



AVOCADO SOCIETY
OF KENYA

growing. lives. together



AVOCADO INDUSTRY *Excellence Awards* & NETWORKING GALA DINNER 2025



Venue: Argyle Grand Hotel, Nairobi.

Date: 5th December 2025

Time: 7:00 Pm

”

to celebrate
individuals and
corporates with
outstanding
contribution to the
Kenya avocado
industry

ABOUT KENYA AVOCADO EXCELLENCE AWARDS (KAEA)



Preamble

The KENYA AVOCADO EXCELLENCE AWARDS (KAEA) now in it's 6th edition is a strategic and noble initiative of the AVOCADO SOCIETY OF KENYA which targets to achieve the following: -

- Advancement of excellent service delivery and overall industry development
- Recognition and appreciation of exceptional contribution by industry players
- Encouragement of innovation, creativity and strict adherence to industry best practices and regulatory standards
- Stimulation of healthy competition among industry players and adoption of best practice(s)
- These awards acknowledge and recognize contributions to the avocado sector that change or alter businesses resulting in advancement forward in all areas of the sector and including but not limited to marketing, research and development, products and production innovation.

KAEA is now a national ritual in recognition of individuals and organizations.

These super achievers are feted during a Networking Gala Dinner to incentivize and encourage competitiveness and growth within the avocado industry.

PARTNERSHIP

KENYA AVOCADO EXCELLENCE AWARDS (KAEA) is a strategic initiative of the Avocado Society of Kenya with other anchor stakeholders. Now in its 6th Edition, KAEA 2025 follows the inaugural event held in 2019 winning entries were awarded the coveted trophies and certificates.

AWARDS

The awards aim to exceptional performance standards by encouraging the value chain players towards a more concerted approach while taking cognizance of the praiseworthy achievements by individual players.

KAEA Awards is targeting the avocado value - chain community, both individuals and organizations in Kenya that endeavor to strengthen and grow their services.



1. Eligibility

- a) Must either be a member or Non Member of the Avocado Society of Kenya
- b) Staff Members of the Avocado Society of Kenya are NOT eligible for nomination

2. Entry Requirements

- 1. Nominations are to be made by the avocado sector value chain players locally or abroad. One (wo)man one vote.
- 2. The nominees are for the calendar year December 2024 - September 2025.
- 3. Previous award-winners are eligible.

3. Nominations Criteria

Judges will assign points based on the following: -

- Supporting information provided
- Clarity of insights, objectives, innovation, demonstration of strategy, execution, creativity, achievement.
- Overall rating.

4. Award Process

The ASOK Awards Committee will receive entries through awards@avocadoawards.co.ke

They committee may visit, write or call nominees for fact finding.

Five entities per category will be announced as nominees.

The nominees will be announced prior to the Networking Gala Dinner on www.avocadoawards.co.ke and on our other networks.

The nominees may have a chance to speak during the ASOK annual Networking Gala Dinner 2025 and will be VOTED by the Delegates Present.

Voting will be democratic, transparent free and fair The Nominee with the highest number of votes cast will be announced the winner.

**AVOCADO
INDUSTRY**
Excellence Awards
& NETWORKING
GALA DINNER 2024



AWARD PRESENTATION

Winners will be feted with a trophy and a certificate in recognition of their outstanding achievements.

The award will be presented to an individual or representatives of the organization.

The winning entries will be featured in the ASOK website. www.avocadoawards.co.ke until when the next cohort will be announced. Winning case studies may be shared publically as a benchmark of excellence. Submissions that contain sensitive or business confidential information will not be divulged.

NOMINATION CATEGORIES

1. Individual

- a) Avocado Person of The Year 2025
- b) Lifetime Achievement Award
- c) Young Achiever Award
- d) Outstanding Women Award
- e) Journalist of the Year

2. Growers

- a) Nursery- Seedlings
- b) Grower Small Scale < 10 Acres
- c) Grower Medium Scale – 10 – 100 Acres
- d) Large Scale Orchards > 100 Acres

3. Exporters

- a) Small Scale < 100 Containers
- b) Medium Scale 100 – 200 Containers
- c) Large Scale > 200 Containers
- d) Organic Avocado Exporter
- e) Value Addition

4. Crop Productivity

- a) Crop Protection Company
- b) Crop Nutrition Company
- c) Natural Enemies
- d) Post Harvest Treatments
- e) Irrigation
- f) Laboratory/testing Services

5. Auxiliary Services

- a) Packhouse
- b) Packaging & Handling Materials
- c) Shipping And Cargo Handling
- d) Freight Forwarders
- e) Financial Services
- f) Certification Services
- g) Machinery – Fresh Or Oil Processors
- h) Technologies And Innovations
- i) Motor Vehicle And Transport Logistics
- j) Cold Storage Facilities

6. Support Services

1. National Government Agencies

- a) Regulatory
- b) Trade Matters

2. County Government

- a) Veterans
- b) New Growers

3. Development Partners





NETWORKING GALA DINNER - Kshs 6,000 Pax

Here is a golden opportunity to reinforce your corporate and brand awareness, enhance your competitive edge in the avocado industry

We look forward to a conversation on the wide array of partnership opportunities and the eventual customization of the same for your individual brand(s)

Argyle Grand Hotel Nairobi Airport

Argyle Hotels Group is ranked Top 10 for Foreign Hotel Groups, Top 50 Global Hotel Groups and Top 60 Hotel Groups in Asia.

Argyle Grand Hotel. An Australian Brand, stands as a pinnacle of luxury and sophistication, offering a five-star luxury experience just minutes away from Nairobi International Airport. The hotel seamlessly blends modern elegance with traditional Kenyan charm, creating an ambiance that caters to both leisure and business travelers. From its expansive and elegant rooms to remarkable restaurants, the imposing Argyle Grand Hotel Nairobi Airport evokes a relaxed yet polished upscale airport hotel. Whether arriving in Nairobi for business or leisure, they ensure that every moment of your stay is marked by unparalleled comfort and exceptional service.



SPONSORSHIP PACKAGES

1. PLATINUM PARTNER - KSH 600,000

- Acknowledgement as title partner on event collateral and mentions by MC.
- Three 30 second advert/infomercial of your choice at the event.
- Opportunity to Speak and present awards in two categories of your choice.
- Co-branding in all event communication and marketing collateral.
- Prime Sitting for brand centered experiences.
- Logo and link to your website on the KAEA Site for 1 year with acknowledgement as platinum partner.
- Opportunity to share customized messages on our social media platform.
- Rights to publicize event in partner's own media.
- Physical and digital branding at the event.
- Post event publicity on all post event articles and adverts.
- 24 Tickets for Gala Dinner (Reserved Sitting)

2. GOLD PARTNER - KSH 300,000

- Acknowledgement as Gold partner on event collateral and mentions by MC.
- Two 30 second advertisement of your choice at the event.
- Opportunity to speak and present awards in two categories of your choice.
- Co-branding in all event communication and marketing collateral.
- Prime Dinner spot to host brand centered experiences.
- Logo and link to your website on the KAEA Site for 1 year with acknowledgement as Gold partner.
- Opportunity to share customized messages on our social media platform.
- Rights to publicize event in partner's own media.
- Physical and digital branding at the event.
- Post event publicity on all post event articles and adverts.
- 15 Tickets for Gala Dinner (Reserved Sitting).

3. SILVER PARTNER - KSH 100,000

- Acknowledgement as a Silver partner on event collateral and mentions by MC.
- One 30 second advertisement of your choice at the event.
- Opportunity to speak and present an award in a category of your choice.
- Co-branding in all event communication and marketing collateral.
- Logo and link to your website on the KAEA Site for 1 year with acknowledgement as Silver partner.
- Opportunity to share customized messages on our social media platform.
- Rights to publicize event in partner's own media.
- Physical and digital branding at the event.
- Post event publicity on all post event articles and adverts
- 10 Tickets for Gala Dinner (Reserved Sitting)

4. BRONZE PARTNER - KSH 75,000

- Co-branding in all event communication and marketing collateral.
- Logo and link to your website on the KAEA Site for 1 year with acknowledgement as Bronze partner.
- Rights to publicize event in partner's own media.
- Speaking Opportunity.
- Digital branding at the event.
- Post event publicity on selected post event articles and adverts
- Six Tickets for Gala Dinner (Reserved Sitting).

5. CATEGORY PARTNER KSH 50,000

- One KAEA 2024 Award Category to be associated with the brand.
- Announcing/Awarding the trophy and certificates to the winners of the specific category.
- Four Tickets for Gala Dinner (Reserved Sitting)
- Speaking opportunity.





AVOCADO INDUSTRY *Excellence Awards*

& NETWORKING
GALA DINNER 2025

Venue: Argyle Grand Hotel, Nairobi.

Date: 5th December 2025

Time: 7:00 Pm



AVOCADO SOCIETY
OF KENYA

growing. lives. together



Unicity Mall, 1st Flr, Thika Road
After Kenyatta University
P.O Box 12898- 00400 Nairobi, Kenya



+254 722 406 941
+254 722 292 360
+254 725 920 920
+254 722 457 388



info@kenyaavocados.co.ke
www.kenyaavocados.co.ke
awards@avocadoawards.co.ke
www.avocadoawards.co.ke