

# THE BIG BARAZA

A Conference for SMEs by SMEs

GAME CHANGERS: **Innovate & Thrive**

17TH - 18TH OCTOBER 2024

THE  
**BiG**  
BARAZA

**SNDBX**  
The Village Formula

## ABOUT THE BIG BARAZA

THE  
**BiG**  
BARAZA

The Big Baraza is an annual premium event that looks to address the challenges that businesses, classified as SMEs, face in Kenya, connect them to current affairs and ultimately give them solutions for sustainability.

With their immense contribution to the economy, Kenya's SMEs face numerous challenges that hinder their growth making it crucial to devise SME-specific strategies and solutions that help unlock small businesses' potential if implemented.

Few platforms offer SMEs solutions to help them get formalised, encourage innovation, provide and prepare them for accessible financing and promote market access at local and global levels. By doing so, we can secure jobs, grow incomes, create wealth, and magnify their impact in communities.

**17TH - 18TH OCTOBER 2024**

**SNDBX**  
The Village Formula

## ABOUT THE BIG BARAZA 2024

The theme for the fourth edition of the Big Baraza is **GAME CHANGERS: Innovate and Thrive** and will feature businesses that have changed the game in the industries in which they are in. The Baraza will spotlight the transformative power of innovation with an emphasis on a mindset of learning, adjusting, adapting, and advancing in the face of challenges.

The format of the 2-day event includes speeches, success stories, panel discussions and masterclasses where SMEs will share their journeys of entrepreneurship, resilience and how to find innovative solutions in challenging contexts.

### Who is the Big Baraza for?

- **Businesses Changing the Game in the industries that they are in** - Trailblazers within their industries.
- **Businesses that have Changed with the Game** - Businesses that pivoted and advanced despite changes in their environment
- **Businesses that have Created a New Game** - Out of the Box Thinkers - Innovative and Transformational

**17TH - 18TH OCTOBER 2024**

## WHY THE BIG BARAZA?

**Over the years Sponsors, Partners, Experts & other stakeholders that have engaged with the Big Baraza have:**

- Increased visibility and relevance to the SNDBX and the larger SME ecosystem.
- Had access to the SNDBX SME market base and ecosystem with an opportunity to pitch products and services to captive SMEs and SNDBX partners.
- Had opportunities to access new audiences through SNDBX partner organisations' SME Value Chains
- Had opportunities to access SNDBX partners for collaborations and potential sales opportunities
- Had access to SME feedback to help in product design and development from research and insights from SMEs
- Had opportunities to refine the relationship management of SMEs through intimate interactions and feedback with SNDBX and the SME market

## IMPACT OF THE BIG BARAZA TO DATE

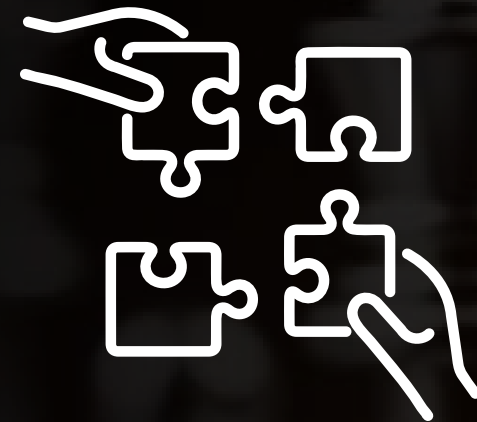
Since the inception of the Big Baraza , the event has achieved remarkable success with:



Over **2,500** Businesses have participated in the Big Baraza annual events so far



Over **100** Partners & Sponsors have been part of the exciting event with repeat sponsors having proven ROI.



Fruitful Collaborations and Partnerships created and solidified between corporates, SMEs and Government entities

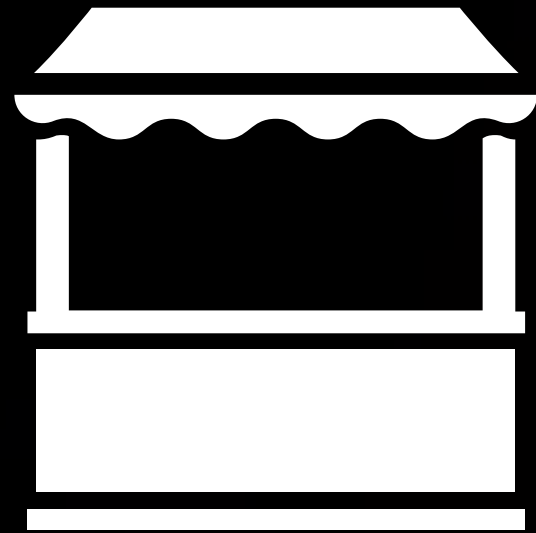


Over **100** esteemed speakers representing Government, Corporates and SMEs



Over **50** Exhibitors have showcased their businesses at the annual conference

## WHAT TO EXPECT AT THE BIG BARAZA



**Engaging exhibitions** with cutting-edge innovations, products, and services from entrepreneurs and ecosystem enablers.



**Insightful panel discussions** from industry leaders, providing valuable knowledge and insights into current trends and future prospects.

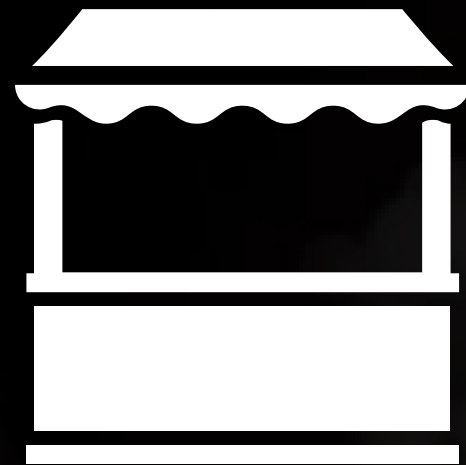


**Masterclasses and Networking sessions** to connect with like-minded professionals and explore potential collaboration and partnerships

## WHO WILL YOU FIND AT THE BIG BARAZA?



Corporates with SME-centric products and services  
Top & Middle Management of corporates



Exhibitors  
SMEs with Business-to-business (B2B) products



Small and medium businesses

- Business Owners & Decision makers
- Organisation Revenue of approx 50M minimum
- Average of 5 employees & 2 partners/founders



Diverse industries & sectors  
service, manufacturing, real estate, technology, fintech, etc.

The Big Baraza is a premium event at **KES 12,000 per day** which ensures that attendees are from companies looking for value and business growth solutions. and business owners willing to invest in themselves to learn and grow.

**17TH - 18TH OCTOBER 2024**

## TICKETS AND EXHIBITION COSTS

### INDIVIDUAL TICKETS

One Day Ticket: **KES 12,000**

Two Days: **KES 22,000**

### GROUP TICKETS (8)

One Day Ticket: **KES 90,000**

Two Days: **KES 175,000**

**NOTE:** The ticket includes full access passes for the conference including Masterclass Sessions and all meals at JW Marriott

### EXHIBITION COSTS

One Day Ticket: **KES 60,000**

Two Days: **KES 90,000**

**NOTE:** Booth tickets include 2 full access passes for the conference including Masterclass Sessions and all meals at JW Marriott

Every Exhibitor gets a chance to showcase their company and services at the Big Baraza.



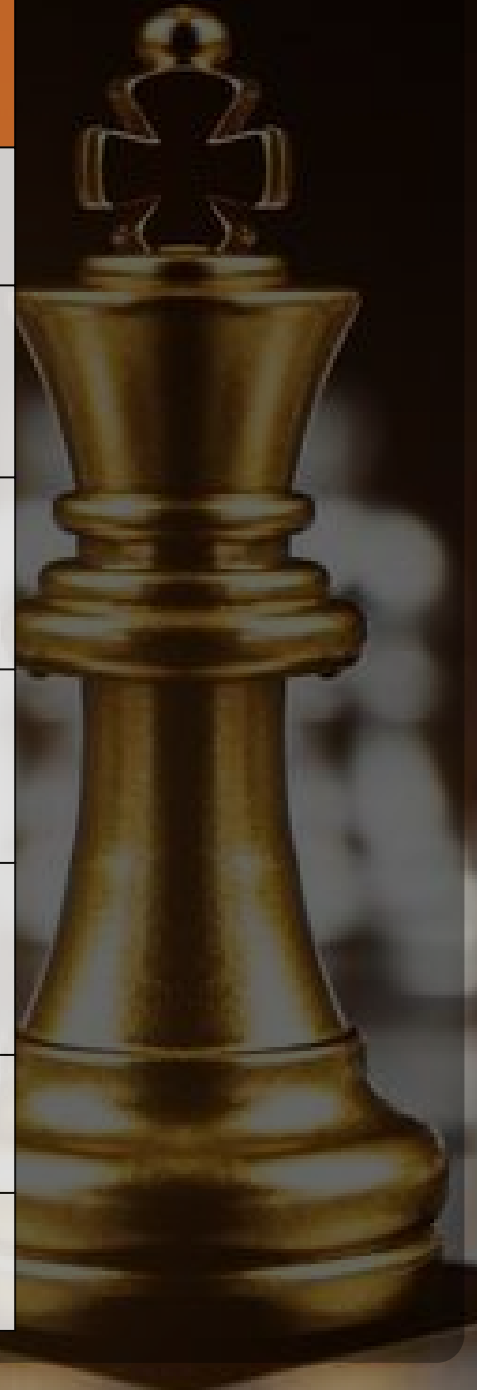
# THE BIG BARAZA SUMMARY PARTNERSHIPS

THE  
**BiG**  
BARAZA

SPONSORSHIP PACKAGE	SPONSORSHIP PACKAGE (KES)	SUMMARY
<b>TITLE SPONSOR</b>	<b>KES 4,000,000</b>	Full Annual Package
<b>GOLD SPONSOR</b>	<b>KES 1,500,000</b>	Event partner with Keynote 1 day, A total of 35 tickets including awareness campaign tickets, Masterclass sponsor, 5 post-event activities (2 webinars & 3 SME Barazas)
<b>SILVER SPONSOR</b>	<b>KES 950,000</b>	Event partner with 1 panelist, A total of 25 tickets including awareness campaign tickets, 3 post-event activities(2 webinars & 1 SME Baraza)
<b>BRONZE SPONSOR</b>	<b>KES 650,000</b>	Event partner with 1 panelist, A total of 15 tickets including awareness campaign tickets, 2 post-event activities (1 webinar & 1 Friday Baraza)
<b>SME PARTNER</b>	<b>KES 500, 000</b>	Event partner with 1 panelist, A total of 10 tickets including awareness campaign tickets 1 post-event activities (1 webinar)
<b>BOOTH</b>	<b>KES 90,000</b>	Exhibition Booth over two days (Includes 2 full day passes)
<b>GROUP TICKETS</b>	<b>KES 175,000</b>	Group tickets of 8 attendees per day for both days

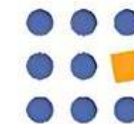
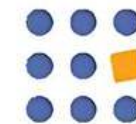
**17TH - 18TH OCTOBER 2024**

**SNDBX**  
The Village Formula



# PREVIOUS SPONSORS AND PARTNERS

# THE BIG BARAZA



17TH -18TH OCTOBER 2024

SNDBX  
The Village Formula

# Thank You

[karibu@bigbaraza.co.ke](mailto:karibu@bigbaraza.co.ke)

[www.bigbaraza.co.ke](http://www.bigbaraza.co.ke)



CALLING ON ALL  
**GAME CHANGERS**  
INNOVATE & THRIVE

Join the elite circle of business leaders at the Big Baraza 4.0 and dive deep into sessions that emphasize foresight, tactical prowess & innovative thinking, all key elements to achieving checkmate in your industry.

THE  
**BiG**  
BARAZA  
2024

SAVE THE DATE

17<sup>th</sup> - 18<sup>th</sup>  
OCTOBER  
2024



JW MARRIOTT®

17TH -18TH OCTOBER 2024

**SNDBX**  
The Village Formula