



NATIONAL YOUTH WEEK & INTERNATIONAL YOUTH DAY 2025

Sub-theme: Empowering Local Youth
Action for Global SDG Impact

Hashtags: #IYD2025 #NYW2025



INTRODUCTION

- International Youth Day (IYD) is a UN-mandated day celebrated globally on 12th August.
- In Kenya, we observe an extended celebration, National Youth Week (NYW), leading up to International Youth Day (IYD).
- This year's theme: "Local Youth Actions for the SDGs and Beyond".
- Our ambition: engage over 10 million youth across the country; physically and digitally.



STRATEGIC FOCUS

- Prioritizing youth-led development in line with the Sustainable Development Goals.
- Driving innovation in digital, green, and community transformation sectors.
- Amplifying marginalized voices, especially from rural and underserved areas.
- Establishing meaningful multi-sectoral partnerships for long-term impact.



HIGHLIGHTS OF THE WEEK

- **Day 1: 6th Aug:** Kilifi County (Coastal Region)

Sub theme: Youth & Governance at Pwani University – Launch event.

- **Day 2: 7th Aug:** Meru (County Eastern Region) & Garissa County (North Eastern Region)

Sub theme: Digital and Green Solutions for marginalized youth.

- **Day 3: 8th Aug:** Bomet County (South Rift Region)

Sub theme: Youth Startups & Tech Expo, National Pitching Competition.



- **Day 4: 9th Aug** – Kirinyaga County –(Central Region)
Sub theme: AgriTech, Food Security, & Climate Smart Innovation.
- **Day 5: 10th Aug** – Nairobi City County
Sub theme: Mental Wellness, Cyber Ethics & National Youth Prayer Day.
- **Day 6: 11th Aug** – Migori County (Nyanza Region)
Sub theme: Partnerships & Blue Economy Innovation Day.
- **Day 7: 12th Aug** – Kakamega County (Western Region)
Sub theme: Grand National Celebration with H.E. the President.



Flagship Event

International Youth Day – 12th August

- Hosted at Masinde Muliro University of Science and Technology (MMUST), Kakamega County.
- **Presidential Kikao with Youth** – candid dialogue with young leaders.
- **SDG Innovation Marketplace** – exhibitions and mobile cinema.
- Cultural showcases, short films, and youth success stories.
- Live broadcast to ensure national visibility and reach.





Why Your Partnership Matters

1. Enables access for youth from remote and under-resourced communities.
2. Strengthens delivery of events, exhibitions, and storytelling.
3. Helps us co-create impact-driven, inclusive programming.
4. Your partnership translates directly into transformed youth lives.



Strategic Partnership Areas

We invite your collaboration in the following critical areas:

1. **Event Logistics:** Tents, stage, Audio-Visual system, set up.
2. **Youth Participation:** Meals, accommodation, transport for youth delegates.
3. **Innovation Showcases:** Exhibition booths.
4. **Health & Wellness:** Ambulance, first aid, medical teams.
5. **Sustainability:** trees or fruit trees seedlings.
6. **Publicity & Branding:** Graphics, branded merchandise fabrication.
7. **Communication, PR & Media:** TV/radio ads, digital campaigns, media partnerships, live stream, documentary, short clips etc.
8. **Entertainment:** Performers, sound, lighting, staging.
9. **Program & Planning:** Thematic sessions, moderators, speaker kits.
10. **Venue Management:** Venue hire, electricity, ablution facilities, access logistics.
11. **Catering:** Meal provision, refreshments.

Sponsorship Packages

Sponsorship Levels: Title | Platinum | Gold | Silver | Bronze

Benefit	T	P	G	S	B
Speaking at Launch & IYD	✓	✓			
Speaking at Regional Events	✓	✓			
VIP Seating	5	4	3	2	1
Branding Opportunities	Premium	High	Mid	Standard	Basic
Post-Event Mentions	Extensive	Yes	Yes	Yes	Yes



In Closing

We believe in **co-ownership** of Kenya's youth development journey.

Together, we can shape a generation that is informed, innovative, and impactful.

Asanteni Sana.