



SupaMamas

## Company Profile



**SupaMamas**

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# About Supamamas

Supamamas is a Marketing and Events company based in Nairobi. We connects brands with mums, mums with experts, and mums with each other through our regular events and information online - on our website [www.supamamas.co.ke](http://www.supamamas.co.ke) and social media platform with 70,000 fans and growing.

## History of Supamamas

Initiated in 2011, Supamamas was started out with the need to provide information and create events that would bring mothers together so they can improve various aspects of their lives, connect with brands and network. The company later branched out to have a major presence online through its unique local portal [www.supamamas.co.ke](http://www.supamamas.co.ke), a hub of information everything mum and baby.

## Recognitions

Passionate about what we do the founder Christine Khasinah-Odero has been recognized and awarded by various platforms including:

- **Country Winner 2015**, CEO Magazine Africa's Most Influential Women in Business Awards
- **CFC Stanbic Rising Star Entrepreneur**, Finalist 2015
- Up Magazine April 2013, **Kenya's Top 5 Women Under 40, 2013**
- South Africa CEO's Magazine **Finalist Most Influential Women In Business in Africa SME Category**, 2013 and 2014.
- **Top 40 Women Under 40 Women**, Business Daily 2014.

As a company, Supamamas passion is to empower as many women as possible to strive for excellence as mothers both in their personal and professional lives.

We are a platform that Inspires women especially mums through the notable speakers we feature at our events as well information we share online. We are also passionate about community service and mentorship and have organized several initiatives every year.





# Events

The events are held monthly and vary in theme. Events done so far include:

## 2017 Events

- Pregnant Mums Event (April)
- Business Mums Networking Event Edition 1 (March)

## 2016 Events

- End of Year All White Mum Party (December)
- Food Event for Mums (October)
- Fitness Event for Mums Edition 2 (September)
- Kids Fun Day (August)
- Personal Branding Event Kisumu Edition (July)
- 4th Edition Red Carpet Event for Mums (June)
- Women and Property Event with Nancy Muthoni, Property Show (May)
- Work Life Balance Event with Intel Lenovo (May)
- Women entrepreneurs' Dinner with Top Image CEO, Jennifer Barassa. (April)
- Kids Nutrition Event. (March)
- Fertility Event (February)
- My Business, My Money with Waceke Nduati (January)

## 2015 Events

- December - Parenting Event
- October CSR - Red Carpet Event for Breast Cancer Survivors,
- October - Mum Cookout Event
- September - Kids Safety Event
- August - Fitness and Wellness Event for Mums
- July - Mombasa Personal Branding Event
- June - Mum Pampering Event
- May - Succeed Beyond the Odds Event
- April - Baby Pampering Event
- March - Kids Nutrition Event
- January - Grow Your Business Event

## 2014 Events

- November Kids Craft and Family Fun Day Charity Edition (For Families with Kids with Special Needs)
- Mombasa Mums Event (October)
- Baby Milestones Event (September)
- Mum Cookout Event (August)
- Baby Sleep Skin and Safety Event (July)
- Mum Pampering Event (June)
- Baby Nutrition Event (April)
- The Financial Queens Event (March)
- Love Your Baby Event (February)

## 2013 Events

- The Kids Craft and Family Fun Day Event (November)
- Grow Your Personal Brand with Joanne Mwangi (October)
- Break Those Barriers Event in August with EGB BrandHouse CEO Seraphine Ruligirwa-Kamara (August)
- Mama Pampering Event mainly sponsored by Proctor and Gamble (Pampers)(June)
- Strategies that work event with Top Image CEO Jeniffer Barassa one of Africa's celebrated mumpreneurs (May)
- Community Service Community Service at Nyumba ya Tumaini Home for Rehabilitated Street Boys in Rongai (December) and April visit to Langata Women's' Prison
- Grow Your Business Event with Microsoft and Bank of Africa (March)
- Thrive Where you are Networking Event (February)

## 2011/2012 Events Include:

- Mum and Baby Market Event
- Single Mums Luncheon
- Health and Nutrition Event
- CSR to Kenyatta National Hospital
- Personal Branding Event
- Etiquette in networking event.
- Mum and Baby Fun Day







Online



### Website

www.supamamas.co.ke is a unique local content portal, a directory of information of things mum and baby including baby and Kids shops, schools, specialists, hospitals, event announcement etc.

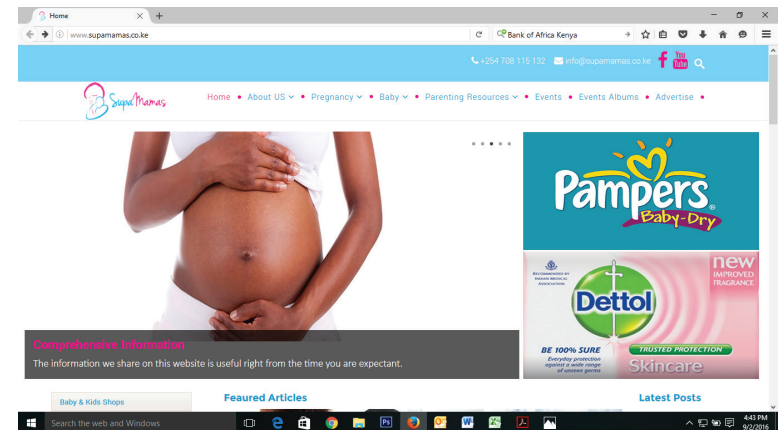
We get an average of 6,000 hits every month and 23,000 page views.

The website is:

- Easy to access and is designed in an easy to navigate way.
- Is mobile friendly and can be viewed on your phone.
- One of its kind with extensive directories of useful information to parents including baby and Kids shops, party planners, salons, schools, specialists, hospitals, event announcement and so much more.
- Useful content for parents: whether new parents, toddler years and parents with kids up to 10 years of age.

### Social Media

We also have our page Supamamas on Facebook where we have real-time conversation with mums who make the bulk of our audience. We currently have over 70,000 Fans and growing.



# Why partner with us?

- **Strategic Partnerships:** we have developed key partnerships that ensure we get many people to attend our events and are able to rope in other sponsors and partners to lower the cost to you.
- **Regular and Good attendance** at our events
- Good traffic on our website:
- **Wide social media reach:** Our social media reach averages 20,000 people per week

**To find out more email:**

**info@supamamas.co.ke.**

**Call 0708 115132**

**Visit [www.supamamas.co.ke](http://www.supamamas.co.ke)**

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# Brands we have Partnered with

