

# COUNTY FIRST LADIES ASSOCIATION (CFLA)

## The Inaugural CFLA Fundraising Breakfast & 2025/29 Strategic Plan Launch

Date: June 2025

Time: 9:00 AM – 2:00 PM

Venue: Serena Hotel, Nairobi, Kenya

Theme: Unity of Purpose, Integrity, Inclusivity, Accountability, Sustainability & Partnerships

### Event Overview

Join us for the official launch of CFLA's 2025-2029 Strategic Plan, a transformative blueprint aimed at e across Kenya's 47 counties. This prestigious gathering will unite government officials, development par and grassroots representatives to celebrate CFLA's milestones and chart a collaborative path forward.

### Highlights Include:

- Keynote addresses by influential leaders.
- Unveiling of CFLA's new brand identity, website, and documentary.
- Networking sessions with stakeholders from diverse sectors.
- "My County Dress" Fashion Show celebrating Kenya's cultural diversity.
- Fundraising drive to support CFLA's flagship programs in health, education, and socio-economic emp

### Agenda

9:00 AM – Guest Arrival & Networking Breakfast  
10:00 AM – Official Opening & Keynote Speeches  
11:00 AM – Strategic Plan Launch & Documentary Screening  
12:00 PM – County Dress Fashion Show & Exhibitions  
1:00 PM – Fundraising Hour & Partnership Commitments  
2:00 PM – Closing Remarks & Photo Opportunities

## Why Attend?

- Strategic Insights: Gain firsthand knowledge of CFLA's 2025-2029 priorities.
- Networking: Connect with leaders from government, NGOs, and the private sector.
- Visibility: Showcase your brand to a high-profile audience.
- Impact: Contribute to sustainable development for women, youth, and vulnerable groups.

## Sponsorship Opportunities

Align your organization with CFLA’s mission through tailored sponsorship packages:

Tier	Benefits	Investment (KES)
Platinum	Title sponsorship, CEO speaking slot, media mentions	20,000,000
Taifa	Stage co-branding, PR interviews	10,000,000
Almasi (Diamond)	Corporate tables, banners	5,000,000
Jamii	MC mentions, exhibition space	250,000

## RSVP & Contributions

Contact:

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Janet Sayo (CFLA Secretariat) – Email: [secretariat@countyfirstladies.com](mailto:secretariat@countyfirstladies.com) | Phone: +254 717 567 779

Cheque Payments: Payable to COUNTY FIRST LADIES ASSOCIATION

## Conclusion

This event marks a pivotal step in CFLA's journey to foster inclusive development.

Your participation will amplify our collective impact. We look forward to welcoming you to the Serena H