



CESRA
CENTRE FOR SOCIAL
RESPONSIBILITY & ACCOUNTABILITY
Connected Communities

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Corporate & CSR Partnership Invitation

Dear MCK Partner

Across Kenya, young women are doing remarkable work at the grassroots—supporting children, mentoring young people, empowering women, protecting the environment and responding to real community needs.

Many begin with passion and very limited resources. Without mentorship, visibility, strategic partnerships and access to funding, promising initiatives—and the women leading them—struggle to reach their full potential.

That is where Miss Corporate Kenya comes in.

Ashley's Events Ltd, in partnership with the **Centre for Social Responsibility and Accountability (CESRA)**, presents Miss Corporate Kenya: a **purpose-led pageant that identifies women already creating grassroots impact and helps elevate them into stronger positions of leadership.**

Through mentorship, corporate exposure and strategic partnerships, finalists strengthen their initiatives, develop their leadership and communication skills, and learn to present their impact stories to organizations that can help their work grow.

HOW THE JOURNEY WORKS

PURPOSE • PRESENCE • IMPACT

01

IDENTIFY

Women aged 20-35 leading active community initiatives.

02

PREPARE

Mentorship and preparation of a 3-minute impact presentation.

03

EVALUATE

Impact • Sustainability
Leadership • Innovation
Growth Potential

04

TAKE THE STAGE

Corporate Wear • Eco-Creative
Gala runway presentations
with confidence and presence.

05

ADVANCE

The strongest initiatives receive grants to grow their impact.

06

BEYOND THE RUNWAY

A corporate mentorship journey begins—connecting finalists with partners and opportunities.

Corporate Impact Partnership Opportunities

Benefit	Supporting Partner	Impact Partner	Leadership Partner	Strategic Impact Partner
Contribution	KES 30,000	KES 50,000	KES 100,000	KES 150,000
MCK and CESRA website recognition	✓	✓	✓	Priority
Digital and social media recognition	✓	Enhanced	Enhanced	Priority
Co-branded partner marketing reels	1 reel	2 reels	3 reels	4 reels
Logo on official event backdrop	Standard logo	Standard logo	Prominent logo	Priority logo placement
Recognition on venue screens	Logo rotation	Logo rotation	Featured brand slide	Featured slide and promotional video
Programme magazine visibility	Partner listing	¼-page advert	½-page corporate feature	Full-page corporate/CSR feature
Complimentary Networking Dinner & Gala tickets	1	2	4	6
Sponsor showcase	Product display placement	Standard showcase table	Branded showcase table	Priority branded showcase table
Event partner recognition	Standard	Standard	Enhanced	Priority
Association with a participant or impact initiative	—	—	✓	Priority association
Priority event branding	—	—	—	✓
Strategic partner recognition	—	—	—	✓
In-Kind & Professional Partnerships: Venue • Hospitality • Transport • Media • Healthcare • Event Production • Professional Services • Participant Support and other strategic contributions.				

We welcome tailored corporate partnerships aligned with your organization's CSR, ESG, sustainability and community impact priorities. Your support will contribute to the successful delivery of the programme, participant engagement, professional development, networking and meaningful impact initiatives, while providing your organization with valuable brand visibility and opportunities to demonstrate its commitment to responsible corporate citizenship.

We would be delighted to discuss how your organization can partner with us at a level that best aligns with your objectives, including the development of a bespoke partnership package where appropriate.

Yours sincerely,

Julie Chege