



AVOCADO SOCIETY  
OF KENYA

growing. lives. together

# AVOCADO INDUSTRY *Excellence Awards*

**NETWORKING GALA DINNER 2022**

**SAFARI PARK HOTEL, NAIROBI**  
FRIDAY 9TH DECEMBER, 2022



## **ABOUT KENYA AVOCADO EXCELLENCE AWARDS (KAEA)**



### **Preamble**

The KENYA AVOCADO EXCELLENCE AWARDS (KAEA) now in its 3rd edition is a strategic and noble initiative of the AVOCADO SOCIETY OF KENYA which targets to achieve the following: -

- Advancement of excellent service delivery and overall industry development
  - Recognition and appreciation of exceptional contribution by industry players
  - Encouragement of innovation, creativity and strict adherence to industry best practices and regulatory standards
  - Stimulation of healthy competition among industry players and adoption of best practice(s)
- These awards acknowledge and recognize contributions to the avocado sector that change or alter businesses resulting in advancement forward in all areas of the sector and including but not limited to marketing, research and development, products and production innovation.

KAEA is now a national ritual in recognition of individuals and organizations.

These super achievers are feted during a Networking Gala Dinner to incentivize and encourage competitiveness and growth within the avocado industry.



## **PARTNERSHIP**

KENYA AVOCADO EXCELLENCE AWARDS (KAEA) is a strategic initiative of the Avocado Society of Kenya with other anchor stakeholders. Now in its 3rd Edition, KAEA 2022 follows the inaugural event held in 2021 whereby we gave 35 awards that is per our nomination category and 2019 a total of 24 winning entries were awarded the coveted trophies and certifications.

## **AWARDS**

The awards aim to exceptional performance standards by encouraging the value chain players towards a more concerted approach while taking cognizance of the praiseworthy achievements by individual players.

KAEA Awards is targeting the avocado value- chain community, both individuals and organizations in Kenya that endeavor to strengthen and grow their services.

## 1. Eligibility

- a) Must either be a member or Non Member of the Avocado Society of Kenya
- b) Staff Members of the Avocado Society of Kenya are NOT eligible for nomination

## 2. Entry Requirements

1. Nominations are to be made by the avocado sector value chain players locally or abroad. One (wo)man one vote.
2. The nominees are for the calendar year January 2022 – October 2022.
3. Previous award-winners are eligible

## 3. Nominations Criteria

Judges will assign points based on the following: -

- Supporting information provided
- Clarity of insights, objectives, innovation, demonstration of strategy, execution, creativity, achievement.
- Overall rating.

## 4. Award Process

The ASOK Awards Committee will receive entries through [awards@avocadoawards.co.ke](mailto:awards@avocadoawards.co.ke)

They committee may visit, write or call nominees for fact finding.

Four entities per category will be announced as nominees.

The nominees will be announced prior to the Networking Gala Dinner on [www.avocadoawards.co.ke](http://www.avocadoawards.co.ke) and on our other networks.

The nominees may have a chance to speak during the ASOK annual Networking Gala Dinner 2022 and will be VOTED by the Delegates Present.

Voting will be democratic, transparent free and fair  
The Nominee with the highest number of votes cast will be announced the winner.



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& NETWORKING  
GALA DINNER 2022



**VENUE:** SAFARI PARK HOTEL, NAIROBI  
**DATE:** FRIDAY 9TH, DECEMBER 2022  
**TIME:** 7:00 PM

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## CALL FOR NOMINATIONS!

awards@avocadoawards.co.ke  
www.avocadoawards.co.ke

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**Nominations Opening Date:** 1st October 2022.  
**Event Closing Date:** 30th November 2022.



## Award Presentation

Winners will be feted with a trophy and a certificate in recognition of their outstanding achievements. Cash awards may also be given.

The award will be presented to an individual or representatives of the organization.

The winning entries will be featured in the ASOK website, [www.avocadoawards.co.ke](http://www.avocadoawards.co.ke) until when the next cohort will be announced.

Winning case studies may be shared publically as a benchmark of excellence.

Submissions that contain sensitive or business confidential information will not be divulged.

## Nomination Categories

### 1. Individual

- a) Avocado Person of the Year 2022 – The Avocado Award
- b) Lifetime Achievement Award
- c) Young Achievers Award
- d) Outstanding Woman Award

### 2. Growers

- a) Nursery - Seedlings
- b) Grower Small Scale < 10acres
- c) Grower Medium Scale 10 acres – 100acres
- d) Large Scale Orchards > 100 acres

### 3. Crop Productivity

- b) Crop Nutrition Company
- c) Natural Enemies
- d) Post-Harvest Treatments
- e) Irrigation
- f) Laboratory/Testing Services

### 4. Exporters

- a) Small Scale < 100 Containers
- b) Medium Scale 100 – 200 Containers
- c) Large Scale > 200 Containers
- d) Organic Avocado Exporter

### 5. Auxiliary Services

- a) Packhouse
- b) Packaging & Handling Material
- c) Shipping and Cargo Handling
- d) Financial Services
- e) Insurance Services
- f) Certification Services
- g) Machinery - Fresh or Oil Processing
- h) Technologies and Innovations
- i) Motor vehicles and Transport Logistics
- j) Cold Storage Facilities

### 6. Importers

- a) European Union
- b) United Arab Emirates
- c) Emerging Markets





## 7. Support Services

- a) National Government Agencies
- b) County Government
- c) Development Partners

### SPONSORSHIP

Here is a golden opportunity to reinforce your corporate and brand awareness, enhance your competitive edge in the avocado industry

We look forward to a conversation on the wide array of partnership opportunities and the eventual customization of the same for your individual brand(s)

#### 1. PLATINUM PARTNER - KSH 600,000

- Acknowledgement as title partner on event collateral and mentions by MC.
- Three 30 second advert/infomercial of your choice at the event.
  - Opportunity to Speak and present awards in two categories of your choice.
- Co-branding in all event communication and marketing collateral.
- Prime Sitting for brand centered experiences.
- Logo and link to your website on the KAEA Site for 1 year with acknowledgement as platinum partner.
- Opportunity to share customized messages on our social media platform.







- Rights to publicize event in partner's own media.
- Physical and digital branding at the event.
- Post event publicity on all post event articles and adverts.
- 24 Tickets for Gala Dinner (Reserved Sitting)

## **2. GOLD PARTNER - KSH 300,000**

- Acknowledgement as Gold partner on event collateral and mentions by MC.
- Two 30 second advertisement of your choice at the event.
- Opportunity to speak and present awards in two categories of your choice.
- Co-branding in all event communication and marketing collateral.
- Prime Dinner spot to host brand centered experiences.
- Logo and link to your website on the KAEA Site for 1 year with acknowledgement as Gold partner.
- Opportunity to share customized messages on our social media platform.

- Rights to publicize event in partner's own media.
- Physical and digital branding at the event.
- Post event publicity on all post event articles and adverts.
- 15 Tickets for Gala Dinner (Reserved Sitting).

## **3. SILVER PARTNER - KSH 100,000**

- Acknowledgement as a Silver partner on event collateral and mentions by MC.
- One 30 second advertisement of your choice at the event.
- Opportunity to speak and present an award in a category of your choice.
- Co-branding in all event communication and marketing collateral.
- Logo and link to your website on the KAEA Site for 1 year with acknowledgement as Silver partner.
- Opportunity to share customized messages on our social media platform.

- Rights to publicize event in partner's own media.
- Physical and digital branding at the event.

- Post event publicity on all post event articles and adverts

- 10 Tickets for Gala Dinner (Reserved Sitting)

#### **4. BRONZE PARTNER - KSH 75,000**

- Co-branding in all event communication and marketing collateral.

- Logo and link to your website on the KAEA Site for 1 year with acknowledgement as Bronze partner.

- Rights to publicize event in partner's own media.

- Speaking Opportunity.

- Digital branding at the event.

- Post event publicity on selected post event articles and adverts.

- Six Tickets for Gala Dinner (Reserved Sitting).

#### **5. CATEGORY PARTNER KSH 50,000**

- One KAEA 202 Award Category to be associated with the brand.

- Announcing/Awarding the trophy and certificates to the winners of the specific category.

- Four Tickets for Gala Dinner (Reserved Sitting)

- Speaking opportunity.

#### **NETWORKING GALA DINNER KSH 6,000**

The Safari Park Hotel & Casino is one of Nairobi's famous resort and Africa's largest and most exciting conference destination. An oasis of tranquility in the heart of Nairobi, the Safari Park Hotel blends stylishly elegant African architecture with supremely luxurious accommodation; sparkling water gardens with an inland beach and beautifully landscaped gardens, with a wide choice of international restaurants.

One Ticket for Gala Dinner

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