Relations**

High performing and people-focused employers tap the full potential of their workforce. They have multiple programs of eliciting employee participation, engagement and systematically pay attention to their engagement levels and well-being needs. It is good practice to ensure that an organization has practices that are workforce focused with the objective of putting the right person in the right job and getting employees to deliver performance while feeling appreciated and equitably rewarded and seeing personal progress and growth through the organization.

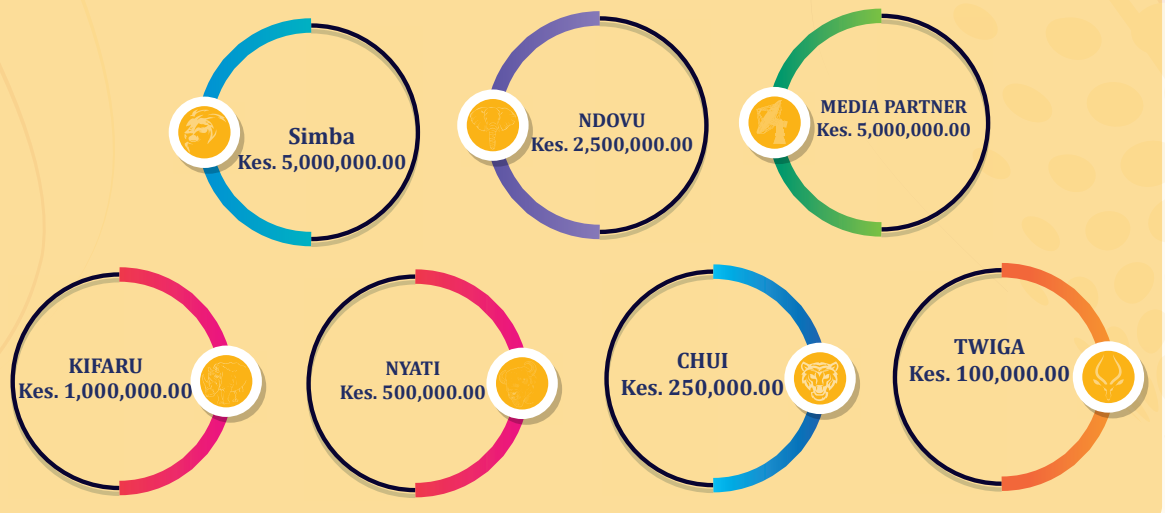
## Who Should Participate in EYA?

1. Any FKE member who wishes to be recognized as exercising the best Labour Practices.
2. All employers in Kenya

## Sponsorship Benefits



## EMPLOYER OF THE YEAR AWARDS SPONSORSHIP PACKAGES



## Simba Sponsorship Package - Kshs. 5,000,000 Benefits

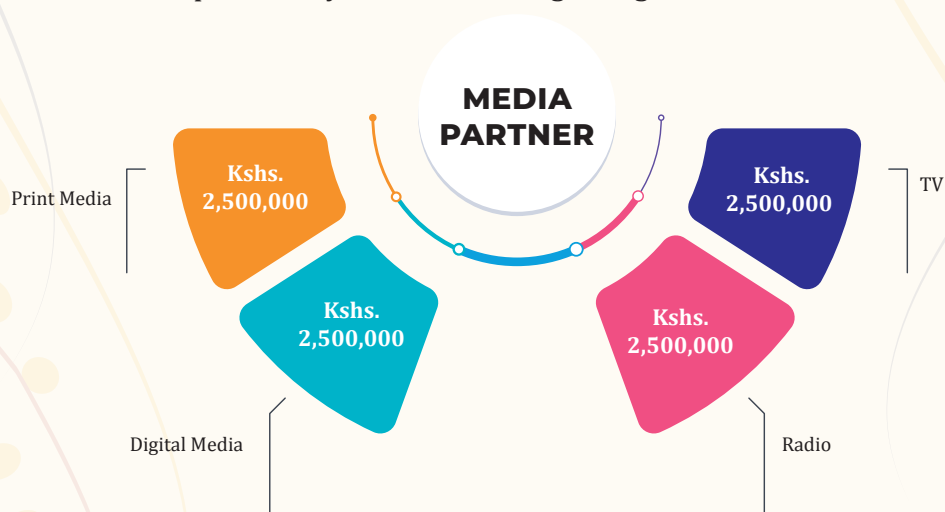
1. Exclusive title sponsor recognition-During media activation and GALA Award ceremony
2. Speaking opportunity during the gala dinner.
3. Award presentation to the overall winner
4. Branding Opportunities
  - a. FKE website and all above line engagements.
  - b. Awards booklet, (2) full page adverts.
  - c. Top tier prominent placement of branding across gala dinner venue.
  - d. Media opportunities before during and after the awards.
  - e. Use the EYA logo across your own platforms.
5. A free corporate table for 8 pax to the Gala Dinner
6. A 3minute video feature run on Digital Screen during the Gala Dinner
7. Product Placement in giveaway bag
8. Complimentary exhibition space
9. Recognition by MC during the event

## Ndovu Sponsorship Package - Kshs. 2,500,000 Benefits

1. Award presentation to runners up winners
2. Branding opportunities as follows:
  - a. Website and all above line engagements.
  - b. Awards booklet, (1) full page adverts.
  - c. Placement of branding across Gala Dinner venue.
  - d. Media opportunities before during and after the awards.
  - e. The right to use the EYA logo across your own platforms.
3. Free entry for 5 pax to the Gala Dinner
4. A 45 sec-video feature run on Digital Screen during the Gala Dinner
5. Recognition by MC throughout the event

## Media Sponsorship & Partners Package - Kshs. 2,500,000 Benefits

1. For 2,500,000, the media sponsor will sponsor the EYA with Print Media or digital media or radio or television coverage.
2. Additionally, as media partner you will receive various branding opportunities as follows;
  - a. Website and all above line engagements.
  - b. Awards booklet, (1) full page adverts.
  - c. Branding on all merchandize
  - d. placement of branding across gala dinner venue.
  - e. Media opportunities before during and after the awards.
  - f. The right to use the EYA logo across your own platforms.
3. Free entry for 5 pax to the Gala Dinner
5. One 45 sec-video feature run on Digital Screen during the Gala Dinner
6. Recognition by MC throughout the event
7. Complimentary insertion in all gift bags



## Category Sponsors

For the Category Sponsor, the interested organization will select one of the 8 categories highlighted above that speaks to what their organization stands for and the benefits will revolve particularly for the selected category

A stylized graphic featuring a rainbow with three bands (yellow, orange, grey) and a grey silhouette of a person with arms raised, set against a background of abstract yellow and grey shapes.

# EMPLOYER OF THE YEAR AWARDS

*To sponsor the 2023 EYA award*

## CONTACT US

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