



SPONSORSHIP & PARTNERSHIP TOOLKIT

Kabalega Independence Week 2026

Theme: *Leveraging a Hero's Legacy for Social, Cultural, and Economic Transformation*

Location: Hoima City, Uganda | **Dates:** 07th – 10th October 2026

1. About the Event

Kabalega Independence Week 2026 is a landmark, multi-day celebration organized by Kabalega Foundation, in partnership with Bunyoro-Kitara Kingdom, and Hoima City; in honor of **Omukama Cwa II Kabalega**, blending heritage, innovation, youth empowerment, and enterprise development to foster inclusive transformation in the greater Bunyoro sub-region and beyond.

With special focus on advancing coffee enterprise and value addition in the region, the 2026 edition is organized in partnership with the Ministry of Agriculture, Animal Industry & Fisheries (MAAIF), and Uganda Coffee Federation (UCF)

2. Event Structure Overview

Phase	Date	Activity	Description
Pre-Event	September 2026	<i>Kabalega Community Legacy Series</i>	Tree planting, clean-up campaigns, school outreach, and media countdown activations.
Day 1	07 th October 2026	<i>Kabalega Independence Week Launch</i>	Official opening ceremony, cultural performances, and press briefing.
Day 2 – 4	07 th – 10 th October 2026	<i>Kabalega Business & Innovation Expo</i>	Corporate, SME, youth, and artisan exhibitions promoting innovation, trade, and entrepreneurship.
Day 3	8 rd October 2026	<i>International Coffee Day – Uganda</i>	High-level national commemoration and celebration of coffee farmers, enterprises, and trade
Day 4	10 th October 2026	<i>4th Kabalega Independence Run 2026</i>	Mass wellness run at Rukurato Grounds, Hoima (same venue as expo). Target: 5,000 participants.
Post-Event	October 2026 onward	<i>Community Impact Follow up activities.</i>	<i>Mobilization and distribution of coffee seedlings to farmers in the region, farmer agronomic training, and support.</i>

3. Why Partner With Us

Sponsoring the Kabalega Independence Week connects your brand with; **Heritage & National Pride, Community Empowerment, Enterprise Development, Community Health & Wellness, Corporate Social Responsibility (CSR) and ESG Goals.**

You will gain strategic brand visibility, engagement with national and native cultural, political, business, agricultural, civil society, and community leaders, and long-term legacy impact through the

event, and post event community engagements.

4. Sponsorship & Partnership Opportunities

Corporate and institutional partners will benefit from:

- Premium brand visibility across media, venues, and collateral
- Speaking slots on keynote, business, and innovation panels
- On-site expo exhibition, networking lounges, and media interviews
- Strong alignment with CSR, ESG, youth empowerment, and cultural preservation values
- Legacy positioning through naming rights such as:
 - *Kabalega Innovation Medal*
 - *Kabalega Independence Run Awards*
 - *Kabalega Education & Innovation Fund Contributor*

5. Sponsorship Tiers & Benefits Summary

Tier	Contribution (UGX)	Key Benefits
Platinum	50M+	Event co-branding, keynote address, media, booth, full-page ad, VIP access
Gold	25M – 49.99M	Prominent branding, expo booth, panel slot, half-page ad, VIP tickets
Silver	15M – 24.99M	Logo banners, branded materials, quarter-page ad, exhibitor space
Bronze	10M – 14.99M	Logo banners, t-shirt branding, social media, limited passes
Copper	5M – 9.99M	Social media mention, logo on posters, t-shirts, 2 passes
Community Partner	3M – 4.99M	Recognition at venue & digital, best for SMEs and grassroots groups
Friendship Tier	<3M	Website supporter listing & general thank-you recognition

Full Sponsorship Package Details (Platinum, Gold, Silver, Bronze, Copper, Community Partner, and Friendship Tier) available on request.

6. Key Sponsorship Opportunities

- **Expo Co-Host:** Business & SME-focused activations
- **Kabalega Run Sponsor:** Event Naming Rights (e.g., “XYZ Kabalega Independence Run”), t-shirts, medals, winner awards/gifts, hydration stations
- **Memorial Lecture Sponsor:** Knowledge-sharing and policy forum
- **Youth & Women in Coffee Business Awards Sponsor:** Prizes for top youth and women enterprises
- **Kabalega Education & Innovation Fund Contributor:** Seed grants, fellowships, scholarships, innovation challenges
- **Media & Digital Sponsor:** Co-branded content, live streaming, social media
- **Community Legacy Series Partner:** Coffee seedlings mobilisation, distribution, and farmer training support
- **VIP Hospitality Sponsor** – Event Lounges, protocol, catering

7. Custom Branding & Activations

Creative, custom-tailored brand activation options available, such as:

- Co-branded business & innovation expo space
- Sponsored cultural showcases or awards
- Branded run kits, medals, and hydration zones
- Digital storytelling, media placement
- Recognition plaques or certificates
- Co-branded youth and women awards
- Influencer engagement and media co-creation.

As a valued **sponsor**, you are also **invited to exhibit at the Kabalega Business & Innovation Expo at no additional cost**. All sponsorship tiers include a complimentary exhibition booth, branded Kabalega Independence Run kits, VIP tent access during the events, and other exclusive visibility opportunities. These value-packed benefits are designed to maximize your brand exposure, deepen stakeholder engagement, and demonstrate your active role in shaping Uganda’s development journey.

8. How to Contribute

Support can be provided through:

- **Financial Sponsorship** (Tiered levels detailed above)
- **In-Kind Contributions** (Media, hospitality, branding, health services)
- **Strategic Partnerships** (Co-hosting program elements)

For Financial Contribution & Payment Details

Payment Method	Details
Bank Name	Equity Bank Uganda
Account Name	Kabalega Foundation Limited
Account Number (UGX)	1035201512490
Mobile Money Numbers	0764-754259 / 0702-841395
Payment Reference	<i>Kabalega Independence Week 2026</i>

Kindly notify us upon payment via: partnerships@kabalegafoundation.org

9. Key Dates & Timeline

Period	Activity
Aug 20 – Sept 20	Confirmations, branding, activation planning
Sept 1 – Sept 30	Pre-event activities & countdown campaign
Oct 07 – Oct 10	Main event implementation
Nov 2026 onward	Reporting & continuation into year-long post-event coffee promotion

Registration Opens: 1st September 2026

Deadline: 30th September 2026

10. Budget Overview

Activity	Amount (UGX)
Kabalega Business & Innovation Expo Setup & Infrastructure	65,000,000
International Coffee Day & Symposium Operations	61,000,000
4th Kabalega Independence Run Operations	84,000,000
Branding, Media, Public Relations & Marketing	38,500,000
Secretariat Administration, Transport & Personnel	25,000,000
Total Estimated Budget	UGX 273,500,000

Any surplus or unutilized sponsorship will be directed towards the **mobilization, distribution of coffee seedlings, and agronomic training of farmers within the region.**

Detailed breakdown and customized sponsorship alignment available upon request.

11. Contact Us

Kabalega Foundation
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Website: www.kabalegafoundation.org
Socials: #KabalegaIndependenceWeek2026 #KIW2026 #KabalegaMemorialLecture2026, #KabalegaRun2026

12. Post-Event Recognition & Legacy Engagement

All sponsors will receive tailored post-event visibility, impact reporting, and recognition through:

- **Comprehensive Sponsorship Report** summarizing event reach, media coverage, brand exposure, and community outcomes.
- **Recognition and Acknowledgment Letter** from the Kabalega Foundation and partner institutions.
- **Media Highlights** featuring your brand’s participation across social, print, and broadcast platforms.
- **Community Legacy Engagements** opportunities through the planned mobilization, distribution of coffee seedlings, and agronomic training of farmers within the region, including naming opportunities, mentorship initiatives, and community follow-up engagements.

Your partnership doesn’t end with the event — it becomes part of the legacy we celebrate, and a growing the Kabalega Independence Week transformative initiative in the Bunyoro Sub-region and beyond.