

# PAMOJA FESTIVAL



# HELLO

- The Pubs, Entertainment and Restaurants Association of Kenya (PERAK) was formed in 2004 and represents members who run and manage Restaurants, Bars/Hotels and Entertainment venues. Its main objective is to bring together operators with a view of resolving common problems in the industry and help members comply with various regulations governing the hospitality industry.
- We represent investors and operators who run and manage restaurants, pubs and entertainment venues, and its main objective is to bring together operators with a view of resolving common problems in the industry, developing a code of conduct for its members and help members to comply with various regulations governing the hospitality industry.
- Currently PERAK has over 3,000 members consisting of individuals, sub county associations, trade partners and is set to incorporate more in the coming years.
- This year we shall be commemorating 20 years in the entertainment industry and would like to celebrate our achievements by consolidating a series of 4 festivals in our key market areas.

**PERAK is a non-political organization in the hospitality and entertainment sector however we are a recognized entity in the industry and sector association by the government of Kenya and its departments – Ministry of Tourism, Health, Labor, Industrialization; TRA, TF, TRI as well as also being constituent members of the Kenya Tourism Foundation (KTF)**

# OUR BUILDING BLOCKS

## CORE PILLARS

- Policy Advocacy.
- Membership Services & Networking
- Research Development & Training.

## OUR MISSION

To be the most progressive enterprise in the hospitality and entertainment business by offering a united front to our members, cost effective services and ensuring that our public image is one of professionalism and integrity

## CORE VALUES

- To be a Non Political Organization.
- To operate within the legal framework of Kenya.
- To foster an ethical environment for the Pubs, Entertainment & Restaurants' Industries.
- To uplift industry standards.

## OUR VISION

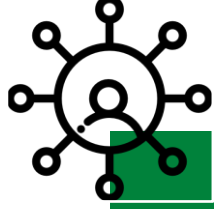
To create a dynamic entertainment industry within Kenya, made up of a collective body of self-regulatory member businesses that are highly regarded by the public and have excellent relations with the government.

## POLICY ADVOCACY



- We closely monitor a broad range of key issues that affect the sector.
- We then liaise with the controlling bodies and consult on policies that govern our industry

## MEMBERSHIP AND NETWORKING



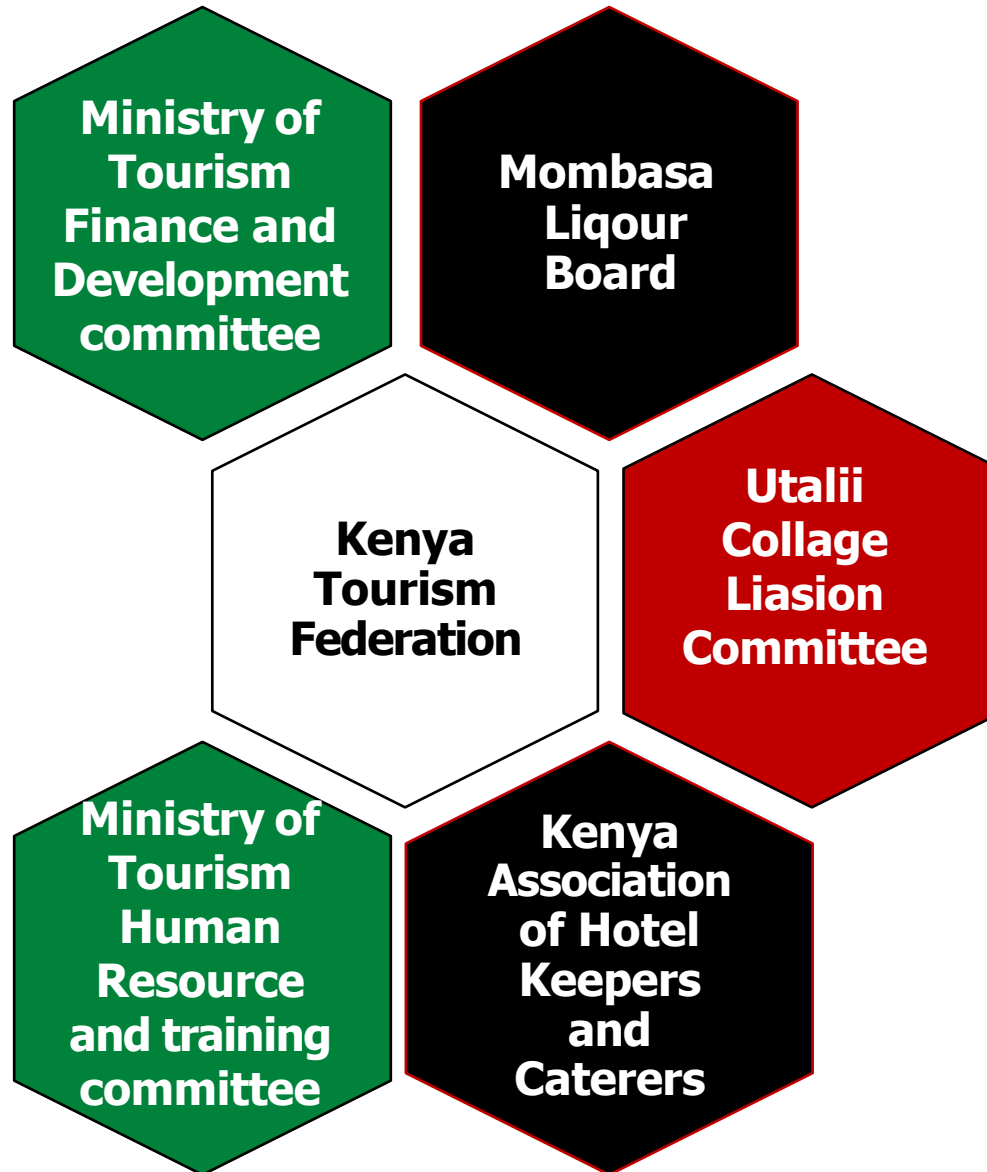
- We consistently look to grow our membership.
- Our membership looks ahead and provides tools that will assist in meeting today's business challenges

## RESEARCH & DEVELOPMENT TRAINING



- We partner with training institutions and other stakeholders in the industry to advance the training and development needs of our members

# Sector Representations





# Projects/Recognition

- Consultation on Presidential Royal Tour.
- Consultation on Entertainment Industry Concerns with CS Mutua Alfred.
- Consultation on noise menace from Night clubs in Nairobi County.
- Consultation on Amendment of the Mombasa County Alcoholic drink control Act 2020 -2023.
- Consultation on Amendment of the Nairobi County Licensing act 2023.
- Push for Covid 19 vaccination exercise for our members and their staff in 2022.
- Development of the Covid-19 protocols in entertainment industry.
- Push for joint licensing by the CMO's on a known factor.
- Consultation of TRA development of Entertainment standards.
- Consultation and implementation of Tobacco regulations 2014.
- Acting in the capacity of Key stakeholder consultant on National & County Finance Bills.
- In Partnership with Tourism Fund we have initiated a Data base building program.
- Key Consultants for the Utalii Curriculum Development.
- Currently undertaking in a National Bar owner trainings in conjunction with stakeholders from 2019 to date.
- In conjunction with TRI and Global Resilience, we collaborated on a research program encompassing the current industry issues.



A vibrant, low-angle shot of a festival crowd at night. The scene is dominated by a bokeh effect of colorful lights in shades of blue, purple, and pink. In the center, a person's silhouette is visible, holding up a smartphone to capture a photo of the lights. The overall atmosphere is festive and celebratory.

**WELCOME TO THE  
PAMOJA FESTIVAL**





# INSIGHT

- In the recent days, we have seen Kenyans unite as one(umoja) in spite of class, tribe and as we celebrate 20 years of being the spearheading organization in the entertainment industry we wish to leverage on this unity and include the general public in our 20 year celebration.
- It is with this in mind that we propose to engage in a 5 day festival termed the **PAMOJA FESTIVAL** for everyone. We shall engage our PERAK members(which encompasses bars, pubs, clubs, restaurants, hotels among other entertainment facilities), stakeholders, sponsors, partners, media and the general public.
- The festivals will take place in 4 major areas in Kenya: **Kisumu, Nakuru, Nairobi and Mombasa**. These are areas have been chosen and curated to attract the most attention to our brand and those of our partners.
- The festivals will endeavor to include sponsors, stake holders in all industries cutting across the entertainment industry, officials and the greater entertainment industry at large in order to incorporate as many people as possible to be able to make the festivals a success.
- We shall put deliberate measures in place to give a platform to our partners in the industry, the general public and include as many stakeholders, leaders and officials as possible.



# OUR OBJECTIVES

- To create awareness about the PAMOJA FESTIVAL, which we hope is the start of an annual event that will be held on selected dates from October to December.
- To create partnerships and sponsorships that will mutually benefit members, stakeholders, officials, customers and sponsors alike.
- To help PERAK gain popularity in the entertainment/tourism industry as well as enabling us to gain more members which will be beneficial to all parties involved.
- To aid sponsors in gaining exposure and awareness nationally.
- To raise funds for the PAMOJA FESTIVAL as we begin to engage members, stakeholders and officials countrywide.
- To be a progressive & effective partner for society and governments and offer battle-proven options and participate in solutions in matters entertainment (including support for formalization processes)



# WHY PARTNER WITH US

- We have a proven history of community engagement. When you partner with PERAK, you are investing in the local community and aligning yourself with a well known and respected brand in the entertainment industry.
- We will offer a diverse event program with integrated marketing opportunities across a variety of platforms, providing some of the most powerful marketing media there is:-
  - On the ground marketing - the opportunity for personal one-on-one time with local consumers, as well as emerging markets.
  - Emotional relevance - reaching a local, targeted audience through a medium which enhances people's lives, rather than traditional advertising which interrupt people's lives.
  - Integrating marketing goals - event sponsorship can be used to launch products, gain new customers, reward loyal customers, anchor promotions, build databases and more.
  - Unparalleled flexibility - the power of your sponsorship is only limited by your input, with opportunities to be included in a variety of advertising mediums including on the ground marketing, print, digital and social.
  - Brand recognition - enhance your corporate image through partnership with community events and generate community goodwill by way of community event association.



# TARGET MARKET

- The Pamoja Festival offers something for everyone, with families and young people accounting for the main demographics.

## FAMILIES

- **Age :** Adults 25-45
- **Family Status :** children 0 - 14 Couples with children and single parents
- **Location:** Kisumu, Nakuru, Nairobi, Mombasa and surrounding areas
- **Psychographics:**
  - Seeking affordable activities for children
  - Looking to interact as a family
  - Focused on memories and experience

## YOUNG ADULTS

- **Age:** 15 - 34
- **Family Status:** Singles and couples without children
- **Location:** Kisumu, Nakuru, Nairobi, Mombasa and surrounding areas
- **Psychographics:**
  - Seeking new experiences
  - Activities to enjoy after the work week
  - Interested in food and lifestyle experience



# OUR PLAN

PERAK's flagship annual event (Pamoja Festival) is launched and brings people together for a fun day in one of the largest outdoor festivals since the WRC villages. A festival of fun, color and life featuring headline artist **Glen Washington** amongst other celebrated artists with over **5,000** attendees. A taste of local cuisines from Nakuru, Naivasha and neighboring counties where Cultures combine in this celebration of the many communities. There will be something for everyone with activities, live performances and food inspired by our local communities. Local dance and music groups take to the stage while kids are entertained with activities.

PERAK will host a mid- morning session for local residents, business persons, community groups and leaders to recognize the brands present and what they have to offer. The afternoon to evening will be designated for entertainment all leading up to the nightlife and the headlining artists popular to the area.



## NAKURU (20<sup>TH</sup> OCT)



## NAIROBI (12<sup>TH</sup> NOV)

The Pamoja festival makes its mark in Nairobi. It will seek to be the biggest of the 3 festivals and will bring the families together for a fun day in one of the largest outdoor festivals to date. A festival of fun, color and life featuring celebrated Kenyan artists for the last 20 years (from old school to new school) with **6,000-7,000** attendees. A taste of cuisines available in Nairobi (including international cuisines such as Chinese, Mexican, Indian food amongst others) where Cultures combine in this celebration of the many communities that reside in Nairobi. There will be something for everyone with activities, live performances and food inspired by our local communities. Local dance and music groups take to the stage while kids are entertained with activities.

PERAK will host a mid- morning session for local residents, business persons, community groups and leaders to recognize the brands present and what they have to offer. The afternoon to evening will be designated for entertainment all leading up to the nightlife and the headlining artists popular to the area.



# OUR PLAN



## MOMBASA (6<sup>TH</sup> & 7<sup>TH</sup> DEC)

PERAK's final event (**PAMOJA FESTIVAL**) is launched and brings the families together for a fun day in one of the largest outdoor festivals in West of Kenya. A festival of fun, color and life featuring headline artists with over **4,000** attendees. A taste of local cuisines from Kisumu and neighboring counties where Cultures combine in this celebration of the many communities. There will be something for everyone with activities, live performances and food inspired by our local communities. Local dance and music groups take to the stage while kids are entertained with activities.

PERAK will host a mid- morning session for local residents, business persons, community groups and leaders to recognize the brands present and what they have to offer. The afternoon to evening will be designated for entertainment all leading up to the nightlife and the headlining artists popular to the area.

PERAK's third event will begin. On 6<sup>th</sup> December, PERAK will hold its annual AGM in the morning and finish off with a Gala Dinner which sets to celebrate 20 years in the industry as well be an award ceremony to reward stellar contributions to the Entertainment industry

The 7<sup>th</sup> will seek to bring people together for a fun day in one of the most colorful cities in Kenya. A festival of fun, color and life featuring headline artists with over **3,000** attendees. A taste of local cuisines from the Swahili, Arabic, Mediterranean communities amongst others. There will be something for everyone with activities, live performances and food inspired by our local communities. Local dance and music groups take to the stage while kids are entertained with activities.

PERAK will host a mid- morning session for local residents, business persons, community groups and leaders to recognize the brands present and what they have to offer. The afternoon to evening will be designated for entertainment all leading up to the nightlife and the headlining artists popular to the area.



## KISUMU (15<sup>TH</sup> FEB 25')



# MARKETING PLAN

- An integrated marketing plan, across multiple platforms, will target key demographics and drive awareness through engagement.-
  - Radio advertising: personalized advertisements in local and metro radio stations and across a variety of ethnic based radio stations.
  - Street banners: eye-catching banners displayed in high-traffic and prominent places across the designated locations.
  - Website: prominent advertisements on PERAK website and dedicated event website.
  - Social media: regular posts across multiple platforms including Facebook, Twitter, TikTok and Instagram with engagement driving traffic to the website.
  - Digital: targeted advertisements through partnerships with influencers.
  - Print: event specific flyers distributed to our 2000+ members and targeted new consumers.
  - Experiential : We shall have mobilization through mini roadshows in order to attract a bigger crowd and have maximum attendance at the events.



# MONITORING & EVALUATION PLAN

- Our final support and solution will be to deploy an M&E. After each festival we shall do a survey and take stock to see the successes, failures. We shall employ evaluation and monitoring techniques which will include doing a swot analysis amongst other techniques in order to maximize value for the festivals as the days go by.

## Our Intended Outcomes:

There are a lot of benefits of implementing an M&E strategy, but there are three that stand out above the rest:

- **Greater understanding of where the program / project is and where it's headed.** In other words, you'll have a clear picture of your goals and whether you're meeting them or not.
- **Assurance that resources are being allocated correctly.** Good M&E strategy will allow you to track your top key performance indicators, measures, objectives, etc., and ensure that they are in line with your strategy
- **Enhanced accountability throughout the PAMOJA FESTIVAL program.** When everything is out there and transparent, you'll be able to have the open and frank conversations you'll need to affect change. If everything isn't all lined up, it's going to be harder to do this, thus putting the community at risk



# CORPORATE SOCIAL RESPONSIBILITY

PERAK holds integrity at the core of its business. By acknowledging our responsibility to the Kenyan society, we have developed a robust Corporate Social Responsibility (CSR) plan as an integral part of this festival. Our CSR plan revolves around three main P's of CSR: People, Planet, Profit.

- **ENVIRONMENTAL IMPACT:** We have made a commitment to preserve the environment and increase the country's green footprint by actively engaging in projects and activities that safeguard the environment. We hereby plan to plant trees in all the areas in which the events shall take place. This will be done in conjunction with County Governments as well as other stake holders. This comes at an opportune time as it is in line with the President's directive to plant more trees within the country.
- **COMMUNITY IMPACT:** We have a responsibility to give back to the community through initiatives such as community development projects, volunteer work, and partnerships with local organizations. Through the festival, we will give people the platform they need to make a difference in the local communities; by leveraging on arts and culture by featuring local cuisine from the area, having local artists showcase their work and hire employees from the area. By promoting local entrepreneurship the community will be impacted positively.
- **ECONOMIC IMPACT:** Our plan seeks to enhance its reach and influence as well as foster sustainable community and capacity development. We purpose to give back to the community through training programs which will be held weeks prior to each event. The training will allow the members of the surrounding community to get a new skillset in matters affecting hospitality. The training will constitute training waitresses, bar men, plumbers and electrical technicians in new current, updated and regulated methods to do the job. Also the staff that shall be working in these festivals shall be sourced directly from the community hence generating economic empowerment within the area.



*The Pubs, Entertainment and Restaurants Association of Kenya (PERAK)- is a business membership organization that represents operators and investors in the hospitality sector with a view of bringing them together in order to solve common problems experienced in the industry and assist members comply with various regulations governing the sector. It is governed by the board of trustees and the executive committee board. Affiliate member of Kenya Tourism Federation & Kenya Association of Hotel Keepers & Caterers. [www.perakkenya.co.ke](http://www.perakkenya.co.ke)*



## Talk to Us

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