

2025



**MFANO BORA
AFRICA LTD**

**SPONSORSHIP
PROPOSAL**

BUCKLE UP!! AWARENESS CAMPAIGN

Every year, thousands of lives are lost in Kenya due to non-compliance with seat belt safety. This campaign aims to educate the public on the life-saving power of buckling up.

THEME :BUCKLE UP. EVERY TRIP. EVERY TIME.



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You Can't Predict a Crash — But You Can Prevent the Worst

INTRODUCTION



Seat belts are the most effective safety feature in vehicles, yet usage remains alarmingly low across Kenya. Globally, over 1.2 million people die in road crashes annually—95% from low- and middle-income countries. In 2024, Kenya recorded around 1,500 seatbelt-related fatalities in passenger vehicles. The seatbelt significantly reduces injury severity and saves lives. However, public awareness and enforcement remain inadequate. This places a financial and emotional strain on families, healthcare systems, and government resources.

THE NEED FOR AWARENESS

Kenya is experiencing a surge in road usage, yet awareness around seat belt safety remains critically low.

- Seat belt non-compliance is a leading factor in nearly half of passenger vehicle deaths reported in 2024, totaling approximately 1,500 lives lost.
- Despite seat belts reducing the risk of death by up to 75% for rear-seat passengers, usage remains inconsistent, especially among youth.
- Many road users underestimate the life-saving importance of seat belts, with 6 in 10 admitting they don't wear them regularly.
- Educating the public, especially in high-risk zones and demographics, is urgent and necessary.
- Support from partners will enable us to roll out impactful campaigns, enforce compliance, and reinforce a life-saving habit: **Buckle Up. Every Trip. Every Time.**



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THE PROBLEM

Despite overwhelming evidence, many Kenyans neglect to wear seat belts. Over 50% of road fatalities involve unbelted passengers, with teens being the least compliant. Alarming, 6 in 10 people admit to not wearing seat belts regularly. Non-compliance contributes significantly to fatalities, lifelong injuries, and economic loss. The public underestimates the true risk—often realizing too late that a simple habit could have saved a loved one. More aggressive, sustained public education and behavior change efforts are urgently needed.

OUR SOLUTION

Mfano Bora Africa has **planned** a week-long public awareness campaign, **“Buckle Up. Every Trip. Every Time,”** from 21st–25th October 2025. It will combine seat belt checks, media outreach, community engagement, and a Road Safety Soccer Cup. Using social media, radio, TV, and on-the-ground activation, the campaign will educate citizens, engage policymakers, and shift public perception. Our goal is to increase seat belt usage, prevent fatalities, and embed safety consciousness into everyday travel behavior in Kenya.



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OVERVIEW OF THE ACTIVITIES FOR THE SAFETY BELT AWARENESS CAMPAIGN

1.Seat Belt Checks – We have organized a one-week Seat Belt checks to ensure drivers and passengers are wearing their seat belts between Nairobi- Nakuru cities. This activity will be done by our highly trained Traffic Marshals, Officers from NTSA and with assistance from Traffic Police.

2.Media Campaigns – We shall partner with main stream media, social media to ensure the messages reach the highest number of Kenyans.

3.Road Safety Soccer Cup – In the culmination of the long week campaigns we shall organize a one-day football match between the Senate & National Assembly ladies MPs at a venue to be identified in Nairobi.



**MFANO BORA
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PARTNER WITH US

PLATINUM SPONSOR

KSH 250,000

PLATINUM PACKAGE BENEFITS

- Exclusive placement of the sponsor's logo on all reflector jackets and safety gear used during the seat belt check-up exercise.
- Display of branded side/outdoor dog banners at the designated seat belt awareness clinic site.
- Extensive media coverage across social media, print publications, radio broadcasts, and electronic media.
- Opportunity to deliver a keynote address to corporate members and event participants on-site.
- Presentation of the championship trophy to the winning soccer team.
- Prominent placement of the sponsor's logo on all official soccer jerseys used during the tournament.
- Allocation of a branded exhibition booth space at both the seat belt awareness clinic site and soccer pitch for promotional activities (e.g. product displays, brochures, cards, etc.).
- Featured placement in our official online e-magazine advertisements.
- Live interview opportunity on national television and/or radio before or after the event.





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PARTNER WITH US

GOLD SPONSOR

KSH 150,000

GOLD PACKAGE BENEFITS

- Sponsor's logo displayed on all reflector jackets and safety gear used during the seat belt check-up exercise.
- Branded side/outdoor dog banners placed at the seat belt awareness clinic site.
- Wide media exposure through social media platforms, print publications, radio broadcasts, and digital channels.
- Opportunity to address corporate members and attendees during the event.
- Presentation of the runners-up trophy during the soccer tournament.
- Allocation of a branded booth at the seat belt awareness clinic site and soccer pitch for promotional activities.
- Featured inclusion in our official online e-magazine advertisements.
- Live interview opportunity on TV or radio before or after the event.





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PARTNER WITH US

SILVER SPONSOR

KSH 100,000

SILVER PACKAGE BENEFITS

- Sponsor's logo featured on all reflector jackets and safety gear used during the seat belt check-up exercise.
- Visibility through branded banners displayed at the seat belt awareness clinic site.
- Recognition through media exposure on social media platforms, print publications, radio broadcasts, and online platforms.
- Opportunity to speak and engage with attendees during the event.
- Allocation of a promotional booth at the seat belt awareness clinic site and soccer pitch for product display or marketing.
- Inclusion in our official online e-magazine advertisements.
- Interview opportunity on TV or radio before or after the event.





**MFANO BORA
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BENEFITS OF PARTNERING WITH US

ENHANCED BRAND FEASIBILITY

Partnering with our campaign positions your brand as ethical, safety-driven, and socially responsible—strengthening customer trust, public image, and long-term brand feasibility.

ENHANCED BRAND REPUTATION

Aligning with a socially conscious initiative enhances your brand's image, showcasing values of care, integrity, and responsibility that boost public perception and credibility.

STRONGER COMMUNITY AND PUBLIC RELATIONS

Supporting road safety and well-being builds goodwill, strengthens community ties, and proves your brand's genuine commitment to the Kenyan public's everyday needs.

INCREASED APPEAL TO CUSTOMERS, INVESTORS, AND EMPLOYEES

Backing a purpose-driven cause attracts ethical consumers, responsible investors, and impact-driven talent who value companies with real social and community engagement.



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SPONSORSHIP PROPOSAL 2025

THANK YOU

We truly appreciate your time and consideration in reviewing this proposal. By supporting this life-saving campaign, you're not only investing in road safety — you're helping save lives and shape a culture of responsibility on Kenyan roads.

We warmly invite you to be part of this noble cause and help us make a measurable impact on road safety in Kenya. Together, we can ensure that every journey taken is a safer one — saving lives, protecting families, and building a culture of responsibility for generations to come.

Buckle up. Every Trip. Every Time.



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