

Magical Kenya

TEMBO

naming festival

PROPOSAL

BACKGROUND

Kenya hosts estimated 10% of the worlds elephant population (in the Year 2021 elephant population in Kenya was 36,280 individuals)

Elephant poaching has also reduced from a high of 384 cases in 2012 when poaching was its peak to a record low of 11 in 2020, the lowest ever in Kenyan history.

Amboseli ecosystem holds 1,900 which is 5.2% of the Kenyan elephant population.

Amboseli NP-392km
Amboseli +Ranches- 5700km
Amboseli +Ranches+Dispersal
Areas= 9124km
Directly linked to West
Kilimanjaro, Tsavo West and
Chyullu National Parks

The Amboseli Ecosystem hosts
close to 2000 Elephants. The
elephants are calm and
extensively researched.
60%(1,140) of the population
reside outside the park in
community land.

Establish a long term resource
mobilization scheme in support
of winning space for elephants
and other wildlife conservation
and enhance monitoring using
high technology in the
Amboseli ecosystem through
the annual elephant naming
initiative.

Promote a culture of co-
existence with wildlife by
creating a signature cultural
event that benefits the
community directly

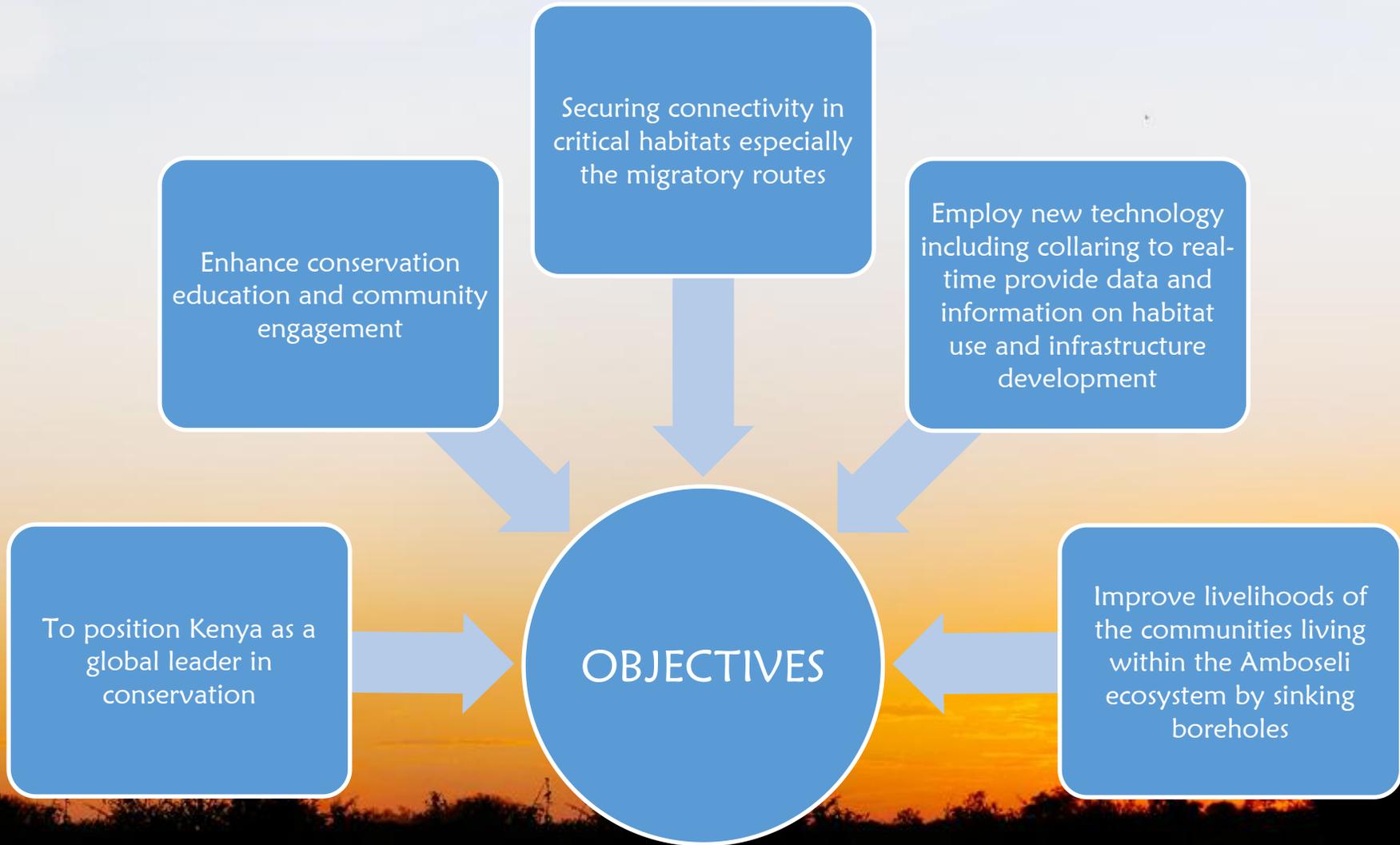
Build an authentic destination
and product experience that
targets and empowers the
community & stakeholders
living in the Amboseli
Ecosystem



WHY THE ELEPHANT

- The African elephant is the world's largest land mammal.
- An “emotional & intelligent” species with feelings, compassion and self-awareness.
- Elephants present tremendous challenges for their successful conservation (Large size, feeding behavior and mobility)
- An “umbrella” species, whose protection provides collateral security for overall biodiversity & tourism industry.
- A “conflict” species.
- An “engineer” species, capable of modifying habitats to the benefit or detriment of different plant and animal species on a local or wider scale.

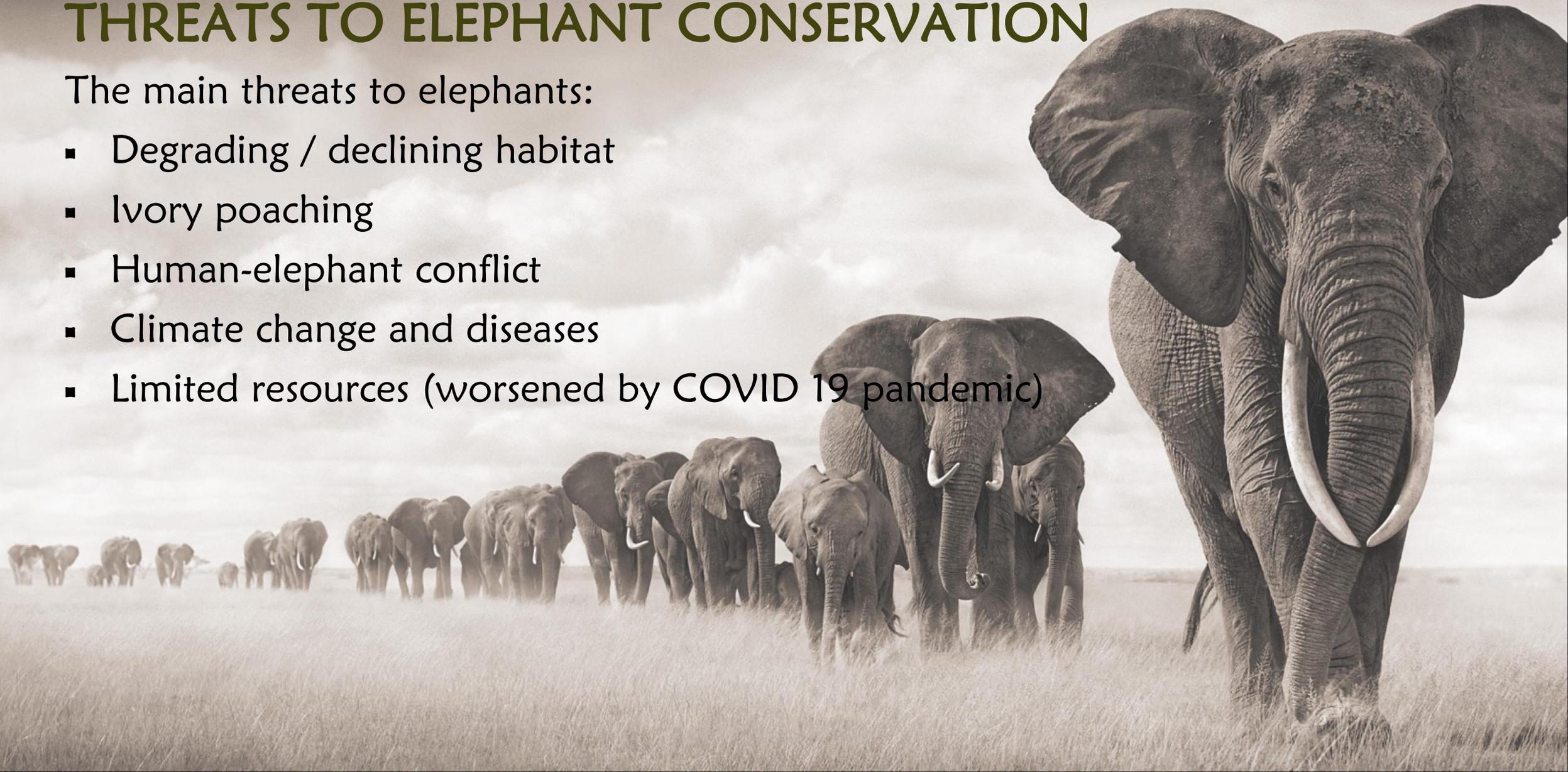




THREATS TO ELEPHANT CONSERVATION

The main threats to elephants:

- Degrading / declining habitat
- Ivory poaching
- Human-elephant conflict
- Climate change and diseases
- Limited resources (worsened by COVID 19 pandemic)





GOAL

A secure future for elephants and their habitats in peaceful co-existence with humans while providing benefits and for posterity

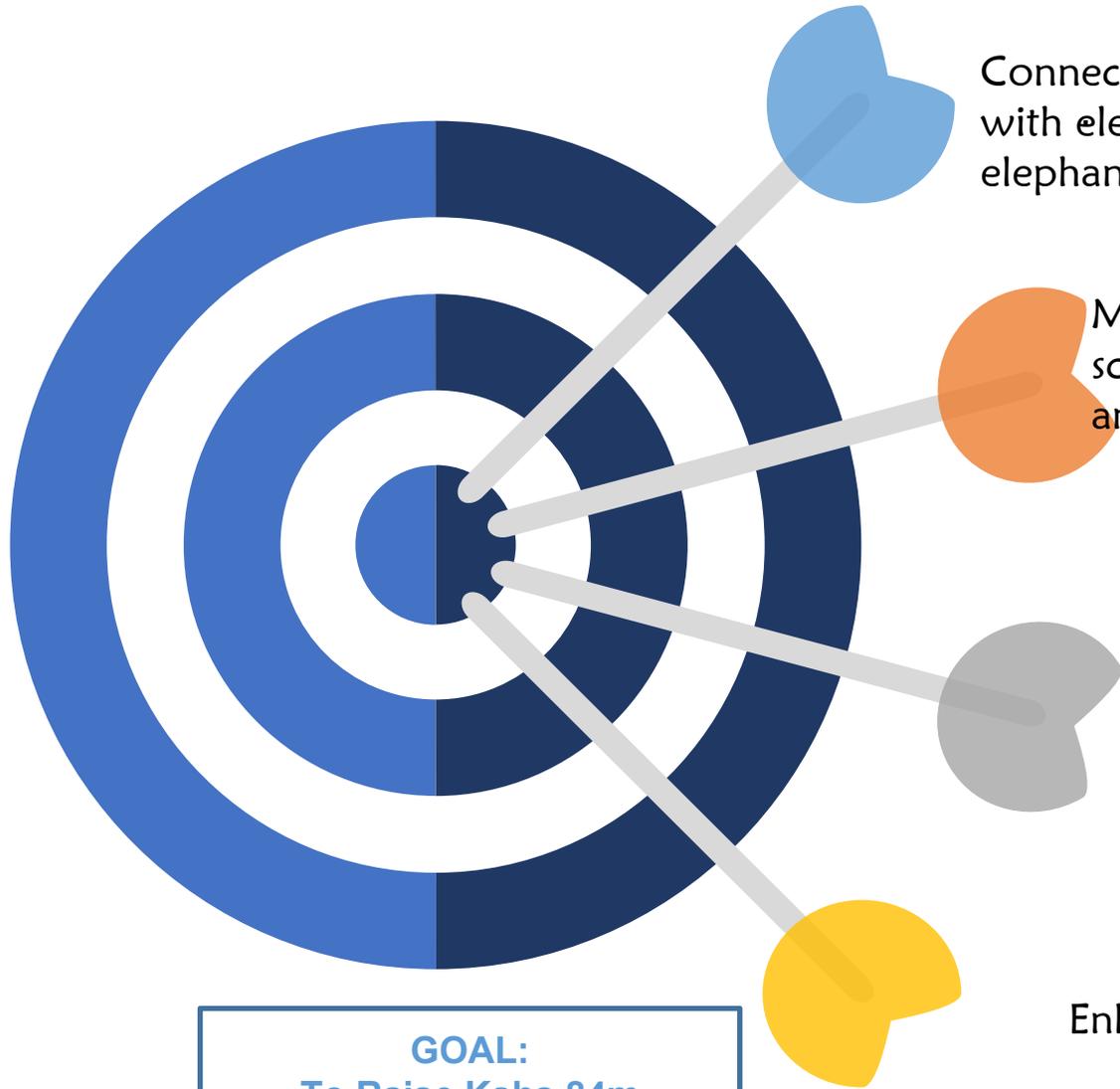


INTERVENTIONS & WHERE SUPPORT IS NEEDED

- Conservation education and community engagement
- Securing connectivity in critical habitats
- Employing new technology including Collaring to provide data and information on habitat use and infrastructure development, Innovative and Light-based deterrents for early detection and warning
- Over the years, there has been a gradual change in elephant death from poaching to human elephant conflict (HEC), natural and unknown causes. Construction of Electric fences and other mitigation measures will aid in reducing HEC
- Annually there is a conservation deficit of Kshs. 1billion and this gets worse in situation when we have pandemics



CALL TO ACTION



Connecting people; locally, nationally and internationally with elephants conservation and management through elephant naming ceremony

Mobilize resources by setting up an elephant resource mobilization scheme that will secure more space for elephant , technology and provision of water.

Foster community engagement in conservation through improved community awareness

Enhance human elephant co-existence

GOAL:
To Raise Kshs.84m



2021 Magical Tembo Naming Festival

Magical Kenya Tembo Naming Festival was the country's highlight in 2021. Being the first ever in Kenya, this festival attracted more than 25 international and local media with sponsors from as far as North America. The 27 selected elephants were adopted and named by both individuals and corporates.

In 2021, the event raised Kshs. 16 Million which will go towards drilling of two boreholes, rehabilitation of three boreholes and De silting of two water pans in Amboseli ecosystem.

MKTNF 2022 targets to raise the deficit of Kshs.84 million towards improving community livelihood and enhancing human wildlife coexistence



**2022 NAMING
CATEGORIES**

CATEGORY	DESCRIPTION
New-Borns	200 Calves born in the year 2020, 2021 and 2022 They are priced at Ksh 500 ,000 each(\$4425)
Legendary Families	Two (2) iconic and distinctive families -This category is composed of 2 matriarchs who lead families in and out of the park with healthy population that has established permanent territory within the ecosystem. They are priced at Ksh 2,500,000 million each(\$22124)
Bulls	They are priced at Ksh 1,000,000 million each(\$8850)

BENEFITS

SUPPORT	BENEFIT
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New-borns /Legendary families/Bulls	<ul style="list-style-type: none">• Attend naming ceremony and give a name• Attend the fundraising cocktail prior to the festival• Elephant naming certificate signed by CS• Fact sheet on the named elephant• Merchandize• Quarterly free visit to the respective park for a maximum of 5 pax• Exclusive walk with a Tembo ranger as you track your adopted elephant• Name in the board of fame as an adopting parent- Onsite and on the website• Recognition on KWS social media and website• Participate in elephant conservation events – collaring , translocation, census, education programs/days (e.g. World Wildlife Day, World Elephant Day)• Branding during event and online event materials• Opportunity to exhibit during the event• Branding on selected merchandize
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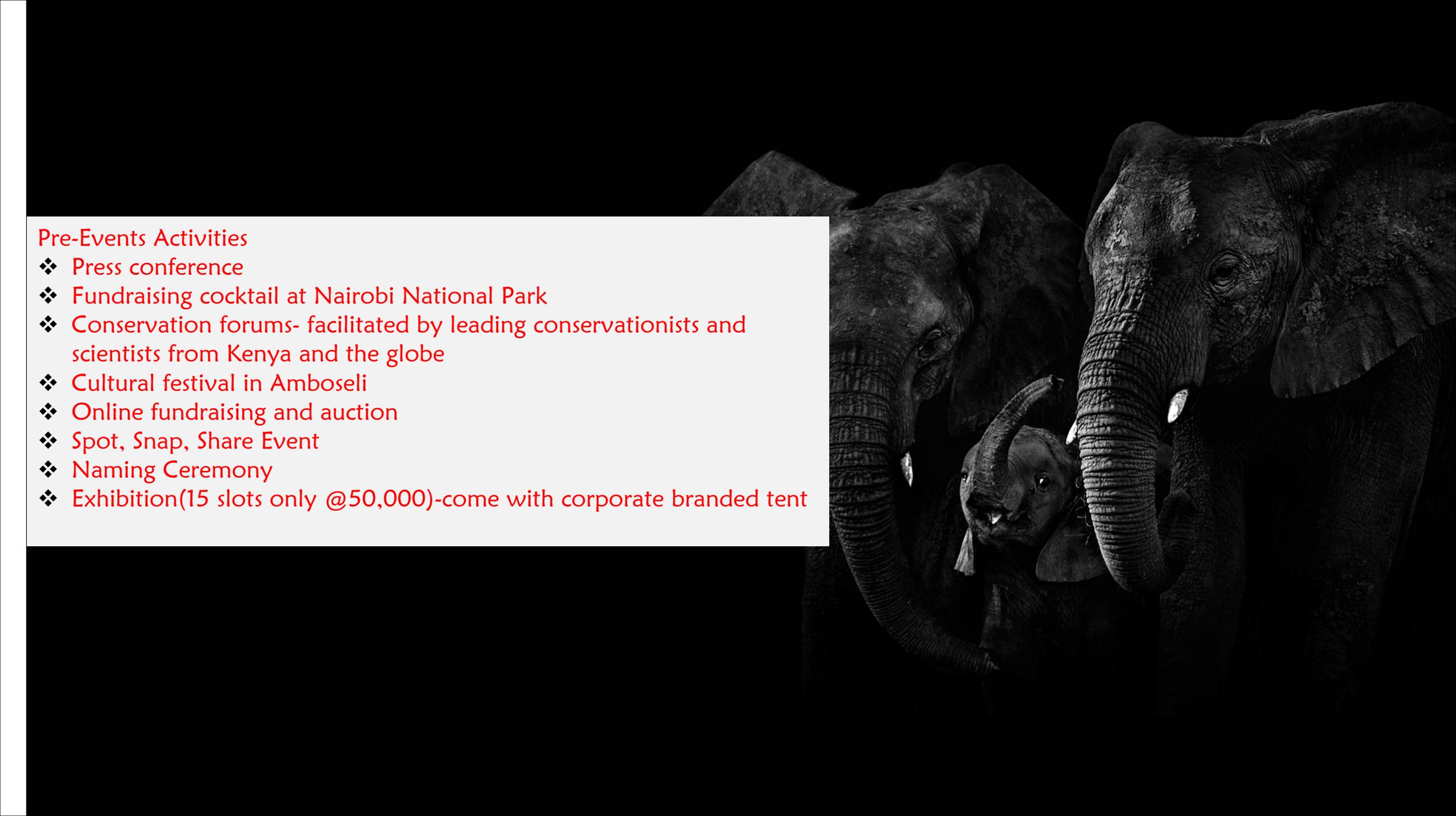
Any other support(cash, in-kind)	<ul style="list-style-type: none">• Opportunity to participate during elephant naming ceremony• Naming elephant certificate• Merchandize• Branding during event and online event materials
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YOU CAN ALSO BE PART OF THIS WONDERFUL EVENT!

- As an individual for as little as 1000 Kenyan shillings, or \$10
- As a corporate for a minimum of 50,000 Kenyan shillings
- Exhibition at 50,000(come with corporate branded tent)
- Book a table at the Tembo fundraising cocktail @150,000 for 7 pax to be held on 1th July,2022
- Other ways of support include unrestricted donations or purchase of branded merchandise



A black and white photograph of three elephants, including a young calf, against a dark background. The elephants are positioned on the right side of the frame, with their heads and trunks visible. The lighting highlights the texture of their skin and the details of their trunks.

Pre-Events Activities

- ❖ Press conference
- ❖ Fundraising cocktail at Nairobi National Park
- ❖ Conservation forums- facilitated by leading conservationists and scientists from Kenya and the globe
- ❖ Cultural festival in Amboseli
- ❖ Online fundraising and auction
- ❖ Spot, Snap, Share Event
- ❖ Naming Ceremony
- ❖ Exhibition(15 slots only @50,000)-come with corporate branded tent

ACCOUNT DETAILS

A/C NAME: KENYA WILDLIFE SERVICE
BANK : Standard Chartered Bank Kenya Limited
A/C NUMBER: 8708033037400
CURRENCY: US DOLLARS
BRANCH: Lang'ata
SWIFT: SCBLKENXXXX



NEWBORNS

Profile:

2020 and 2021 saw a massive increase in Amboseli's elephant population, with the birth of 236 calves in total. The population continues to be closely monitored.

In 2021 First Edition, 21 baby elephants were named.

2022 Second Edition naming ceremony will target the remain 215 calves.



LENGENDARY FAMILIES

Elephants have close family bond and you will normally see them in large family groups. In Africa a basic family consist of 6 to 10 elephants. The family is ruled by a matriach(older female)

Amboseli elephant families have unique identities/stories

2022 Two (2) iconic and distinctive families will be adopted and named.



FOR MORE INFORMATION CALL:

0708191522, 0775912933, 0731825981

Toll free:0800597000

Email: jminoo@kws.go.ke

A photograph of two elephants in a savanna landscape. One large elephant with prominent white tusks is in the foreground, facing the viewer. A smaller elephant is in the middle ground, facing left. The background features rolling green hills under a blue sky with scattered white clouds.

THANK YOU!