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10 K STEPS FOR TEACHERS
MENTAL HEALTH

Event Partnership

WALK FOR TEACHERS MENTAL WELLNESS

10K STEPS IN SUPPORT OF TEACHERS
MENTAL HEALTH

START

26TH

MAY 2024

#10Kstepsinsupportofteachersmentalhealth

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MENTAL HEALTH

ABOUT:



WHAT:

The 1st Annual Walk for Mental Wellness
by Teacher Organization

WHERE:

10km, Start Ulinzi Sports complex to
Nyayo Stadium & Back to Ulinzi Sports
complex

WHEN:

26th May 2024

WHO:

Teachers & Students 13+

Time:

9:30 to 12:30

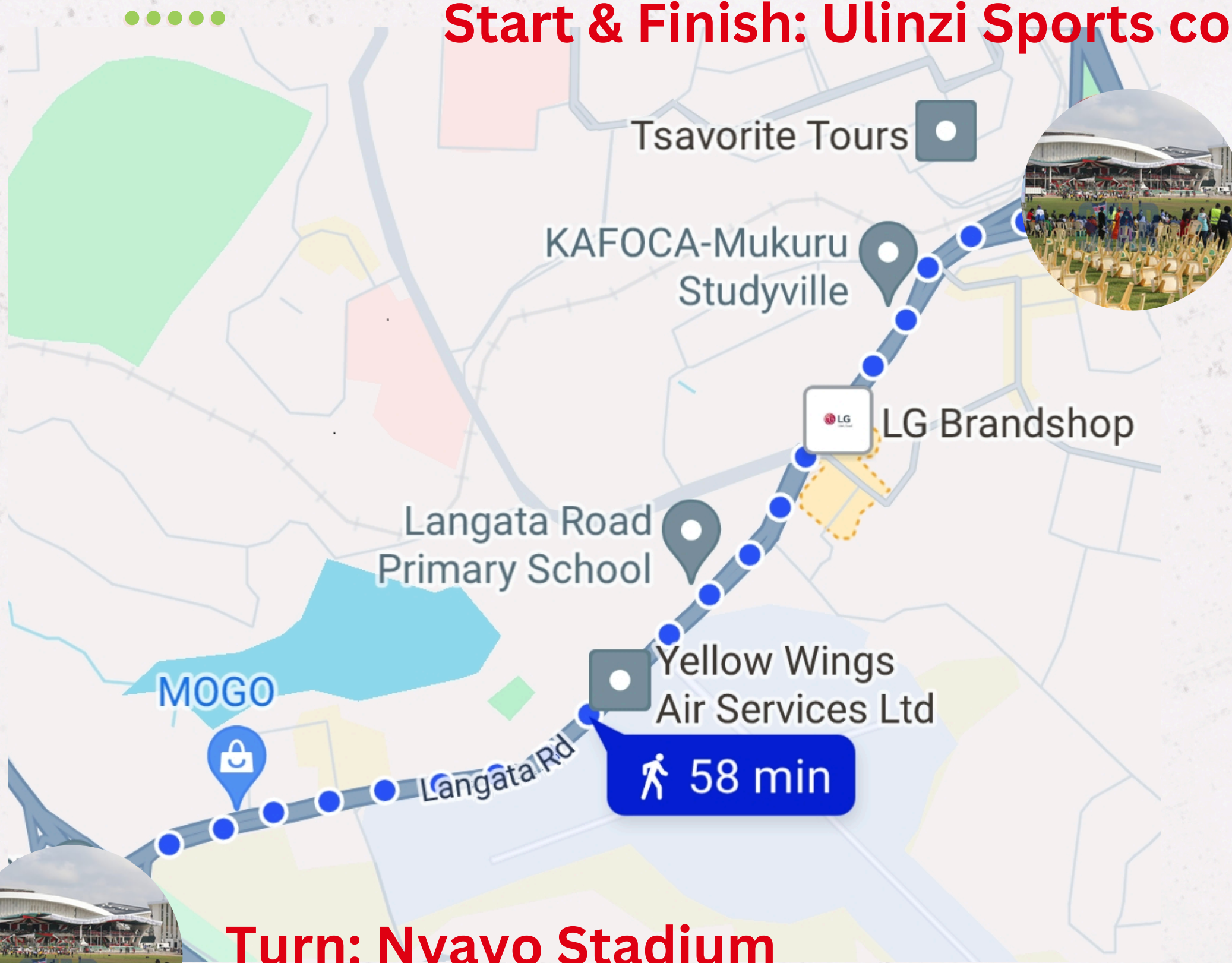


26th/5/2024

WALK ROUTE



Start & Finish: Ulinzi Sports complex



Turn: Nyayo Stadium

26th/5/2024

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About the Walk

WHY WALK FOR WELLNESS

1. To raise funds towards establishing a teacher wellness center in Nairobi, which will be the first of its kind in Kenya
2. Walk for Awareness is not your typical charity walk. The environment will be upbeat, entertaining and unique.
3. The walk is positive and creates a social movement that is aimed at the community coming together for the increased awareness of mental health and the greater good.
4. Remove the taboo and shame shrouding mental illness and suicide.
5. Empower teachers with lived experience to seek help for themselves, including the school workplace.
6. Create a unique, safe, upbeat and entertaining event that connects people, and encourages conversation and action.
7. Create an ongoing community of Walk for Awareness Warriors



26th/
2024

KEYS ISSUES



When a teacher is mentally disturbed, the effect will cut across to the students and will likely result in poor quality of education.

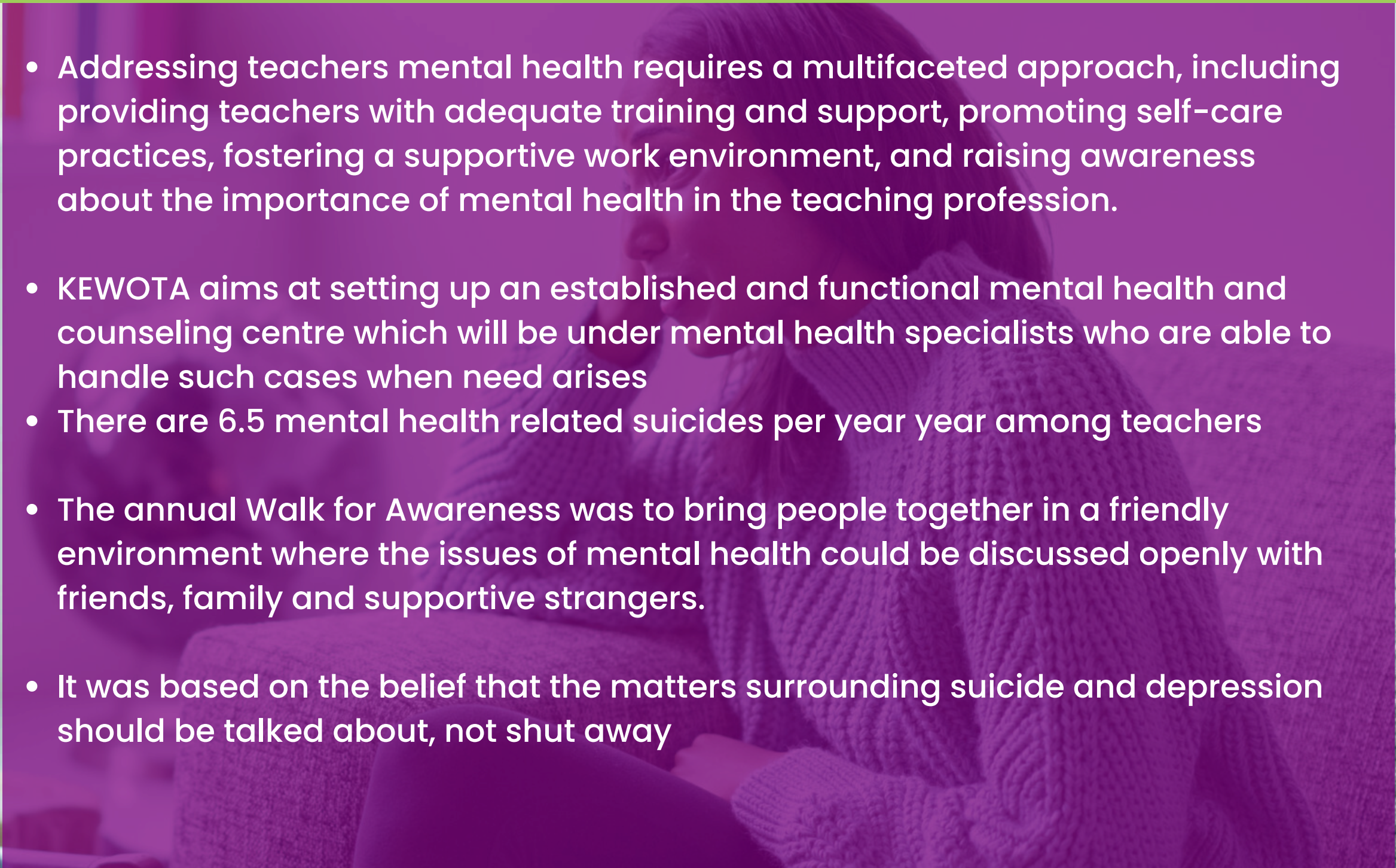
Why establish a specialized counselling Centre for teachers?



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- Addressing teachers mental health requires a multifaceted approach, including providing teachers with adequate training and support, promoting self-care practices, fostering a supportive work environment, and raising awareness about the importance of mental health in the teaching profession.
- KEWOTA aims at setting up an established and functional mental health and counseling centre which will be under mental health specialists who are able to handle such cases when need arises
- There are 6.5 mental health related suicides per year year among teachers
- The annual Walk for Awareness was to bring people together in a friendly environment where the issues of mental health could be discussed openly with friends, family and supportive strangers.
- It was based on the belief that the matters surrounding suicide and depression should be talked about, not shut away

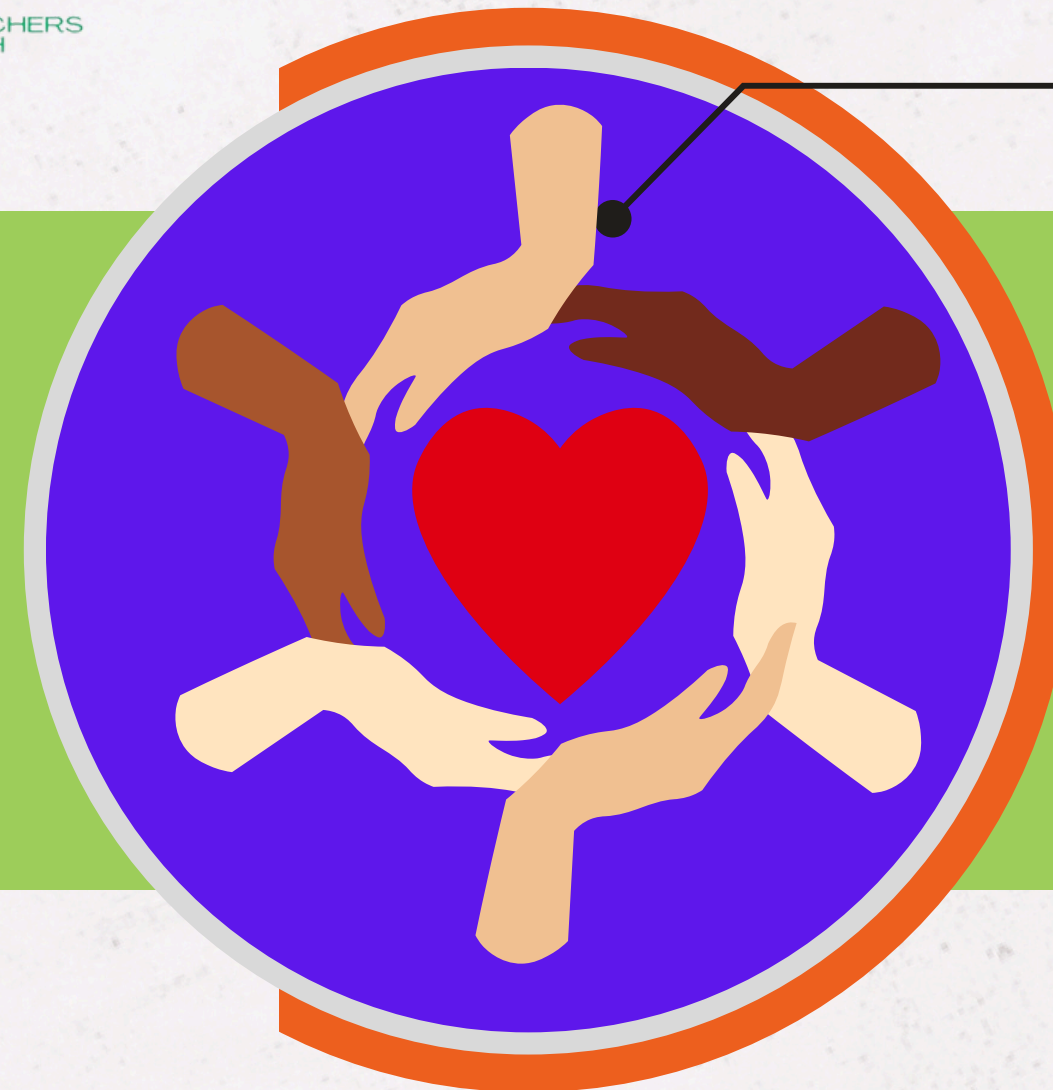


OBJECTIVE 1



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OBJECTIVE 2



Short term Plan: Year 1 & 2: Operate a Counselling Center from Leased Premises

Long Term: 3 to 5 Year plan: Establish a specialized counselling centers for teachers

Target Budget: Kshs 100,000,000

Generate Awareness in the Teaching Fraternity about the importance of mental health in the teaching profession.





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WALK FOR MENTAL WELLNESS AUDIENCE PROFILE



Primary Audience

Teaching Fraternity, KEWOTA Membership & partners, Students and Pupils, Family, friends, colleagues—supporting raising awareness of depression and mental illness, breaking the taboo of talking about suicide and depression.

1. Ages 13 -65
2. Females 64% to Males 36%
3. Funds Raising target for 2024 event Kshs.10,000,000
4. Fitness orientated, online savvy, corporates, families.
5. Target the community and reach out to those suffering or affected by mental illness in a positive way.



Secondary Audience

Corporate Groups, Development Organization, Specialists in mental Health, County Official, Government Officials etc

SOCIAL INFLUENCE & COMMUNITY

With our hashtag #10Kstepsinsupportofteachersmentalhealth ensure widespread messaging through partnerships with Media, Social media influencers, Digital content creators through interviews and content distribution.



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SPONSORSHIP OPPORTUNITIES



Walk T-Shirt Sponsor

Logo placement on:

Front of T-Shirt x1: **250,0000**

• Left Sleeve x 1 : **Kshs 50,000**

• Right Sleeve x 1: **Kshs 50,000**

• BACK Shirt x 2: **Kshs 100,000**

on KEWOTA-shirts worn by event team and walkers





EVENT PARTNERSHIP-TITLE SPONSORSHIP

Partnership inclusions at the event:

1. Event Partner acknowledgement on the day
2. Team entry at (up to 10)
3. Logo placement on **WALK FOR TEACHERS MENTAL WELNESS (WFTMW)** t-shirts & event Caps worn by event staff and 3000 + walkers. (Left or Right Sleeve –Back Shirt)
4. Opportunity to participate in a Corporate Breakfast Retreat for clients and/or staff following the event. (breakfast at an additional cost)
5. Opportunity to display signage at event (production at own cost).
6. Opportunity to own a fun high energy activation on course or at the finish venue Uhuru Gardens
7. Opportunity to include partnership collateral in participants Caps.

Communications:

- Brand association at (WFTMW)-corporate website & logo on pre-release, website, social, EDM and media coverage

Social:

1. Shout-out via (WFTMW) & KEWOTA social media platforms
2. Alignment: Opportunity to use the (WFTMW) logo within your own collateral to
3. strengthen brand association (usage to be pre-approved).
4. Content partnership opportunities on (WFTMW) social media i.e. that promotes health & wellbeing, healthy recipes, mindfulness, exercise info in the lead up to the walk

Total Investment: Kshs 2 Million



Team retreat Opportunity

Team retreat opportunity:

1. Reward your team with an exclusive place to meet before and after the walk.
2. Take advantage of the opportunity to network with other teams and corporates, as well as treat your team members with a delicious brunch.

You and your team will have access to the following:

- An exclusive marquee space with your teams name board
- An exclusive massage therapist –shared with other team retreats
- Catering packs –must be purchased prior
- A chance to display your own corporate signage around
- your retreat Iced beverages



TEAM RETREAT OPPORTUNITY

2024 TEAM RETREAT

	Tier 1 Ksh: 50,000	Tier 2 Kshs: 75,000
Marquee	3x3m	6x3m
2x Round Tables with Linen	✓	✓
10x White Chairs	✓	✓
1x Team Name Sign	✓	✓
Iced Beverages	✓	✓
Access to Massage services	✓	✓
Catering Services*	✓	✓



ACTIVATION OPPORTUNITY

ACTIVATION DETAILS:

- Bump in: 26th May , 2024 -8.00 AM
- Displays, Sampling & Activation
- Pre-event classes
- Bump out: 26th May , 2024 -12 NOON





ACTIVATION OPPORTUNITY

Create excitement and brand engagement with an activation at

Benefits:

1. Create meaningful brand interaction with attendees
2. Corporate signage at the event venue and at booth space
3. MC acknowledgement on the day
4. Team entry at WALK FOR TEACHERS MENTAL WELLNESS (WFTMW) (up to 3)
5. Opportunity to sample / set up activation at the event venue / along walk route
6. Supply and inclusion of exclusive partner collateral in WALK FOR TEACHERS MENTAL WELLNESS (WFTMW) participant registration bags / packs (client supplied)

Social:

Shout-out via WALK FOR TEACHERS MENTAL WELLNESS (WFTMW) social media platforms

Alignment:

Opportunity to use the (WFTMW) logo within your own collateral to strengthen brand association (usage to be pre-approved).

Communications:

Brand Association at Walk for Awareness-corporate website & logo on press release, website, social, EDM & media coverage



Total Investment:

KSHS: 100,000



ACTIVATION OPPORTUNITY: TRIBUTE WALL

Sponsorship of one of the 6 main activations -The Tribute Wall 'Give someone you love a call today'

Benefits:

1. Naming rights to the wall PRO-GAS TRIBUTE WALL
2. Create meaningful brand interaction with attendees
3. Corporate signage at the event venue and at booth space
4. MC acknowledgement on the day
5. Team entry at (WFTMW) (up to 3)
6. Opportunity to sample / set up activation at the event venue / along walk route
7. Supply and inclusion of exclusive partner collateral in MAF participant registration bags / packs (client supplied)
8. 2 Staff Supplied to ManAge Activation

Social:

Shout-out via (WFTMW) social media platforms

Alignment:

Opportunity to use the (WFTMW) logo within your own collateral to strengthen brand association (usage to be pre-approved).

Communications:

Brand Association at (WFTMW)- corporate website & logo on press release, website, social, EDM & media coverage



Total Investment:

KSHS 250,000



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QUESTIONS? CONTACT US!

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PROPOSED WELLNESS FACILITY



PROPOSED WELLNESS FACILITY



PROPOSED WELLNESS FACILITY



PROPOSED WELLNESS FACILITY



KEWOTA REHABILITATION CENTRE

MAKE A LIFE DIFFERENCE

GYM & SPAR

KAWASANTAN



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THANK YOU