



SPONSORSHIP TOOLKIT

Kabalega Independence Week 2025

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

Location: Hoima City, Uganda

Dates: 01st – 04th Oct 2025 (*Pre-Event Activities: Sept 2025 | Post-Event Forum: Nov 2025*)

1. About the Event

Kabalega Independence Week 2025 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 Albertine Graben and beyond.

2. Event Structure Overview

Phase	Date	Activity	Description
Pre-Event	September 2025	<i>Kabalega Community Legacy Series</i>	Tree planting, clean-up campaigns, school outreach, and media countdown activations.
Day 1	1 st October 2025	<i>Kabalega Independence Week Launch</i>	Official opening ceremony, cultural performances, and press briefing at Hoima Resort Hotel.
Day 2 – 4	2 nd – 4 th October 2025	<i>Kabalega Business & Innovation Expo</i>	Corporate, SME, youth, and artisan exhibitions promoting innovation, trade, and entrepreneurship.
Day 3	3 rd October 2025	<i>2nd Kabalega Memorial Lecture</i>	High-level forum under the theme "Culture, Knowledge & Innovation" at Hoima Resort Hotel.
Day 4	4 th October 2025	<i>Kabalega Independence Run 2025</i>	Mass wellness and fundraising run at Hoima Booma Grounds. Target: 3,000+ participants.
Post-Event	November 2025	<i>Kabalega Innovation Activation Forum</i>	Youth pitching forum, awards, mentoring, and strategic partner dialogue on event impact.

3. Why Partner With Us

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

You will gain strategic brand visibility, engagement with national and native cultural, political, business, civil society, and community leaders, and long-term legacy impact through support for the Kabalega Education & Innovation Fund

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 Innovation Awards Sponsor:** Prizes for top youth innovators
- **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:** Tree planting, cleanup, school engagement
- **VIP Hospitality Sponsor** – 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 innovation challenges, and pitch competitions
- 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 access to the Memorial Lecture, 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 2025</i>

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

9. Key Dates & Timeline

Period	Activity
July 20 – Aug 15	Partner Outreach & Proposal Sharing
Aug 16 – Sept 20	Confirmations, Branding, Activation Planning
Sept 1 – Sept 30	Pre-Event Activities & Countdown Campaign
Oct 1 – Oct 4	Main Event Implementation
Nov 2025	Post-Event Innovation Forum & Reporting

Registration Opens: 1st August 2025

Deadline: 30th September 2025

10. Budget Overview

Activity	Amount (UGX)
Pre-Event: Kabalega Legacy Series	28,000,000
Expo Setup & Logistics	65,000,000
Lecture Venue & Hospitality	61,000,000
Run Logistics, Kits & Security	84,000,000
Post-Event Innovation Forum	24,000,000
Contingency & Compliance	10,000,000
Total Estimated Budget	272,000,000 UGX

Any surplus or unutilized sponsorship will be directed to the **Kabalega Education & Innovation Fund**, supporting youth entrepreneurs, scholarships, and innovation labs.

Detailed breakdown and customized sponsorship alignment available upon request.

11. Contact Us

Kabalega Foundation

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Tel: +256-200-900935 | +256-764-754259

Website: www.kabalegafoundation.org

Socials: #KabalegaIndependenceWeek2025 #KabalegaBizExpo

#KabalegaMemorialLecture2025, #KabalegaRun2025

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.
- **Ongoing Legacy Engagement** opportunities through the *Kabalega Education & Innovation Fund*, including naming opportunities, mentorship initiatives, and community follow-up projects.

Your partnership doesn't end with the event — it becomes part of the legacy we celebrate, and a growing movement of transformation in the Bunyoro Sub-region and beyond.