

2024 FORM FOUR LEAVERS
**MENTORSHIP
FESTIVAL**
& TALENT EXTRAVAGANZA

SPONSORSHIP & ADVERTISING BRIEF



About: The 2024 Form Four Leavers Mentorship Festival and Talent Extravaganza

Date: 25-27 February, 2025

Location: University of Nairobi and Virtual

Organiser: Africa Center for Technology Transfer, ACTT Digital Media

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About

The 2024 Form Four Leavers Mentorship Festival and Talent Extravaganza is a comprehensive event designed to help recent Form Four graduates in Kenya plan their futures and explore various career paths. Students receive mentorship from professionals in both traditional fields like law and engineering, as well as creative fields such as the arts, sports, and music.

In addition to career guidance, the festival celebrates student talents by offering a platform for them to showcase their skills. The event highlights success stories from schools that have nurtured student growth and provides a space for collaboration between educators, parents, and industry leaders. The goal is to align students' passions, skills, and goals with the realities of the career market.

Program Structure:

- > **Pre-Festival (Orientation):** A 2-month period to introduce students to mentorship, self-awareness, and career readiness as they acclimate to the real-world. Late December 2024 to February 2025.
- > **Main Festival (Summit):** The culmination of the orientation in a three-day festival (to be held on February 25-27, 2025) comprising of workshops, discussions, talent presentations and entertainment.
- > **Post-Festival (Elevation):** Ongoing mentorship and career-focused coaching through the year to keep students on track for their chosen careers.

This year's festival summit will take place from February 25-27, 2025, and will feature a combination of career mentorship, talent showcases, and personalized guidance to help students align their passions, skills, and future goals. The hybrid event will be physically held at the University of Nairobi and streamed live to participants.

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**AFRICA CENTER FOR
TECHNOLOGY TRANSFER**

Media & Data in Digital Economy

OBJECTIVES
Comprehensive Mentorship | Celebrate Talent | Success Stories | Knowledge Sharing.

POST-FESTIVAL ENGAGEMENT

MARCH - DECEMBER 2025

Continued support for students and educators:
Mentorship: Career-specific sessions providing guidance on scholarships, college applications, and career development.
Support: Resources and materials to help teachers & parents be effective mentors.
Insights and Feedback to all



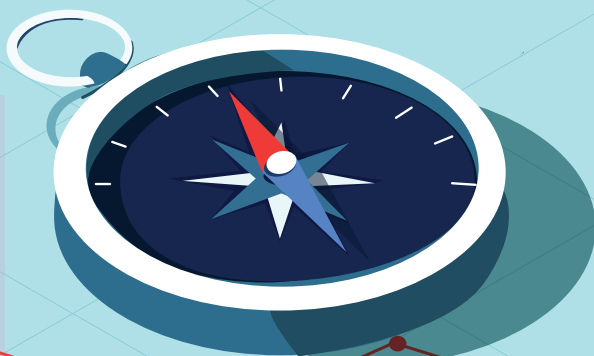
Navigate Forward Focused

PARTICIPATION

Paid up members in closed groups based on individual career paths.

ANATOMY OF THE MENTORSHIP FESTIVAL

An immersive, year-long program to empower Form Four graduates to smoothly step to the next phase of their careers



PRE-EVENT ACTIVITIES

JANUARY & FEBRUARY 2025

Weekly rotation on:

Career Mentorship: Guiding students through choosing careers in both traditional and creative fields.

Professionalism & Skills

Workshops: Teaching essential soft skills and workplace professionalism.

Self-Awareness & Decision-Making:

How to balance passion with practical realities & critical decision-making processes.

KEY PREPARATIONS:

Student Talent Documentation.

Stakeholder Outreach.

Sponsorship & Partnership Outreach.

Logistics and Virtual Setup.

Promotion and Marketing.



Find Yourself Safely

FESTIVAL SUMMIT

FEBRUARY 25 - 27, 2025

DAY 1: MENTORSHIP & TALENT SHOWCASE

1. Opening ceremony and keynote speeches.
2. Mentorship workshops with professionals.
3. Talent showcases/student performances.
4. Evening breakouts - virtual sessions/career paths.

DAY 2: INSIGHTS & CAREER PLANNING

1. The "Talent-to-Market" study & career paths for talented students.
2. Interactive sessions on career planning and skill development.
3. Evening breakouts - virtual sessions for individual career paths.

DAY 3: POST-FESTIVAL ENGAGEMENT & FUTURE OUTLOOK

1. Reflections from educators on student success and career transitions.
2. Skill-building workshops and panel discussions on the future of education and talent development.



Summit Milestone Celebration

FESTIVAL OVERVIEW

The 2024 Form Four Leavers Mentorship Festival and Talent Extravaganza will take place from February 25 to 27, 2025, offering both physical and virtual participation options to ensure accessibility for all students, regardless of location. The physical event will be hosted at the University of Nairobi, where speakers, mentors, and students will gather for impactful mentorship in-person sessions and talent showcases. There will be special evening virtual sessions focused on different professions for all students.

The festival will address issues specific to the 2024 Form Four leavers cohort, but also graduates from the previous years' - to help them make informed decisions about their careers and future based on the realities of the moment.

DATE: February 25-27, 2025

LOCATION: University of Nairobi and virtual platforms

CHARGES:

PHYSICAL ATTENDANCE: KES 10,500

VIRTUAL PARTICIPATION: KES 650

PARTICIPANTS: Form Four leavers from across Kenya (2024 cohort and previous years)

Summit Main Event

The culmination of the orientation in a three-day festival comprising workshops, discussions, talent presentations and entertainment.
25-27, February 2025.

Orientation Pre-Festival Program

2-month period to introduce students to mentorship, self-awareness, and career readiness as they acclimate to the real-world.
January & February 2025.

Elevation Post-Festival Program.

Ongoing mentorship and career-focused coaching through the year to keep students on track for their chosen careers.
March to December 2025.

EXPECTED OUTCOMES

Create a lasting, transformative impact by:
Enhanced Student Preparedness.
Recognizing Talent & Positioning Arts in Mainstream Market.
Strengthening the Educational Community.

ABOUT THE ORGANISER

The festival is hosted by the African Center for Technology Transfer (ACTT Digital Media), a leading organization in mentorship and education in Kenya. ACTT Digital Media has over seven years of experience working with 120+ schools and 10+ colleges, universities and teacher organizations, producing documentaries, school magazines, and hosting regional (school based) mentorship events.

These projects revealed key gaps in student mentorship, which inspired the creation of this national mentorship festival and talent extravaganza.

The 2024 Form Four Leavers Mentorship Festival and Talent Extravaganza represents a crucial step in bridging mentorship gaps for students at a pivotal moment in their lives. By emphasizing non-traditional career paths, sustained engagement, and collaboration with parents and educators, ACTT Media is committed to empowering students as they navigate their futures. This event goes beyond a simple celebration—it's a transformative experience designed to equip students with the tools they need for success.

MAIN ELEMENTS OF THE PROGRAM

Mentorship Workshops: Led by professionals from traditional careers (e.g., law, engineering) and creative sectors (e.g., arts, music, sports), to provide practical career guidance.

Talent Showcases: Platform for students to demonstrate their skills in music, dance, visual arts, and digital media and resources & support to connect them to the job market.

Success Stories: Present examples of successful mentorship initiatives from schools and colleges showing how structured support can significantly impact students' futures.

Insight Panels: Discussions featuring educators, parents, and industry leaders will explore ways to better support students' talents and career readiness.



SPONSORSHIP PROPOSAL

SPONSORING THE 2024 FORM FOUR LEAVERS MENTORSHIP FESTIVAL AND TALENT EXTRAVAGANZA is a unique opportunity for you to support Kenya's youth while promoting your brand. Whether you are a sponsor or an advertiser, your business will engage with a large, diverse audience of students, parents, and educators, positioning your brand as a leader in youth empowerment and career development and expand your sales and promotional outreach.

BENEFITS:

- > **Targeted Audience Engagement:** Reach over 150,000 recent graduates, educators from 300+ schools, and parents across Kenya.
- > **Positive Brand Association:** Align your brand with a high-impact event focused on youth development, mentorship, and career guidance.
- > **Ongoing Exposure:** Benefit from long-term visibility as the event continues with post-festival programs, engaging participants throughout the year.
- > **Cross-Channel Visibility:** Your brand will be featured on all event materials, including banners, brochures, social media, live streams, and talent showcases, ensuring maximum reach and recognition.

SPONSORSHIP LEVELS

GOLD SPONSOR (TITLE PARTNER) - KSH 1,000,000

This exclusive package offers maximum brand exposure for a full year.

- > Naming rights: "2024 Form Four Leavers Mentorship Festival and Talent Extravaganza, powered by [Your Brand]."
- > Prime logo placement on all materials (digital and physical), including banners, brochures, website, and social media.
- > Keynote speaking opportunity at the event.
- > Dedicated booth space for direct engagement with attendees.
- > Featured in social media promotions and live-stream shout-outs.
- > Video ads during live sessions.
- > Short clips, ads and shout outs between sessions.
- > Logo in bi-weekly newsletters, online groups, and the event website for one year.

SILVER SPONSOR - KSH 500,000

Positioning your brand to engage with targeted groups and participants for a year.

- > Prominent logo placement on event banners, brochures, and the website.
- > Speaking opportunity during key sessions.
- > Booth space for direct engagement with attendees.
- > Ads during session breaks and shout-outs in live streams.
- > Logo placement in select online groups (max 5) for a year.

BRONZE SPONSOR - KSH 100,000

Ideal for brands looking to support targeted groups with year-long engagement.

- > Logo placement on event banners, brochures, and social media.
- > Booth space at the event.
- > Mentions during the live-streaming, event communication, program and social media.
- > One ad slot during session breaks.
- > Logo featured in two select online groups for a year.

ADVERTISER - KSH 50,000

Boost your brand's visibility with basic exposure at the festival.

- > Logo placement on event materials and website.
- > Social media mention during the event week.
- > Logo placed in the main community page for a year.

IN-KIND SPONSORSHIP

We welcome in-kind contributions such as product giveaways, mentorship resources, or technology support for virtual sessions. In exchange, your brand will be recognized based on the value of your contribution within the relevant sponsorship category.

Join us in empowering Kenya's next generation of leaders, innovators, and professionals by sponsoring this exciting and impactful event. For more details on how to get involved, contact us ACTT Digital Media on Phone: +254 722123015 or email us at: info@mentorship.co.ke and our website: www.mentorship.co.ke

