



Nation Media Group PLC

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September 5th 2025

UN HABITAT

Dear Partner,

RE: WORLD CITIES DAY: SMART CITIES FORUM 2025

The World Cities Day is marked every October 31st across the globe, to promote interest in global urbanization, address challenges of urbanization and sustainable urban development.

To amplify this day's objective locally, Nation Media Group in partnership with other stakeholders has organized the **Smart Cities Forum 2025**. The forum will highlight Africa's unique opportunity to leapfrog traditional development barriers by embracing digital technologies, data-driven governance and green urban solutions to position the continent at the forefront of the *Smart Cities Agenda*.

The 2days event to be held at **Two Rivers Mall** (*The first destination in Eastafrica designed as a smart city*) will be an opportunity for private sector players, government agencies, urban planners, developers, Universities, climate action stakeholders, innovators and regulators to share insights, networks and showcase their input, solutions, ideas and roles in actualizing Africa's "Smart Cities Agenda".

The **Smart Cities Forum 2025** will convene industry experts, for panel discussions, exhibitions and innovation demos showcasing smart city solutions and university projects. It will feature presentations, networking opportunities, tours, an award ceremony recognizing urban development excellence and family-friendly engagement zones offering interactive activities and experiences for all.

Organized by Nation Media Group (NMG) in partnership with UN – **Habitat** & Town and Country Planners Association of Kenya (TCPAK) among other partners brings together a powerful cross-section of industries driving Africa's urban transformation, including:-

- Telecommunications & ICT infrastructure providers.
- Fintech & digital payment platforms
- E-commerce & logistics.
- Innovation Hubs, Incubation centres & Higher education institutions.
- Water utilities & smart metering
- Energy providers & clean energy innovators.
- Urban infrastructure & mobility Financiers.
- Sustainability & Climate action Agencies.
- Transport operators & e-mobility companies.

- National & County Governments.
- Real estate & smart property developers
- Healthcare technology & telemedicine
- Urban planning & AI-driven data solutions.
- Public safety & smart surveillance
- Government e-services, education technology, and civic platforms.
- FMCG, NGOs, & development agencies.

Why now?

Africa's cities are expanding faster than anywhere else, with the urban population projected to reach 1.5 billion by 2050. This rapid growth, combined with rising internet penetration, mobile adoption, and fintech innovation, creates fertile ground for smart solutions to scale at unprecedented speed.

At the same time, African cities face urgent sustainability challenges, making smart infrastructure a critical pathway to climate resilience and low-carbon development. Global investors are increasingly drawn to these future-ready markets, viewing African smart city projects as high-growth opportunities.

With many governments now aligning urban development, ICT, and green energy policies, the stage is set for stronger public-private collaboration to shape Africa's next generation of smart, sustainable cities.

Benefits to partners & sponsors

- Showcase solutions to a curated audience of government leaders, county governments, Financiers, UN-bodies, investors, innovators, and the public.
- Co-branding across NMG media platforms TV, print, radio, and digital ensuring 360° exposure.
- Access decision-makers and procurement leads from county and national governments, multilateral agencies, and large enterprises.
- Direct product/service demonstrations in the Smart Cities Exhibition Pavilion.
- Targeted networking with foreign missions, city planners, and international delegations.
- Speaking and panel opportunities on thematic topics such as e-mobility, climate-smart urban planning, AI governance, and financing models etc
- Position your brand as a leader shaping Africa's urban future.
- Activate interactive zones such as citizen engagement experiences, AI-based urban games, and free medical camps.
- Align with UN Sustainable Development Goals (SDGs) on sustainable cities, innovation, and climate action.
- Contact products testing, experientials training and get feedback from consumers and investors.

Join us in making ***Smart Cities Forum 2025*** the Launchpad for Africa's next generation of urban innovation, elevate your brand & directly shape the cities where Africa's future will be lived.

Please find attached our different partnership packages for consideration.

For more details, please contact Gladys Ngina Ngao On +254 728 574 754

Or Email: gngao@ke.nationmedia.com

Yours Sincerely

For Nation Media Group PLC

James Sogoti - General Manager - Commercial

Our Partnership Packages- Subject to 16% Vat

	Platinum KES: 1.8M	Gold KES: 1.3M	Silver KES: 800,000	Bronze KES: 550,000	Others KES: 350,000
• <i>Panel Speaking Opportunity</i>	1	1	0	0	0
• <i>Exhibition Booth – 2days (Table Chairs, electricity)</i>	6 by 3M	4 by 3M	3 by 3M	3 by 3M	3 by 3
• <i>Advert/content in the Conference Journal- The EastAfrican(to be distributed across 6 countries)</i>	2pages	1page	1/2page	1/4page	1/4page
• <i>10 min presentation/ Key Note Speech.</i>	✓	✓			
• <i>CEO to be featured on TV/Radio promos.</i>	✓				
• <i>On ground Interviews</i>	✓	✓	✓		
• <i>NTV – High Frequency Adverts (2) 30 seconds ads per day.</i>	15Days	10 Days	5 Days	0	0
• <i>Nation FM Radio</i>	Activation-2 weeks	Activation-1 week	Studio Interview	Live Link	5 spot Ads
• <i>Digital advertng on NMG sites</i>	2.0M Impr	1.5M Impr	1.0M Impr	0.5M Impr	
• <i>Company logo on event promos – Print, online,& TV</i>	✓	✓	✓	✓	✓
• <i>Access networking sessions</i>	✓	✓	✓	✓	✓
• <i>Venue branding Opportunity</i>	✓	✓	✓	✓	✓
• <i>MC recognition</i>	✓	✓	✓	✓	✓
• <i>Online Article</i>	1	1	1	0	0

- *Booth Only– KES: 150,000*
- *Startup Tent – KES: 50,000*