m-pesa

SOKONI FESTIVAL

A vibrant marketplace bringing together the best of businesses and community.

Partner with us



As a key Safaricom business partner, we are excited to invite you to participate in the upcoming **M-PESA Sokoni Festival**, a vibrant marketplace bringing together the best of businesses and community.

This vibrant marketplace is your opportunity to showcase your offer and connect with new customers - complemented by live entertainment and interactive demos.

Why Participate?



Unmatched Exposure



Networking Opportunity



Brand Amplification



Customer Engagement



Merchant Incentives

1. **Unmatched Exposure:** Gain visibility among thousands of potential customers and fellow vendors. The festival will be heavily promoted on media, ensuring maximum reach and engagement.

2. **Networking Opportunity:** Connect with other businesses to explore future collaborations and partnerships. Strengthen your business network and discover new growth opportunities.

3. **Brand Amplification:** Leverage the power of the M-PESA brand to enhance your business reputation. Showcase your products in an intentionally curated marketplace that champions progress and the community.

4. **Customer Engagement:** Create memorable experiences for your customers with fun, engaging activities and special offers. Increase customer loyalty and drive repeat business.

5. **Merchant Incentives:** Benefit from exclusive merchant incentives designed to stimulate sales and provide additional value to your customers during the festival.

Safaricom BUSINESS

What to expect:

Free Entry: Attracting a large and diverse crowd, ensuring high footfall and visibility for your products.

Over 150 Participating Merchants: Join a thriving marketplace, offering a wide range of products and services.

Festival Experience: Enjoy a vibrant atmosphere with live entertainment, interactive demos, and exciting giveaways.

Diverse Categories: Showcase your offerings in categories such as health, wellness, fashion, electronics, groceries, and more, catering to varied customer interests.

Heavy Media Amplification: Benefit from extensive media coverage as part of the M-PESA 18 celebrations, increasing your brand exposure.

Festival Experience: Engage with customers in a vibrant atmosphere featuring live entertainment, interactive demos, and giveaways.

Community Impact: Be part of an event that celebrates the transformative impact of M-PESA on businesses and communities, showcasing your role in driving progress.

Live Concert: Wrap-up the day with a live concert featuring a mix of DJs, Kenya's favorite headline artists and youth group dancers, drawing more visitors to the festival.

How to Participate:

Register Now: Secure your spot by registering at **www.business.safaricom.co.ke**

Prepare Your Offers: Plan your special deals and promotions to attract customers.

Engage and Connect: Be ready to network, showcase your products, and engage with attendees.

Festival Schedule and Venues:

May 2nd	May 16th	May 30th	June 13th	June 27th
Mombasa Showgrounds	**Embu Njuruki Showgrounds**	**Jamhuri Park**	**Kisumu ASK Showgrounds**	**Eldoret Showgrounds**
Coast Region	Mountain Region	Nairobi Region	Greater Western Region	Rift Region

Need help? Email **EBUChannelMarketing@safaricom.co.ke**

We look forward to seeing you at the M-PESA Sokoni Festival!

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SCAN HERE TO REGISTER

